

Which bank takes the lion's share?

AFG (ASX:AFG) has today reported a surge in business heading to one of the country's biggest lenders as the majors flex their balance sheet muscle to win back market share in a very competitive home lending market.

The latest AFG Competition Index shows that the majors have again outrun the non-majors in the hunt for business with one of the country's biggest lenders significantly increasing their proportion of the market share for the start of 2016.

AFG General Manager of Sales and Operations Mark Hewitt said with reports of the flow of home lending slowing, the competition for market share has intensified even further. Several lenders are advertising rates of less than 4% so it is great time to be a borrower.

"The most marked increase has been the flow of business to Commonwealth Bank, which has increased its share of our flow from 17% to more than 23% in the last quarter. Commonwealth Bank subsidiary Bankwest was the other lender to record an increase in flow for the same quarter with a jump from 5% to 7%, giving the Commonwealth Bank group an overall market share of close to 31%.

Commonwealth Bank's share of fixed rate lending for the quarter was a key driver with a jump from 13.8% to 24%. "The 'Big Four' all reported big increases in their share of fixed rate lending apart from Westpac which initially gained share but then dropped back to finish the quarter leveled out at 9%.

Amongst the non-majors the winners for the quarter were ME Bank which jumped from 1.4% to 2.5% and AMP who increased their market share from 1.4% to 2.2%.

Most of the larger non-majors have lost market share. BOQ fell from a peak of 7% during the quarter to 2.5% as it experienced difficulties processing the volume of loans it received. ING fell from 3.3% to 1.5%, Suncorp from 3.6% to 2.7% and Macquarie from 3.7% to 3%.

"When an organisation with the size and balance sheet power of Commonwealth Bank responds to competition, it can be very difficult for their smaller competitors to match them," concluded Hewitt. "The broker channel is a highly effective and efficient channel for lenders to distribute their products and a competitive consumer offer is quickly taken up by brokers on behalf of their customers."

CONTACT DETAILS

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TABLE 1

MAJOR LENDER MARKET SHARE ALL MORTGAGES LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
ANZ	15.6%	17.3%	18.4%	17.8%	18.8%	19.4%	18.3%	17.2%	16.7%	16.5%	16.1%	15.5%
CBA	17.2%	20.7%	19.2%	20.8%	17.6%	18.5%	17.7%	18.0%	17.0%	16.2%	18.4%	23.4%
Bankwest	6.0%	5.8%	5.8%	4.5%	4.5%	4.8%	4.0%	4.6%	5.1%	6.7%	8.1%	7.3%
NAB	0.9%	1.2%	1.1%	0.9%	1.1%	1.1%	1.1%	0.8%	1.5%	0.8%	0.9%	0.9%
NAB Broker	10.4%	9.3%	8.2%	7.2%	6.3%	6.0%	6.7%	7.0%	7.4%	6.9%	7.0%	6.7%
Westpac	12.8%	12.0%	9.8%	9.4%	13.8%	12.9%	12.9%	13.1%	11.1%	9.4%	11.7%	9.3%
BOM	2.3%	1.9%	2.2%	2.2%	3.0%	3.1%	2.9%	3.1%	2.5%	3.2%	3.1%	2.1%
Bank SA	0.7%	0.8%	0.8%	0.6%	1.2%	0.9%	1.0%	1.1%	1.2%	0.9%	0.8%	0.8%
St George Bank	6.2%	5.6%	6.5%	5.5%	7.6%	7.9%	8.1%	8.1%	7.1%	6.0%	5.0%	5.7%
Major Total	72.3%	74.6%	71.9%	69.0%	73.9%	74.6%	72.8%	73.1%	69.7%	66.5%	71.1%	71.8%

