

## New look for new era in financial services

Kina Securities Ltd launched its new brand today, marking its transformation as PNG's fourth largest bank following the recent acquisition of Maybank PNG.

Being the first PNG financial services company to list on the stock exchange in both Papua New Guinea and Australia, Kina has emerged as a home-grown success story. The addition of banking to its existing lending and wealth management services creates a strong, diversified banking organisation and gives customers the opportunity to access a broad range of financial services through one provider.

Kina Group CEO Syd Yates said the distinct new brand was a reflection of the organisation's proud local roots while positioning it to support the future prosperity of PNG and its people.

Mr Yates said "We've contributed to the region's social fabric for three decades and now have even more financial products and services to help Papua New Guineans build the lives they choose,"

"PNG's growing population is seeking better and broader financial services, and the new Kina provides an opportunity for customers to join a locally grown organisation with progressive, accessible financial services."

The new Kina will operate through two main divisions, Kina Bank and Kina Wealth, offering a broad range of products and services, including savings accounts, mortgages, business loans, insurance, stockbroking and financial advice, investment management and funds administration.

Mr Yates said Kina's 250 employees were incredibly proud of the new-look brand and colours.

"Our new uniforms are intentionally bright and distinct and reflect the friendliness of our people and their customer service," he said.

The Kina logo draws inspiration from the traditional, woven bilum bag and the bold patterns of tapa bark cloth. The intertwined strands reflect the two-way partnership between Kina and its customers, converging in a common goal of prosperity.

The Kina colours are intentionally warm and energetic, inspired by the country's vibrant and extraordinary people, flora and fauna reflecting a bright future for Kina and PNG.

The brand slogan - "together it's possible" - makes a pledge to our customers, reinforcing the strong relationship that forms the cornerstone of the Kina brand.

"We believe all aspects of our new brand help set us apart in a market where now, more than ever, people have the opportunity to make a range of previously unattainable lifestyle choices. Our role is to unlock that opportunity."

The branding has been delivered across our new website [www.kina.com.pg](http://www.kina.com.pg), which includes access to internet banking at [www.mykina.com.pg](http://www.mykina.com.pg), and a new investors' centre. Shareholders and stakeholders can monitor Kina Securities Limited (KSL) announcements, share price and other key corporate information at [investors.kina.com.pg](http://investors.kina.com.pg)

Mr Yates said Kina would gradually introduce its full suite of financial services across its seven branches and offices and would look at opportunities to grow the network once the roll-out to existing sites was complete.

For information on Kina's financial products and services, visit the new website at [www.kina.com.pg](http://www.kina.com.pg)

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