

NZX/ASX release
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Heartland Bank and Kia Motors New Zealand launch Kia Finance

Heartland Group Holdings Limited's (NZX/ASX: HGH) subsidiary Heartland Bank Limited (**Heartland**) (NZX: HBL) has partnered with Kia Motors New Zealand (**KMNZ**) to provide Kia Finance – a new vehicle finance service for people looking to purchase a new or used Kia from a Kia dealership.

Kia Finance offers New Zealanders a range of finance options to help get them or their business moving. Kia Finance's vehicle finance options include vehicle loans, Kia Konfidence (allowing customers to protect the minimum future value of their vehicle at the end of the loan term) and vehicle leasing for business fleets.

Heartland's Chief Executive Officer, Chris Flood, said Heartland was delighted to be selected as the financial services supplier to KMNZ.

"We are proud to partner with Kia, a growing brand in the New Zealand market with a focus on technology and environmental sustainability – core areas of focus shared by Heartland," he said.

Flood said Kia Finance's vehicle loan and Kia Konfidence products aim to make it even easier for New Zealanders to upgrade to safer, more reliable vehicles.

"Partnering with intermediaries like Kia is a key part of Heartland's strategy to grow our business and reach more customers at the point of sale. More importantly, it means we're better able to reduce the barriers to entry people may have previously faced when looking to purchase a new vehicle."

KMNZ Managing Director Todd McDonald said Kia was very pleased to announce its partnership with Heartland Bank. "The alignment of values between Heartland Bank and Kia NZ mutually support each other. The addition of a strong automotive focused financier will support the growth of the Kia brand and our dealer network in New Zealand."

"This partnership with Heartland provides Kia New Zealand new purchasing opportunities for Kia customers".

Kia Finance's products are available in Kia dealerships from 4 November 2019.

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For more information, please contact:

Nicola Foley

Senior Communications Manager
Heartland Bank
027 345 6809

Greg MacDonald

General Manager Marketing
Kia Motors New Zealand
09 573 6070

About Heartland Group and Heartland Bank

Heartland Bank Limited (Heartland Bank) is part of Heartland Group Holdings Limited (Heartland Group), a financial services group with operations in New Zealand and Australia. Heartland Group is listed on the NZX Main Board and ASX (NZX/ASX: HGH) with more than 12,000 shareholders.

Heartland Bank is a New Zealand operated and managed bank that is listed on the NZX Debt Market (NZX: HBL). Heartland Bank offers savings and investment products, is the market leader in reverse mortgages in New Zealand and provides business, rural and motor vehicle finance.

Heartland is proud of its Kiwi heritage which stretches back to 1875. Heartland aims to provide a first-class customer experience whether it's online, over the phone or in person. It's currently focused on channels to deliver its innovative banking products, with an emphasis on digital platforms designed to deliver a fast and simple customer experience.

To find out more, visit www.heartland.co.nz.

About Kia Motors New Zealand

Kia Motors New Zealand Limited, a technology leader in many fields, principally the design and build of fully electric, hybrid, mild hybrid and internal combustion powered vehicles for the young-at-heart, is a subsidiary of Kia Motors Corporation (KMC) which was founded in 2006.

KMC sells and services high quality, class leading vehicles like the Rio, Cerato, Optima, Sportage, Sorento and Stinger through a network of 21 dealers nationwide. Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

To find out more, visit www.kia.co.nz.