

Media Release

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NAB achieving satisfaction highs among businesses.

Satisfaction with NAB among the Australian business community is as high as it has ever been according to new figures available from [DBM Consultants](#) in its [Business Atlas survey](#).

In March, NAB's satisfaction level across the Australian business market reached 7.4 out of 10, equaling its previous high from February 2016. Satisfaction with the bank is at its highest ever level in three of the four turnover groups that Business Atlas segments the business market into – Micro, Medium and Large business.

“Over the past year, NAB has seen the biggest satisfaction uplift of the majors in all of the business segments,” explained Kipling Zubevich, CEO of DBM. “A vastly improved reputation has clearly played a part in business contentment with the bank. NAB, along with CBA, has enjoyed the biggest improvement of the Big 4 banks in its reputation rating over the past year.”

In the Micro business market (turnover less than \$1m), NAB (7.4) and CBA (7.3) now lead the way, ahead of Westpac (7.2) and ANZ (7.1), with NAB also matching its previous best from February 2016.

CBA (7.6) stands out in the Small businesses market, a little ahead of Westpac (7.4), NAB (7.2) and ANZ (7.1).

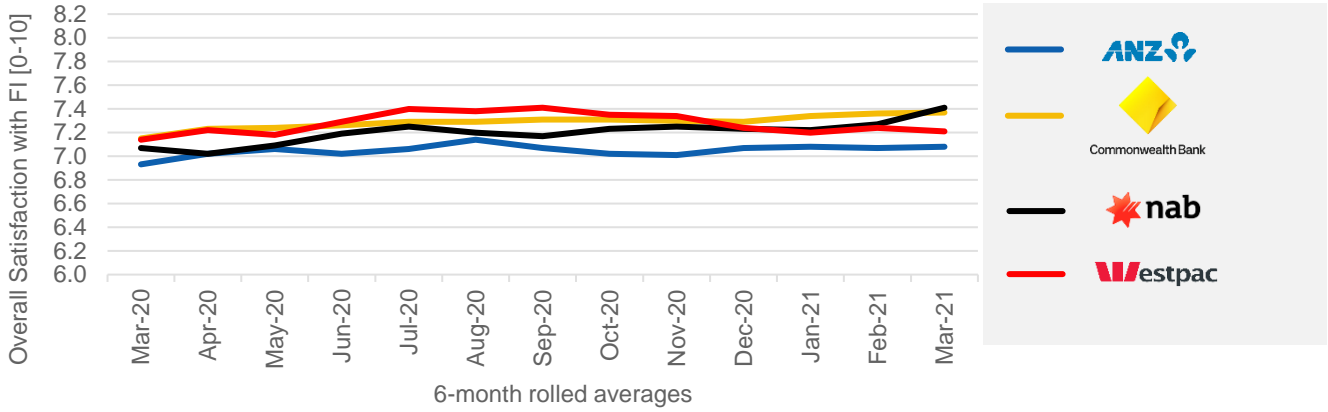
Among Medium-sized businesses (turnover of \$5m - \$50m), NAB (7.9), CBA (7.8) and ANZ (7.7) are some way ahead of Westpac (7.3), with NAB maintaining its record level of satisfaction in this category that it first reached in December last year.

NAB and CBA (both 8.1) are neck and neck in satisfaction among Large businesses (turnover \$50m and above), a little way ahead of Westpac and ANZ (both 7.7),

“It is perhaps no wonder NAB won the coveted Most Recommended Major Business Bank award at the recent DBM Australian Financial Awards, given the improved level of esteem in which they are held by their business customers” said Mr Zubevich.



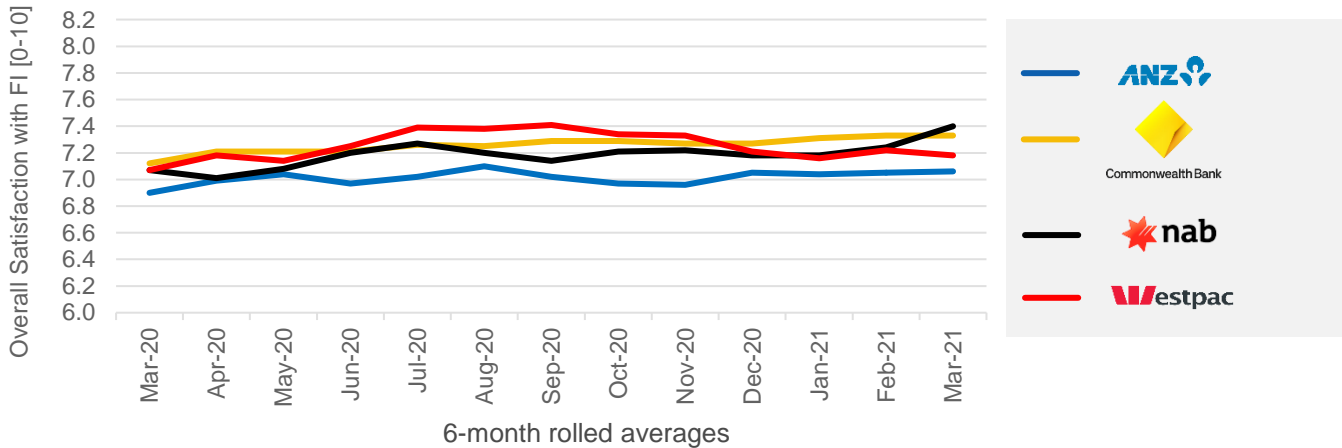
Whole of Market Australian Business Banking



