



MEDIA RELEASE

DON'T LET BIG BANKS KILL YOUR BUSINESS DREAMS JUDO LAUNCHES MAJOR ADVERTISING CAMPAIGN

September 9, 2019

Judo Bank, Australia's first SME challenger bank, has launched a national advertising campaign highlighting the fact that one in four SMEs struggle to get finance from the big banks.

Focusing on the major capital city markets of Sydney, Melbourne and Brisbane, in which Judo currently operates, the integrated campaign will run across press, outdoor, radio, digital and social.

This is the first time Judo Bank has advertised on such a scale.

Unveiling the campaign, Judo Bank co-founder and co-CEO Joseph Healy said Australian SMEs have been taken for granted for too long by large banking institutions.

"Independent research commissioned by Judo confirms that Australian SMEs are facing a worsening credit crisis, with the funding gap growing from \$83 billion to \$90 billion in just 12 months," Mr Healy said.

"In fact, the research confirmed that one in every four SMEs has been knocked back for bank finance, which means that every year, thousands of SMEs have had their business dreams quashed. Not to mention the knock-on effect to the economy."

In the last 18 months, Judo Bank has raised a record \$540 million of capital – the largest raising by a start-up in Australian corporate history. It has also been granted a full banking licence, been awarded LinkedIn's number one start-up company to work for, and last week commenced its market-leading retail term deposit offering.

Co-founder and Chief Marketing Officer Kate Keenan said:

"Our research was pretty compelling. The results showed us SMEs are so conditioned to hearing 'no' from their big bank, they no longer ask for the funding their business needs. We're here to change that.

"This campaign is designed to communicate to SMEs that with Judo Bank on their side, their business plans are a big step closer to becoming a reality.

"We are saying to Australian SMEs: don't let the big banks kill your business dreams".

The advertising campaign was created by partner agency, Us&Us with design direction from Bastion Collective.

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Don't let your
big bank kill
your business
dreams.



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we're your bank.

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can't from your
big bank?**



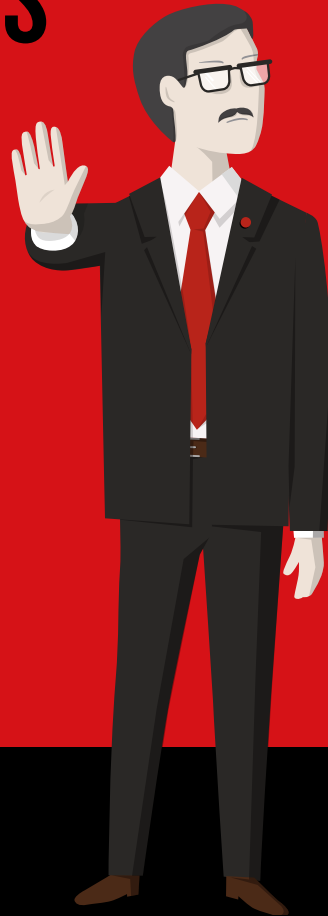
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BANK HALTING
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