TABLE 2

NON MAJOR LENDER MARKET SHARE ALL MORTGAGES LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
AFGHL	7.9%	4.2%	4.3%	4.4%	4.6%	4.7%	6.2%	6.2%	6.1%	5.5%	5.2%	5.9%
AMP	1.7%	2.1%	1.6%	1.2%	1.6%	0.9%	1.4%	1.3%	1.4%	1.6%	1.5%	2.2%
Adelaide Bank	0.0%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
Auswide Bank	0.1%	0.1%	0.1%	0.2%	0.8%	0.5%	0.1%	0.1%	0.3%	0.3%	0.4%	0.7%
Bank of QLD	1.4%	2.0%	4.5%	3.7%	2.4%	3.6%	4.2%	3.1%	5.3%	7.0%	3.9%	2.5%
Citibank	0.7%	0.5%	0.4%	0.6%	0.5%	0.8%	0.6%	0.3%	0.3%	0.4%	0.4%	0.7%
Heritage Bank	0.3%	0.5%	0.5%	0.2%	0.3%	0.2%	0.4%	0.3%	0.7%	0.3%	0.5%	0.5%
HomeStart	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
ING	3.3%	2.9%	3.3%	5.2%	4.3%	2.0%	4.3%	4.7%	3.2%	3.3%	1.1%	1.5%
Keystart	0.6%	0.7%	0.6%	0.4%	0.4%	0.7%	0.8%	0.5%	0.4%	0.1%	0.3%	0.2%
La Trobe	0.2%	0.1%	0.2%	0.3%	0.2%	0.5%	0.3%	0.2%	0.4%	0.4%	0.7%	0.6%
Liberty	0.6%	0.6%	0.5%	0.7%	0.9%	1.6%	1.9%	1.6%	1.8%	1.7%	1.4%	1.4%
ME	1.2%	2.2%	2.8%	0.8%	0.9%	1.5%	0.7%	1.0%	1.4%	2.2%	2.5%	2.5%
Macquarie	6.2%	5.6%	5.5%	3.6%	4.5%	3.1%	2.7%	3.1%	3.7%	4.0%	3.8%	3.0%
P&N Bank	0.4%	0.2%	0.1%	0.2%	0.3%	0.3%	0.4%	0.5%	0.4%	0.6%	0.8%	0.6%
Pepper	0.3%	0.5%	0.4%	0.4%	0.4%	0.5%	0.3%	0.3%	0.4%	0.4%	0.5%	0.6%
Suncorp	2.3%	2.7%	2.6%	7.8%	3.2%	3.7%	2.2%	2.8%	3.0%	3.6%	3.1%	2.7%
Rock	0.2%	0.3%	0.2%	0.4%	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%	0.2%	0.1%
Other	0.0%	0.2%	0.1%	0.3%	0.2%	0.4%	0.4%	0.4%	1.0%	1.7%	2.3%	2.4%
Non-Major Total	27.7%	25.4%	28.1%	31.0%	26.1%	25.4%	27.2%	26.9%	30.3%	33.5%	28.9%	28.2%

ABBREVIATIONS

AFGHL = AFG Home Loans; ING = ING Direct; BOM = Bank of Melbourne; Macquarie = Macquarie Bank; AMP = AMP Bank; Liberty = Liberty Financial; Pepper = Pepper Homeloans; Adelaide = Adelaide Bank; Heritage = Heritage Bank; HomeStart Finance = Homestart; Rock = The Rock Building Society; La Trobe = La Trobe Financial; P&N = Police & Nurses Bank; Bank of QLD = Bank of Queensland

