

Company Factsheet

About Heartland

Heartland Group Holdings Limited (Heartland) is a financial services group with operations in New Zealand and Australia.

Heartland is listed on the NZX Main Board and the ASX Main Board under a Foreign Exempt Listing.

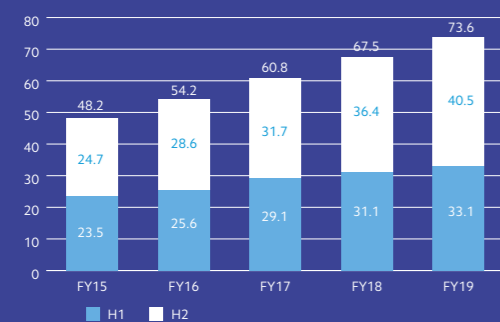
**LONG-TERM ISSUER DEFAULT RATINGS
(FITCH RATINGS)**

BBB Heartland Group Holdings Limited
(outlook stable)

BBB Heartland Bank Limited
(outlook stable)

BBB- Heartland Australia Group Pty Ltd
(outlook stable)

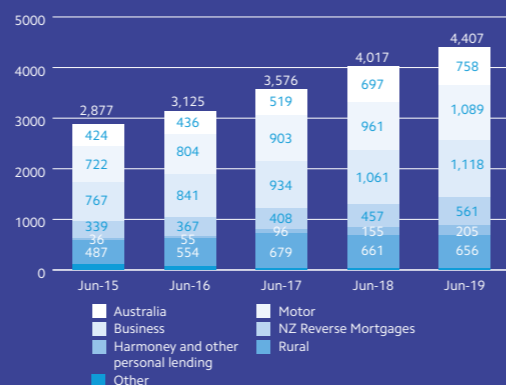
NET PROFIT AFTER TAX



4.33% CONSISTENTLY HIGH NET INTEREST MARGIN

Major bank average: 2.10%
(KPMG FIPS Report June 2019)

GROSS FINANCE RECEIVABLES (\$MILLION)



8.9% FIVE YEAR COMPOUND ANNUAL GROWTH RATE

11.1% RETURN ON EQUITY

13.0 CENTS PER SHARE EARNINGS PER SHARE

10.0 CENTS PER SHARE DIVIDEND PER SHARE

41.6% OPERATING EXPENSE RATIO

0.49% IMPAIRMENT EXPENSE RATIO

Our mātāpono (values)

Underpin who we are and everything we do. They were created by our people to be shared with our customers, partners, communities and shareholders.



Mahi tika
DO THE RIGHT THING
Kia tika, kia pono. Do what's right and true.



Mahi tahi
BE ONE TEAM
He waka eke noa. We're all in this together.



Mahi toa
HAVE BIG AMBITION
Tū whitia te hopo. Feel the fear and do it anyway.



Mahi tipu
BE ALWAYS EVOLVING
Whāia te iti kahurangi. Strive for excellence.

Strategic objectives

Heartland's three areas of strategic focus are New Zealand Banking, Australia and Digital.

New Zealand banking

Focus on delivering best or only products to depositors and borrowers in niche markets.

Australia

Continue to be the market leading provider of reverse mortgages in Australia.

Grow our business through opportunities where we can provide the best or only finance products to customers.

Digital

Ensure a focus on customer experience which we believe is integral to good customer outcomes. This includes always striving to deliver fast and simple services and access to online platforms.

To create positive outcomes

He manawa whenua: our Heartland

Providing a diverse and inclusive work environment.

Our community

Making a contribution in our communities.

Our customers

Delivering great customer outcomes.

Our environment

Considering the impact of our operations on the environment.



Our business

Reverse Mortgages



AUSTRALIA

- Gross finance receivables \$757.6m, up 24.0%.
- Distributed through brokers and our sales team in Australia.

