

Media Release

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Satisfaction with NAB on the rise among key business segments.

Having trailed its Big 4 competitors in satisfaction among Small and Medium businesses six months ago, NAB has made great headway in improving its level of esteem among these segments since the middle of 2020 according to new figures available from [DBM Consultants](#) in its [Business Atlas survey](#).

With Small business satisfaction with the Big 4 as a collective remaining steady at 7.3 out of 10 over the past six months, NAB's rating has improved from 7.0 to 7.3 to bring it back into line with its peers. Among Medium businesses, NAB's improvement is even more pronounced, with satisfaction rising from 7.5 to its highest ever level of 7.9, while the Big 4 average is relatively steady at 7.6.

“While just over 10% of Australian companies are classified as Small or Medium sized businesses, they account for some 30% of funds under management” explained Kipling Zubevich, CEO of DBM. “Satisfying them is imperative in order to retain their business and deepen relationships with these high-value customers.”

NAB and CBA (7.7) now lead the way among Medium-sized businesses, ahead of ANZ (7.4) and Westpac (7.2). Among Small businesses, there is now little to split the majors - Westpac (7.4), NAB and CBA (7.3 each) and ANZ (7.2).

Among Large businesses (turnover of more than \$50m), CBA (8.1) and NAB (8.0) enjoy the highest levels of satisfaction, with NAB close to its highest ever level (8.1 as recently as October 2020) in that segment too.

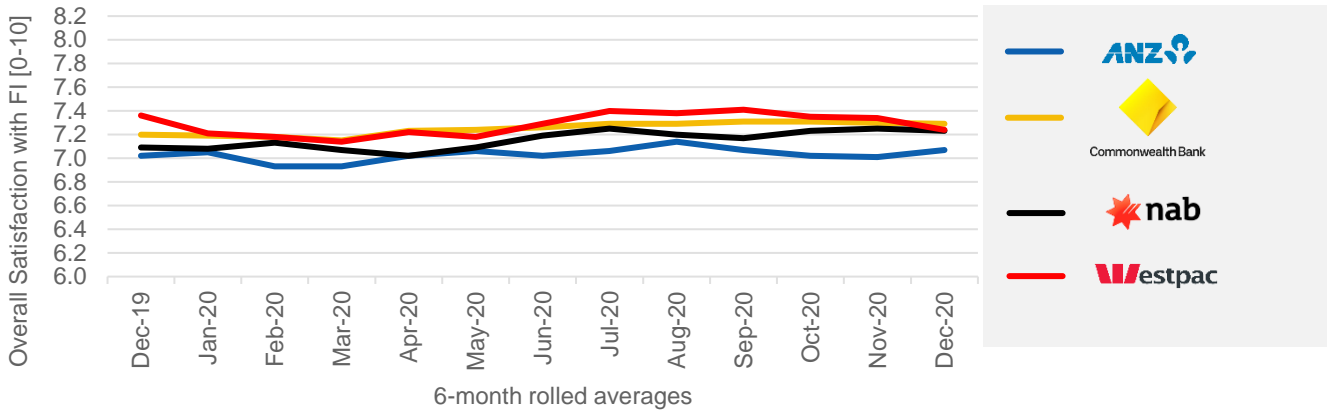
Satisfaction ratings are at or near record levels for the Big 4 overall among businesses in all three of these segments.

“No doubt many of these businesses are extremely appreciative of the support their main bank has provided during the pandemic” said Mr Zubevich. “All our more exploratory research shows this. After receiving significant negative publicity across 2018 and 2019, the way the Big 4 have supported their customers throughout the pandemic has gone a long way towards restoring their reputations.”

In the Micro business market (turnover less than \$1m), and across the business market as a whole, CBA (7.3), Westpac (7.2) and NAB (7.2) lead the way.



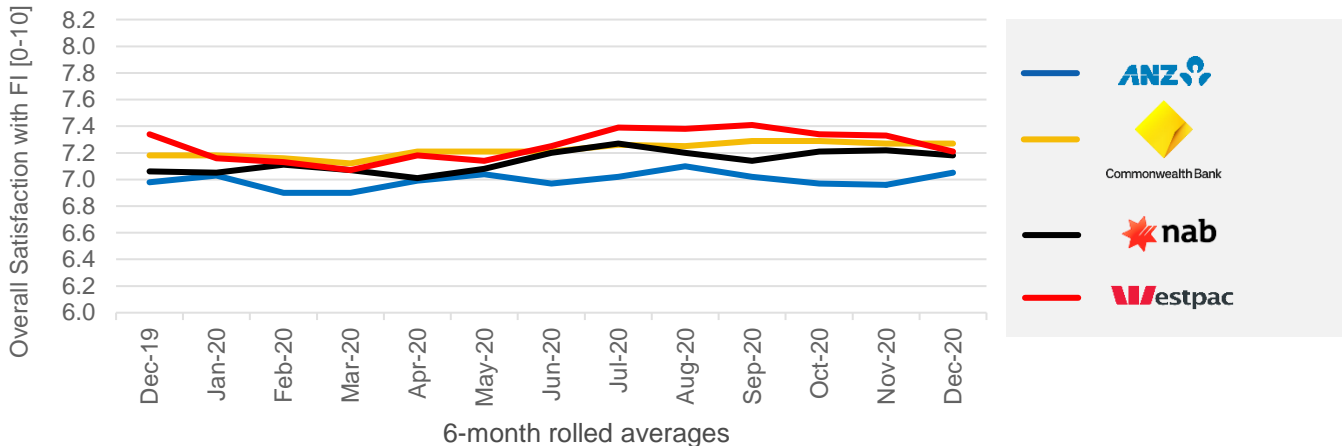
Whole of Market Australian Business Banking