TABLE 3

MAJOR LENDER MARKET SHARE - FIXED RATE MORTGAGES LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
ANZ	11.6%	14.0%	10.4%	10.6%	13.1%	13.8%	11.5%	9.9%	9.6%	12.2%	13.7%	15.1%
CBA	11.4%	12.4%	11.3%	12.2%	18.2%	13.3%	10.8%	13.3%	13.8%	12.8%	15.0%	24.0%
Bankwest	4.5%	3.1%	2.6%	3.1%	3.1%	2.3%	3.1%	9.5%	11.1%	9.9%	10.4%	6.7%
NAB	0.4%	1.5%	1.2%	0.4%	1.2%	0.4%	0.5%	0.3%	0.3%	0.3%	0.2%	0.7%
NAB Broker	6.5%	4.7%	5.0%	5.9%	4.5%	6.0%	5.2%	4.9%	6.0%	7.7%	8.8%	7.3%
Westpac	8.8%	8.7%	6.4%	5.9%	8.6%	8.8%	7.4%	8.8%	9.2%	5.9%	10.0%	9.2%
BOM	2.0%	1.9%	1.1%	1.4%	2.1%	2.9%	2.7%	1.5%	1.7%	2.0%	2.6%	1.4%
Bank SA	1.2%	1.1%	0.9%	0.5%	1.3%	0.7%	0.4%	0.9%	0.4%	0.3%	0.8%	0.4%
St George Bank	4.9%	6.1%	4.4%	6.2%	10.5%	6.7%	6.7%	5.4%	5.6%	4.3%	4.0%	4.2%
Major Total	51.4%	53.5%	43.2%	46.1%	62.4%	54.9%	48.4%	54.4%	57.8%	55.3%	65.5%	68.9%

TABLE 4

NON MAJOR LENDER MARKET SHARE – FIXED RATE MORTGAGES LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
AFGHL	19.3%	9.6%	7.6%	6.0%	6.7%	7.3%	9.9%	10.2%	7.4%	5.9%	6.5%	7.2%
AMP	1.4%	1.0%	0.7%	0.5%	0.3%	0.6%	1.1%	1.1%	0.6%	0.4%	0.5%	0.6%
Adelaide Bank	0.1%	0.1%	0.0%	0.1%	0.3%	0.3%	0.1%	0.0%	0.3%	0.2%	0.2%	0.0%
Auswide Bank	0.1%	0.3%	0.3%	0.6%	0.4%	0.3%	0.6%	0.6%	1.1%	0.6%	1.1%	2.0%
Bank of QLD	1.4%	4.5%	16.7%	13.1%	4.2%	15.6%	23.6%	18.5%	16.7%	17.9%	8.7%	6.1%
Citibank	1.0%	0.7%	0.2%	0.7%	0.6%	1.1%	1.4%	0.2%	0.5%	0.2%	0.9%	0.7%
Heritage Bank	0.2%	0.2%	0.2%	0.2%	0.8%	0.7%	0.4%	0.3%	0.6%	0.3%	0.9%	0.5%
HomeStart	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
ING	10.4%	6.0%	7.0%	14.5%	8.8%	3.1%	6.1%	5.5%	3.4%	2.3%	1.0%	1.7%
Keystart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
La Trobe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liberty	0.2%	0.3%	0.1%	0.1%	0.1%	0.6%	0.5%	0.3%	0.3%	0.5%	0.1%	0.8%
ME	7.6%	14.6%	15.8%	2.6%	3.6%	4.7%	2.0%	3.6%	5.3%	6.4%	6.7%	4.2%
Macquarie	2.9%	3.8%	3.9%	1.4%	3.9%	2.1%	1.1%	1.5%	1.6%	2.2%	1.3%	1.6%
P&N Bank	1.1%	0.1%	0.3%	0.6%	0.7%	0.2%	1.3%	0.6%	0.3%	0.3%	0.4%	0.1%
Pepper	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Suncorp	2.8%	4.6%	3.8%	12.1%	6.7%	8.2%	2.9%	2.9%	3.0%	6.3%	3.8%	3.3%
Rock	0.2%	0.5%	0.1%	0.4%	0.4%	0.3%	0.2%	0.1%	0.3%	0.1%	0.1%	0.3%
Other	0.0%	0.0%	0.0%	1.0%	0.1%	0.1%	0.3%	0.1%	0.7%	1.2%	2.3%	2.0%
Non-Major Total	48.6%	46.5%	56.8%	53.9%	37.6%	45.1%	51.6%	45.6%	42.2%	44.7%	34.5%	31.1%