Whole of Market results

	March 2021	February 2021 (1 month ago)	September 2020 (6 months ago)	March 2020 (12 months ago)
ANZ	7.1(3)	7.1	7.1	6.9
CBA	7.4(1)	7.4	7.3	7.2
NAB	7.4(1)	7.3	7.2	7.1
WBC	7.2(3)	7.2	7.4	7.1
Sample	n=7,141			

Micro (Up to \$1m)



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

	March 2021	February 2021 (1 month ago)	September 2020 (6 months ago)	March 2020 (12 months ago)
ANZ	7.1(3)	7.0	7.0	6.9
CBA	7.3(1)	7.3	7.3	7.1
NAB	7.4(1)	7.2	7.1	7.1
WBC	7.2(3)	7.2	7.4	7.1
Sample	n=3,471			



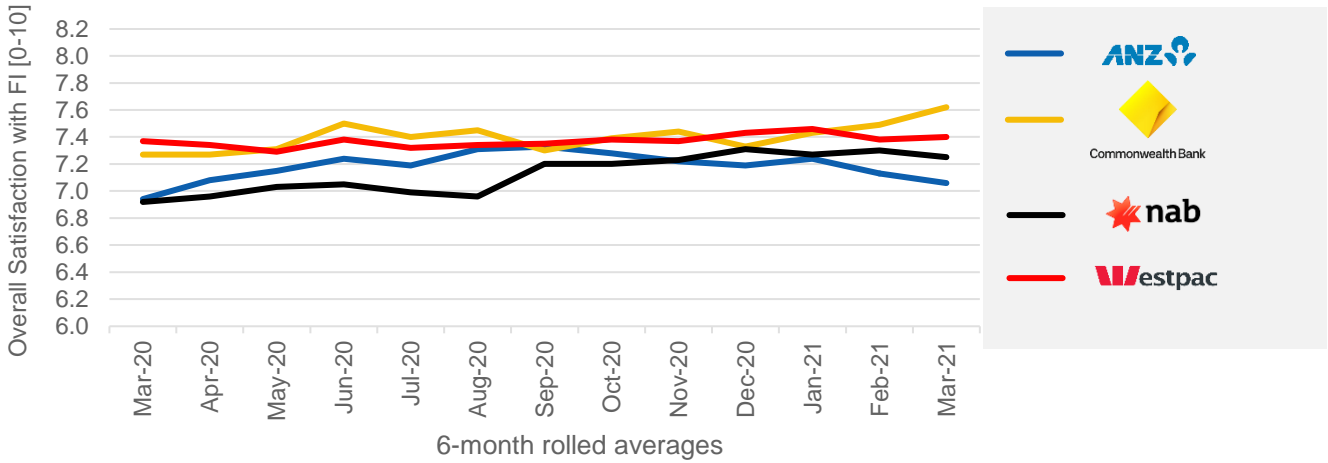
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Atlas.