Whole of Market results

	December 2020	November 2020 (1 month ago)	June 2020 (6 months ago)	December 2019 (12 months ago)
ANZ	7.1(4)	7.0	7.0	7.0
CBA	7.3(1)	7.3	7.3	7.2
NAB	7.2(1)	7.3	7.2	7.1
WBC	7.2(1)	7.3	7.3	7.4
Sample	n=7,471			

Micro (Up to \$1m)

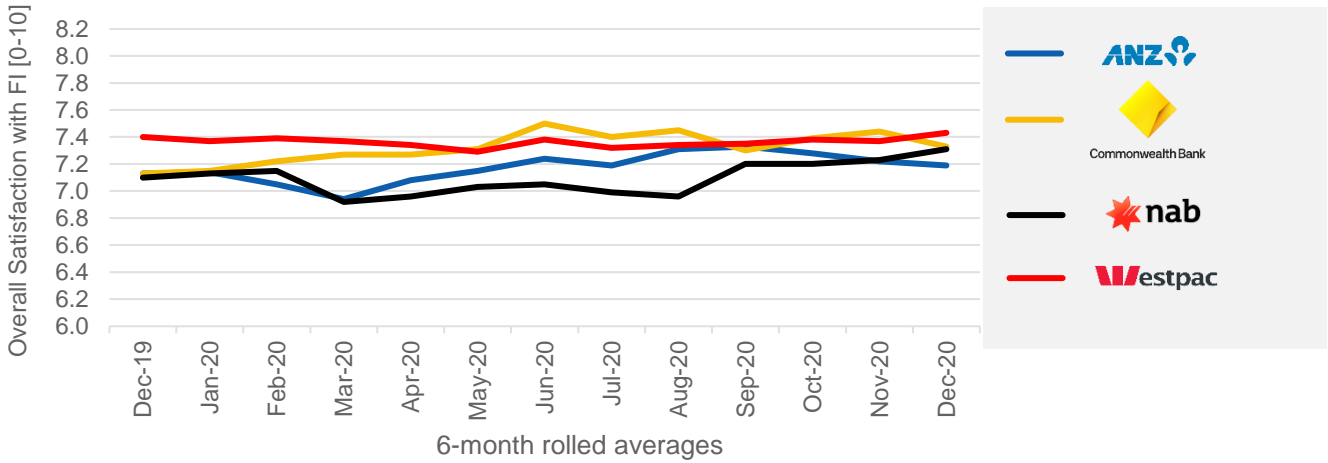


Micro Business (turnover up to \$1m) satisfaction

	December 2020	November 2020 (1 month ago)	June 2020 (6 months ago)	December 2019 (12 months ago)
ANZ	7.0(4)	7.0	7.0	7.0
CBA	7.3(1)	7.3	7.2	7.2
NAB	7.2(1)	7.2	7.2	7.1
WBC	7.2(1)	7.3	7.3	7.3
Sample	n=3,555			