ABBREVIATIONS

AFGHL = AFG Home Loans; ING = ING Direct; BOM = Bank of Melbourne; Macquarie = Macquarie Bank; AMP = AMP Bank; Liberty = Liberty Financial; Pepper = Pepper Homeloans; Adelaide = Adelaide Bank; Heritage = Heritage Bank; HomeStart Finance = Homestart; Rock = The Rock Building Society; La Trobe = La Trobe Financial; P&N = Police & Nurses Bank; Bank of QLD = Bank of Queensland

TABLE 5

MAJOR LENDER MARKET SHARE REFINANCING LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
ANZ	16.7%	19.2%	19.2%	18.1%	19.4%	20.1%	18.3%	15.3%	14.6%	13.8%	16.0%	14.4%
CBA	13.3%	17.3%	15.8%	18.1%	15.7%	15.2%	14.2%	14.5%	13.7%	12.4%	16.1%	23.3%
Bankwest	6.2%	5.2%	4.6%	3.7%	3.7%	4.0%	3.6%	4.9%	5.7%	6.6%	9.9%	8.9%
NAB	0.8%	1.1%	0.7%	0.7%	1.4%	1.4%	1.0%	0.6%	1.0%	0.9%	0.4%	0.3%
NAB Broker	11.0%	9.1%	7.4%	6.4%	5.4%	5.2%	6.2%	6.3%	6.7%	5.8%	6.8%	5.8%
Westpac	10.6%	9.4%	8.1%	8.1%	13.0%	13.8%	12.1%	13.1%	9.8%	7.1%	10.1%	7.0%
BOM	1.9%	2.4%	2.6%	2.5%	3.0%	3.1%	3.0%	3.3%	2.2%	3.4%	2.9%	2.0%
Bank SA	0.8%	0.8%	0.9%	0.8%	1.3%	1.1%	1.1%	1.6%	1.1%	0.9%	0.7%	0.8%
St George Bank	4.9%	4.6%	4.8%	3.7%	7.1%	6.4%	7.2%	7.4%	5.8%	5.2%	4.0%	4.2%
Major Total	66.2%	69.2%	64.1%	62.1%	70.1%	70.2%	66.7%	67.0%	60.4%	56.0%	67.0%	66.6%

TABLE 6

NON MAJOR LENDER MARKET SHARE REFINANCING LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
AFGHL	11.6%	5.6%	5.9%	5.5%	6.0%	5.7%	8.5%	8.2%	7.8%	6.8%	6.3%	8.0%
AMP	2.4%	3.0%	2.0%	1.5%	2.2%	1.4%	2.1%	2.3%	2.5%	3.0%	2.4%	3.7%
Adelaide Bank	0.0%	0.1%	0.3%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%
Auswide Bank	0.1%	0.0%	0.1%	0.3%	1.1%	0.8%	0.1%	0.1%	0.1%	0.2%	0.3%	0.6%
Bank of QLD	0.9%	1.8%	6.2%	4.7%	2.0%	4.7%	6.2%	4.1%	8.7%	11.5%	5.8%	4.2%
Citibank	0.9%	0.9%	0.7%	0.8%	0.9%	1.0%	0.7%	0.4%	0.5%	0.7%	0.5%	0.6%
Heritage Bank	0.3%	0.6%	0.5%	0.2%	0.2%	0.2%	0.2%	0.2%	0.5%	0.2%	0.3%	0.2%
HomeStart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ING	3.4%	3.3%	4.2%	6.1%	5.0%	2.7%	5.3%	6.8%	4.9%	4.4%	1.5%	2.1%
Keystart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
La Trobe	0.2%	0.3%	0.2%	0.3%	0.2%	0.4%	0.3%	0.2%	0.2%	0.5%	1.1%	0.6%
Liberty	0.9%	0.6%	0.5%	0.6%	0.7%	1.2%	2.0%	1.4%	1.9%	1.7%	1.2%	1.2%
ME	1.6%	2.8%	4.0%	0.9%	0.8%	1.6%	0.6%	0.8%	1.6%	1.8%	2.6%	2.5%
Macquarie	8.2%	7.6%	7.4%	4.9%	5.6%	3.7%	3.4%	3.4%	4.6%	5.3%	4.7%	3.1%
P&N Bank	0.5%	0.1%	0.2%	0.3%	0.2%	0.3%	0.4%	0.6%	0.3%	0.5%	0.7%	0.7%
Pepper	0.5%	0.9%	0.6%	0.6%	0.7%	0.7%	0.5%	0.3%	0.7%	0.5%	0.4%	0.7%
Suncorp	2.1%	2.9%	2.7%	10.5%	3.6%	4.7%	2.2%	3.3%	3.7%	5.1%	3.0%	2.6%
Rock	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%
Other	0.1%	0.2%	0.2%	0.2%	0.3%	0.6%	0.6%	0.6%	1.1%	1.7%	2.1%	2.6%
Non-Major Total	33.8%	30.8%	35.9%	37.9%	29.9%	29.8%	33.3%	33.0%	39.6%	44.0%	33.0%	33.4%