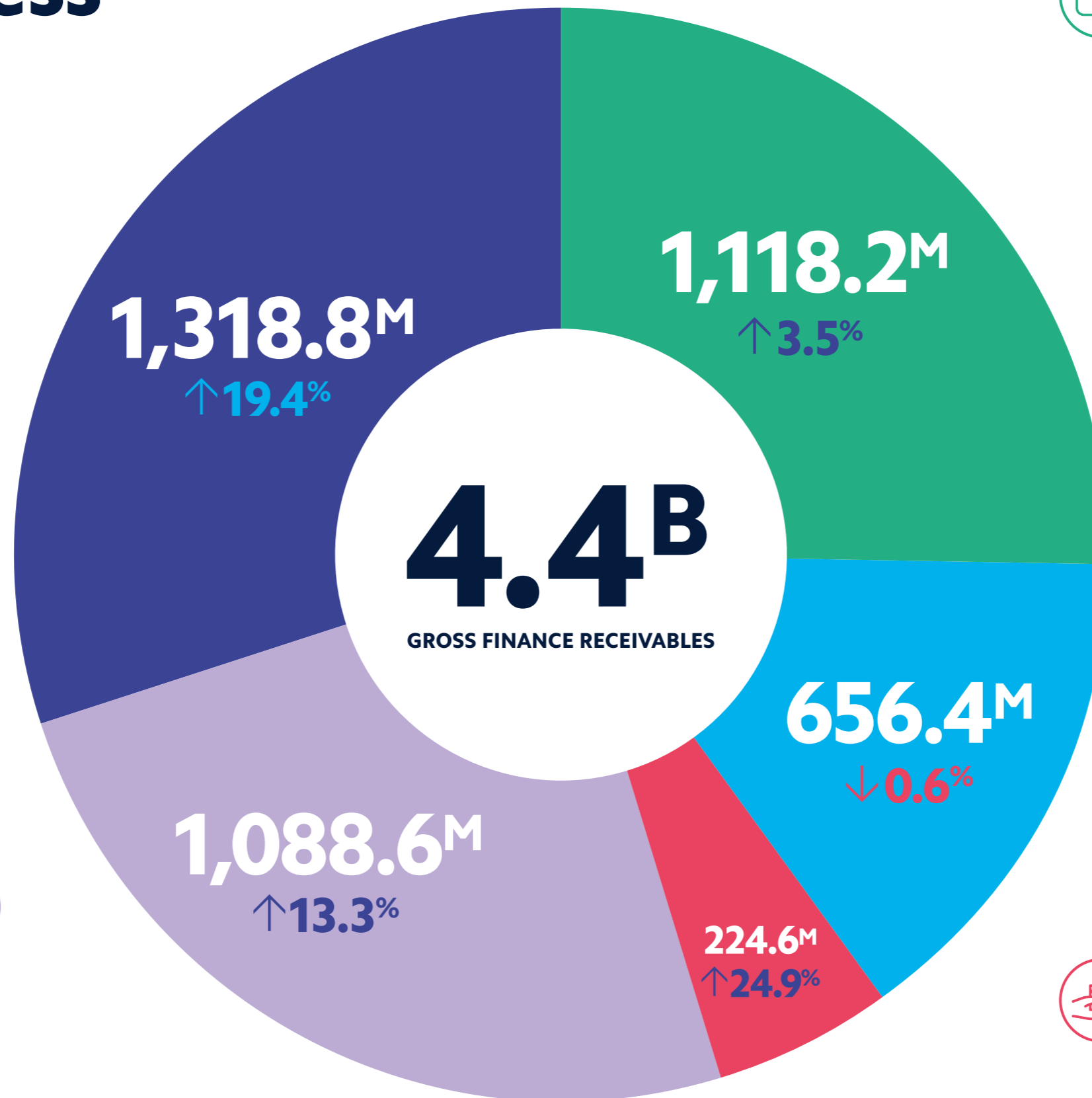
NEW ZEALAND

- Gross finance receivables \$561.2m, up 11.4%.
- Primarily distributed through our sales team in New Zealand.

Motor Vehicle Finance



- Gross finance receivables \$1,088.6m, up 13.3%.
- Distributed direct to customers and through our motor vehicle dealer network to enable customers to access finance at the point of sale.



Business Finance

OPEN FOR BUSINESS

- Gross finance receivables \$133.3m, up 48.2%.
- Finance for small-to-medium sized businesses available online through Heartland's digital Open for Business platform.

BUSINESS INTERMEDIATED

- Gross finance receivables \$425.4m, up 31.4%.
- Working capital and plant and equipment finance distributed through our partners and intermediaries.

BUSINESS RELATIONSHIP

- Gross finance receivables \$559.4m, down 16.1%.
- Working capital and plant and equipment finance distributed through our relationship managers.



Rural Finance

LIVESTOCK FINANCE

- Gross finance receivables \$121.6m, up 18.8%.
- Livestock finance for farmers available online through Heartland's Open for Livestock platform.

RURAL RELATIONSHIP

- Gross finance receivables \$534.8m, down 4.2%.
- Rural loans distributed through Heartland's relationship managers.



Harmony and other consumer lending

- Gross finance receivables \$224.6m, up 24.9%.
- Distributed through intermediary partners and brokers, and enabled by Heartland's partnership with Harmony.

Share information

NZX/ASX code	HGH
First listed on NZX	1 February 2011 (HBL), 1 November 2018 (HGH)
First listed on ASX	1 November 2018 (HGH)
Share price at 30 June 2019	NZ\$1.65
Shares on issue at 30 June 2019	569,337,727
Market capitalisation at 30 June 2019	\$939,407,249.55
Average daily trading for 90 days to 30 June 2019	Off-Market 70,123 On-Market 284,835
Share price low/high for 12 months to 30 June 2019	NZ \$1.31 / NZ \$1.80
Financial year end	30-Jun-19
NZX industry sector	Finance & Other Services

Research coverage

Company	Analyst	Email
Deutsche Craigs	Wade Gardiner	wade.gardiner@craigsip.com
Jarden	Jack Crowley	jack.crowley@jarden.co.nz
Macquarie	Stephen Hudson	stephen.hudson@macquarie.com
UBS	Jeremy Kincaid	jeremy.kincaid@ubs.com

Directors

Heartland Group Holdings Limited

Geoff Ricketts (Chair)
Jeff Greenslade (CEO)
Ellie Comerford
Sir Chris Mace
Greg Tomlinson

Heartland Bank Limited

Bruce Irvine (Chair)
Ellie Comerford
Jeff Greenslade
John Harvey
Kate Morrision
Geoff Ricketts
Vanessa Stoddart

Heartland Australia Group

Jeff Greenslade (Chair)
Cherise Barrie
Chris Cowell
Andrew Dixson
Michael Drumm
Jeff Murray

Strategic management

Jeff Greenslade	CEO, Heartland Group
Chris Flood	CEO, Heartland Bank
Cherise Barrie	Chief Financial Officer
Laura Byrne	Group Chief of Staff
Grant Kemble	Chief Risk Officer
Rochelle Moloney	Chief Culture & Communications Officer
Sarah Smith	Chief Technology Officer
Lydia Zulkifli	Chief Digital Officer

Contacts

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