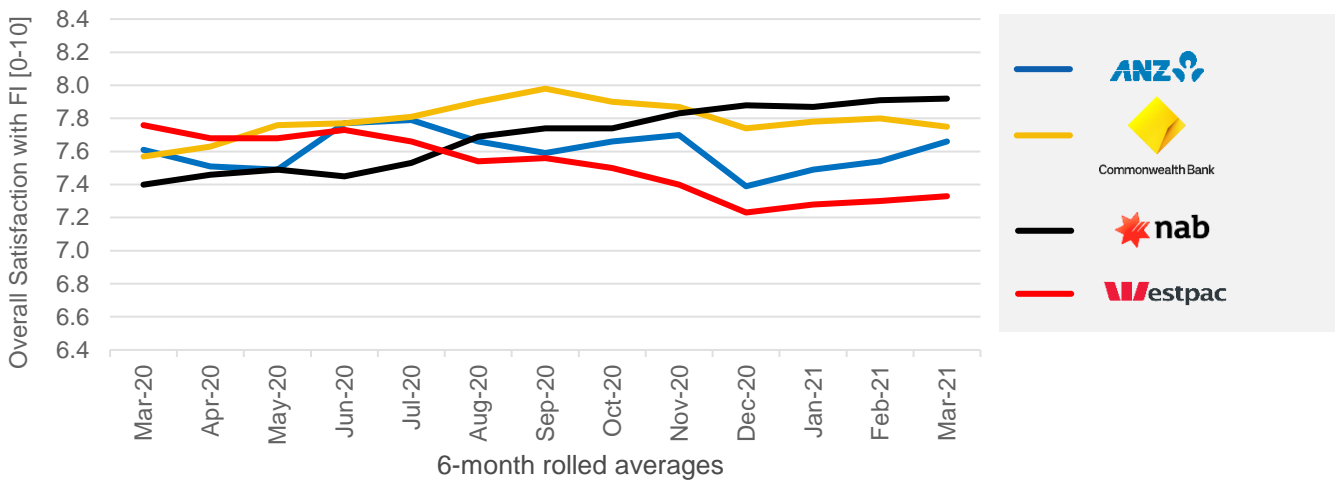
Small (\$1m up to \$5m)



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

	March 2021	February 2021 (1 month ago)	September 2020 (6 months ago)	March 2020 (12 months ago)
ANZ	7.1(2)	7.1	7.3	6.9
CBA	7.6(1)	7.5	7.3	7.3
NAB	7.2(2)	7.3	7.2	6.9
WBC	7.4(2)	7.4	7.4	7.4
Sample	n=1,646			

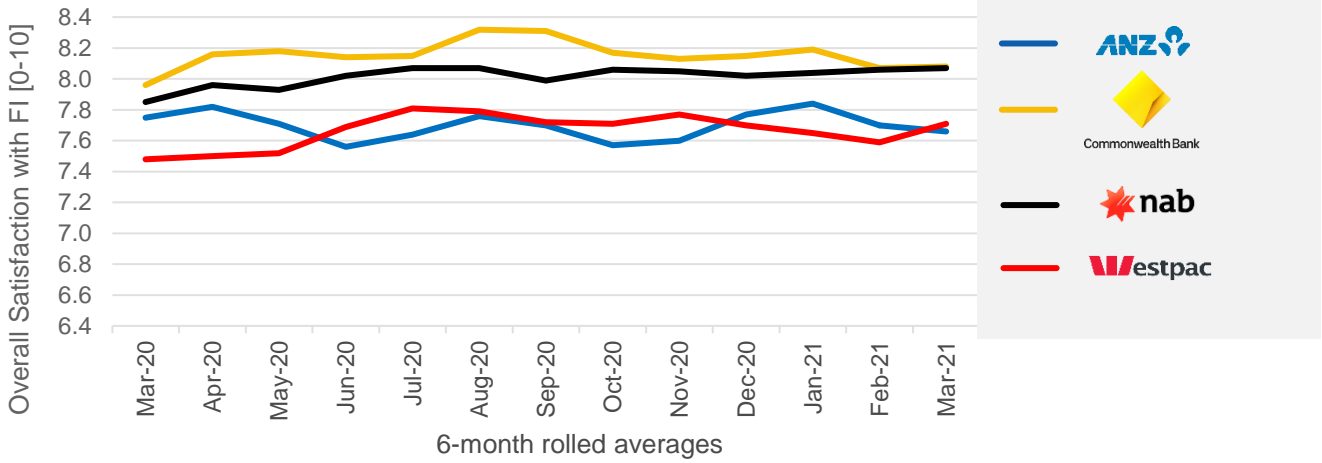
Medium (\$5m up to \$50m)



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

	March 2021	February 2021 (1 month ago)	September 2020 (6 months ago)	March 2020 (12 months ago)
ANZ	7.7(1)	7.5	7.6	7.6
CBA	7.8(1)	7.8	8.0	7.6
NAB	7.9(1)	7.9	7.7	7.4
WBC	7.3(4)	7.3	7.6	7.8
Sample	n=1,206			

Large (\$50m and above)



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

	March 2021	February 2021 (1 month ago)	September 2020 (6 months ago)	March 2020 (12 months ago)
ANZ	7.7(3)	7.7	7.7	7.7
CBA	8.1(1)	8.1	8.3	8.0
NAB	8.1(1)	8.1	8.0	7.8
WBC	7.7(3)	7.6	7.7	7.5
Sample	n=818			