ABBREVIATIONS

AFGHL = AFG Home Loans; ING = ING Direct; BOM = Bank of Melbourne; Macquarie = Macquarie Bank; AMP = AMP Bank; Liberty = Liberty Financial; Pepper = Pepper Homeloans; Adelaide = Adelaide Bank; Heritage = Heritage Bank; HomeStart Finance = Homestart; Rock = The Rock Building Society; La Trobe = La Trobe Financial; P&N = Police & Nurses Bank; Bank of QLD = Bank of Queensland

TABLE 7

MAJOR LENDER MARKET SHARE INVESTOR LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
ANZ	15.5%	18.5%	19.9%	17.7%	19.6%	21.7%	19.0%	18.3%	16.1%	15.6%	14.6%	14.9%
CBA	15.0%	17.6%	18.2%	18.1%	15.3%	17.2%	17.6%	19.7%	18.0%	17.7%	20.4%	25.4%
Bankwest	5.2%	4.9%	5.2%	3.9%	3.7%	3.0%	2.3%	2.2%	2.9%	4.6%	5.3%	5.3%
NAB	1.0%	1.5%	1.9%	1.2%	1.3%	1.6%	1.1%	1.2%	2.7%	1.2%	1.2%	1.1%
NAB Broker	12.5%	10.3%	9.0%	7.9%	6.7%	7.7%	9.1%	7.6%	10.0%	8.0%	8.3%	7.9%
Westpac	16.3%	15.8%	11.3%	11.4%	13.4%	10.6%	10.5%	12.9%	10.9%	10.0%	12.2%	9.4%
BOM	2.3%	2.0%	2.1%	2.8%	2.9%	2.5%	2.9%	3.2%	2.0%	3.7%	3.0%	2.0%
Bank SA	0.5%	0.8%	0.7%	0.5%	1.3%	0.7%	0.9%	0.8%	1.2%	1.0%	0.9%	0.8%
St George Bank	6.8%	5.7%	7.7%	7.7%	8.8%	7.8%	8.9%	8.3%	7.6%	5.9%	6.4%	7.7%
Major Total	75.2%	77.2%	75.9%	71.1%	73.1%	72.7%	72.3%	74.3%	71.2%	67.6%	72.3%	74.4%