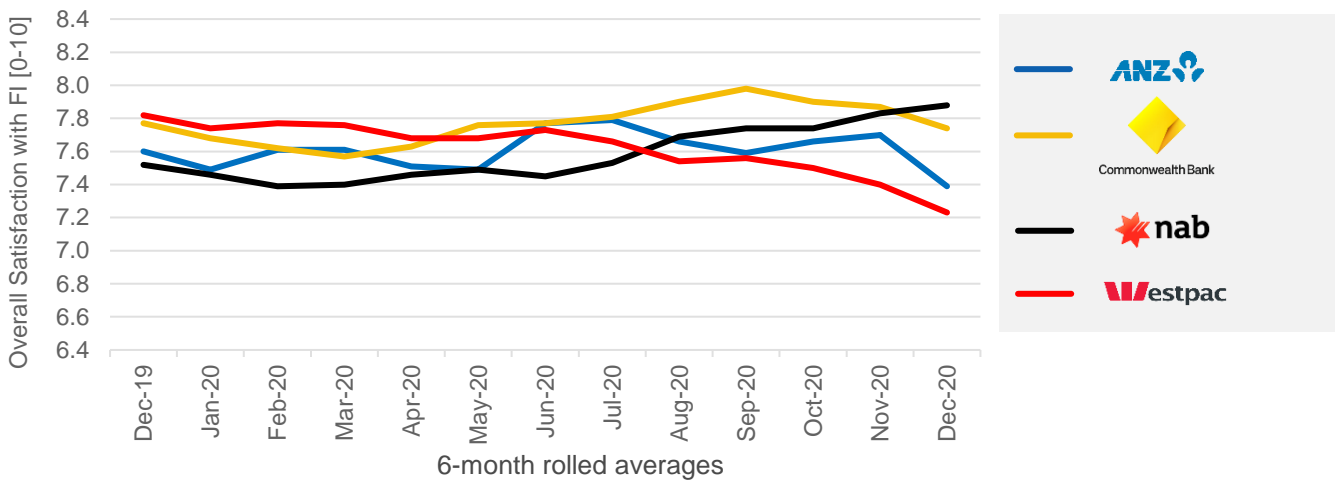
Small (\$1m up to \$5m)



Small Business (turnover \$1m up to \$5m) satisfaction

	December 2020	November 2020 (1 month ago)	June 2020 (6 months ago)	December 2019 (12 months ago)
ANZ	7.2(1)	7.2	7.2	7.1
CBA	7.3(1)	7.4	7.5	7.1
NAB	7.3(1)	7.2	7.0	7.1
WBC	7.4(1)	7.4	7.4	7.4
Sample	n=1,811			

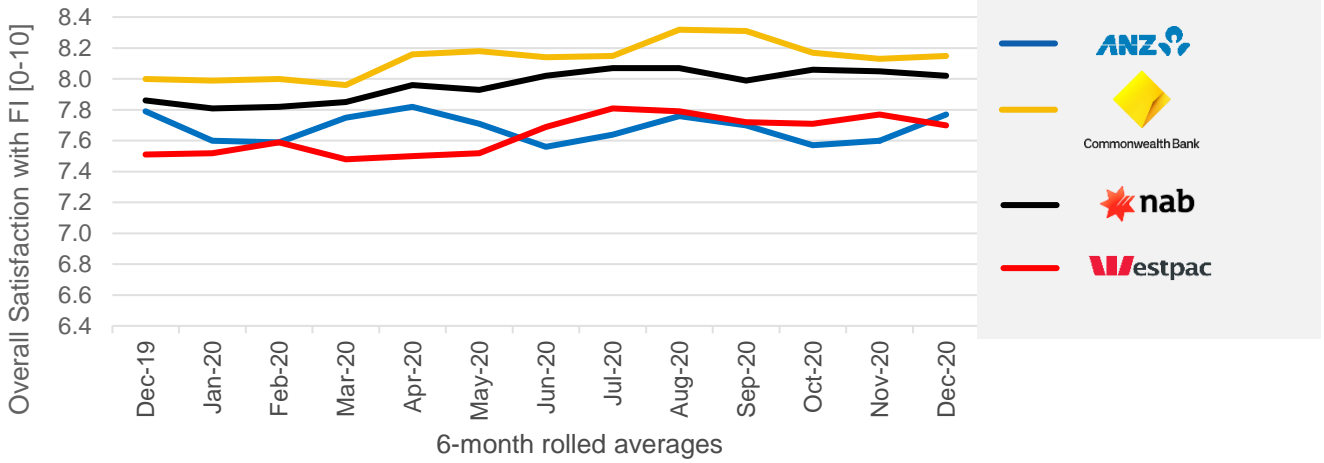
Medium (\$5m up to \$50m)



Medium Business (turnover \$5m up to \$50m) satisfaction

	December 2020	November 2020 (1 month ago)	June 2020 (6 months ago)	December 2019 (12 months ago)
ANZ	7.4(3)	7.7	7.8	7.6
CBA	7.7(1)	7.9	7.8	7.8
NAB	7.9(1)	7.8	7.5	7.5
WBC	7.2(3)	7.4	7.7	7.8
Sample	n=1,277			

Large (\$50m and above)



Large Business (turnover \$50m and above) satisfaction

	December 2020	November 2020 (1 month ago)	June 2020 (6 months ago)	December 2019 (12 months ago)
ANZ	7.8(3)	7.6	7.6	7.8
CBA	8.1(1)	8.1	8.1	8.0
NAB	8.0(1)	8.0	8.0	7.9
WBC	7.7(3)	7.8	7.7	7.5
Sample	n=828			