TABLE 8

NON MAJOR LENDER MARKET SHARE INVESTOR LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
AFGHL	6.8%	4.0%	3.8%	5.3%	4.9%	5.6%	8.3%	7.3%	7.5%	7.0%	6.5%	7.8%
AMP	2.0%	2.3%	1.3%	1.4%	1.4%	0.1%	0.1%	0.0%	0.3%	0.8%	0.8%	1.1%
Adelaide Bank	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%
Auswide Bank	0.1%	0.2%	0.1%	0.1%	0.6%	0.4%	0.1%	0.3%	0.2%	0.1%	0.3%	0.4%
Bank of QLD	0.7%	1.3%	3.1%	3.6%	2.9%	5.4%	6.6%	6.2%	9.4%	11.0%	4.4%	2.5%
Citibank	0.6%	0.3%	0.2%	0.4%	0.4%	1.1%	0.8%	0.6%	0.2%	0.5%	0.7%	0.9%
Heritage Bank	0.2%	0.4%	0.3%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%
HomeStart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ING	2.3%	2.4%	2.8%	5.4%	5.2%	1.0%	1.1%	0.8%	0.4%	0.7%	0.5%	0.4%
Keystart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
La Trobe	0.2%	0.1%	0.3%	0.5%	0.3%	0.8%	0.4%	0.4%	0.5%	0.7%	1.4%	1.2%
Liberty	0.3%	0.3%	0.3%	0.5%	0.8%	2.8%	3.0%	2.7%	2.8%	2.7%	1.8%	1.8%
ME	1.3%	1.9%	2.7%	0.7%	0.9%	2.5%	1.0%	0.6%	0.7%	0.5%	0.9%	1.6%
Macquarie	7.0%	6.4%	6.6%	4.3%	5.4%	3.7%	3.4%	3.7%	4.3%	5.1%	4.9%	3.3%
P&N Bank	0.5%	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.3%	0.6%	0.1%
Pepper	0.2%	0.4%	0.4%	0.5%	0.3%	0.4%	0.6%	0.1%	0.3%	0.5%	0.7%	0.6%
Suncorp	2.0%	1.8%	1.6%	4.6%	2.4%	2.3%	1.1%	1.8%	1.1%	1.4%	2.3%	1.9%
Rock	0.2%	0.4%	0.2%	0.8%	0.2%	0.0%	0.1%	0.1%	0.3%	0.4%	0.2%	0.1%
Other	0.0%	0.2%	0.1%	0.1%	0.3%	0.4%	0.3%	0.5%	0.5%	0.6%	1.6%	1.7%
Non-Major Total	24.8%	22.8%	24.1%	28.9%	26.9%	27.3%	27.7%	25.7%	28.8%	32.4%	27.7%	25.6%

ABBREVIATIONS

AFGHL = AFG Home Loans; ING = ING Direct; BOM = Bank of Melbourne; Macquarie = Macquarie Bank; AMP = AMP Bank; Liberty = Liberty Financial; Pepper = Pepper Homeloans; Adelaide = Adelaide Bank; Heritage = Heritage Bank; HomeStart Finance = Homestart; Rock = The Rock Building Society; La Trobe = La Trobe Financial; P&N = Police & Nurses Bank; Bank of QLD = Bank of Queensland

TABLE 9

MAJOR LENDER MARKET SHARE FIRST HOME BUYERS LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
ANZ	11.8%	10.5%	12.9%	12.8%	15.3%	14.5%	14.7%	12.7%	13.6%	15.9%	15.3%	16.0%
CBA	22.1%	24.4%	25.9%	27.6%	20.1%	19.1%	20.9%	20.3%	18.7%	16.5%	18.2%	19.3%
Bankwest	11.5%	8.9%	9.8%	7.7%	10.3%	8.6%	7.3%	8.6%	7.6%	8.0%	10.6%	7.8%
NAB	0.2%	0.4%	0.3%	0.6%	0.3%	0.1%	0.2%	0.4%	0.3%	0.2%	0.2%	0.2%
NAB Broker	5.6%	6.5%	5.6%	4.3%	5.9%	4.2%	4.5%	5.7%	4.6%	7.6%	5.0%	6.5%
Westpac	15.0%	13.5%	12.0%	10.1%	14.3%	14.2%	13.9%	16.4%	13.7%	12.5%	11.9%	13.2%
BOM	1.7%	1.8%	2.5%	1.7%	4.7%	5.6%	4.1%	3.9%	3.5%	3.8%	3.6%	2.2%
Bank SA	0.8%	0.7%	0.3%	0.3%	0.4%	0.5%	0.7%	0.4%	0.5%	0.6%	0.3%	0.5%
St George Bank	2.2%	2.7%	2.6%	5.2%	4.4%	6.2%	6.8%	5.1%	5.6%	3.9%	2.8%	3.8%
Major Total	70.9%	69.5%	72.0%	70.4%	75.7%	73.0%	73.1%	73.5%	68.1%	69.0%	67.9%	69.6%

TABLE 10

NON MAJOR LENDER MARKET SHARE FIRST HOME BUYERS LAST 12 MONTHS

	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
AFGHL	4.5%	1.7%	2.5%	2.0%	2.9%	1.8%	2.9%	3.1%	3.0%	2.6%	2.8%	4.1%
AMP	0.5%	0.8%	0.8%	0.2%	0.8%	0.2%	0.8%	0.7%	0.6%	0.7%	1.2%	1.0%
Adelaide Bank	0.0%	0.0%	0.0%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Auswide Bank	0.1%	0.2%	0.2%	0.4%	0.9%	0.7%	0.3%	0.3%	0.4%	1.2%	1.2%	1.6%
Bank of QLD	5.3%	5.9%	6.1%	7.4%	4.9%	5.7%	3.8%	3.4%	4.4%	4.6%	3.3%	1.7%
Citibank	0.7%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%
Heritage Bank	0.1%	0.8%	0.7%	0.5%	0.4%	0.1%	0.4%	0.6%	0.7%	0.6%	1.2%	0.9%
HomeStart	0.8%	0.7%	0.9%	1.9%	0.8%	1.2%	0.6%	1.3%	2.4%	1.5%	1.7%	1.3%
ING	2.2%	1.9%	2.1%	2.3%	1.5%	1.5%	2.3%	3.7%	2.6%	2.0%	0.7%	0.7%
Keystart	7.4%	9.1%	7.2%	5.4%	5.3%	7.3%	8.4%	5.1%	5.0%	1.6%	3.0%	1.9%
La Trobe	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%	0.7%	0.0%
Liberty	1.2%	1.1%	0.7%	1.0%	0.9%	1.0%	1.7%	1.4%	2.5%	0.9%	0.9%	0.9%
ME	1.7%	2.5%	3.5%	0.8%	1.7%	2.4%	1.3%	2.2%	3.0%	5.4%	7.2%	6.4%
Macquarie	1.7%	1.4%	0.9%	0.3%	0.6%	0.5%	0.5%	0.5%	1.3%	1.6%	1.1%	0.4%
P&N Bank	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.4%	0.3%	1.6%	2.6%	4.1%	4.8%
Pepper	0.3%	0.2%	0.0%	0.0%	0.4%	0.1%	0.1%	0.6%	1.1%	0.8%	0.8%	1.0%
Suncorp	0.1%	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%
Rock	2.1%	3.8%	2.2%	6.8%	2.6%	3.5%	2.9%	2.7%	3.1%	4.3%	2.0%	3.1%
Other	0.4%	0.1%	0.0%	0.1%	0.5%	0.2%	0.4%	0.4%	0.2%	0.2%	0.3%	0.4%
Non-Major Total	29.1%	30.5%	28.0%	29.6%	24.3%	27.0%	26.9%	26.5%	31.9%	31.0%	32.1%	30.4%

ABBREVIATIONS

AFGHL = AFG Home Loans; ING = ING Direct; BOM = Bank of Melbourne; Macquarie = Macquarie Bank; AMP = AMP Bank; Liberty = Liberty Financial; Pepper = Pepper Homeloans; Adelaide = Adelaide Bank; Heritage = Heritage Bank; HomeStart Finance = Homestart; Rock = The Rock Building Society; La Trobe = La Trobe Financial; P&N = Police & Nurses Bank; Bank of QLD = Bank of Queensland

TOP LENDERS BY STATE

December 2015

Western Australia

01. ANZ	15.7%
02. Bankwest	15.3%
03. Commonwealth Bank	15.2%
04. Bank of QLD	14.7%
05. Westpac	9.2%
06. P&N Bank	4.0%
07. ME	3.9%
08. NAB Broker	3.8%
09. AFG Home Loans	3.6%
10. Suncorp	3.1%

South Australia

01. Commonwealth Bank	18.2%
02. Bank SA	15.7%
03. AFG Home Loans	12.3%
04. ANZ	11.8%
05. Westpac	9.3%
06. Bankwest	5.4%
07. NAB Broker	4.2%
08. Bank of QLD	4.2%
09. Bank Australia	3.8%
10. ING Direct	3.4%

Victoria

01. ANZ	20.1%
02. Commonwealth Bank	12.0%
03. Bank of Melbourne	11.9%
04. Westpac	10.2%
05. NAB Broker	8.4%
06. AFG Home Loans	6.0%
07. Bankwest	4.7%
08. Bank of QLD	4.4%
09. Macquarie Bank	4.1%
10. ING Direct	4.0%

Queensland

01. Commonwealth Bank	19.7%
02. ANZ	15.0%
03. Westpac	9.8%
04. St George Bank	7.3%
05. Suncorp	7.3%
06. AFG Home Loans	7.2%
07. NAB Broker	6.9%
08. Bank of QLD	5.0%
09. Macquarie Bank	4.4%
10. Bankwest	3.4%

New South Wales

01. Commonwealth Bank	17.1%
02. ANZ	15.8%
03. St George Bank	11.9%
04. Westpac	8.6%
05. NAB Broker	7.8%
06. Bank of QLD	6.8%
07. Bankwest	6.2%
08. Macquarie Bank	5.6%
09. ING Direct	4.2%
10. AFG Home Loans	4.0%

January 2016

Western Australia

01. Bankwest	18.4%
02. Commonwealth Bank	18.4%
03. ANZ	16.4%
04. Westpac	9.1%
05. Bank of QLD	7.6%
06. ME	4.8%
07. P&N Bank	4.6%
08. AFG Home Loans	4.4%
09. NAB Broker	3.5%
10. Suncorp	2.2%

South Australia

01. Commonwealth Bank	15.3%
02. Westpac	14.8%
03. ANZ	13.5%
04. Bank SA	13.3%
05. AFG Home Loans	8.5%
06. Bankwest	6.5%
07. NAB Broker	5.3%
08. HomeStart Finance	3.8%
09. ME	2.6%
10. National Australia Bank	2.4%

Victoria

01. ANZ	19.9%
02. Westpac	14.8%
03. Commonwealth Bank	13.3%
04. Bank of Melbourne	10.7%
05. NAB Broker	8.3%
06. Bankwest	6.8%
07. AFG Home Loans	5.2%
08. Macquarie Bank	3.7%
09. Bank of QLD	3.2%
10. ME	3.2%

Queensland

01. Commonwealth Bank	23.8%
02. ANZ	15.7%
03. Westpac	9.5%
04. Suncorp	7.7%
05. St George Bank	6.9%
06. AFG Home Loans	5.9%
07. NAB Broker	5.8%
08. QPCU	4.2%
09. Macquarie Bank	3.6%
10. Bankwest	3.4%

New South Wales

01. Commonwealth Bank	19.8%
02. ANZ	13.6%
03. Westpac	11.3%
04. St George Bank	10.5%
05. NAB Broker	8.6%
06. Bankwest	7.0%
07. Macquarie Bank	6.1%
08. AFG Home Loans	4.6%
09. Bank of QLD	3.4%
10. Suncorp	2.8%

February 2016

Western Australia

01. Commonwealth Bank	20.8%
02. Bankwest	17.7%
03. ANZ	15.8%
04. Westpac	8.0%
05. Bank of QLD	5.3%
06. AFG Home Loans	5.0%
07. NAB Broker	4.2%
08. P&N Bank	4.0%
09. ME	3.5%
10. St George Bank	2.5%

South Australia

01. Commonwealth Bank	22.0%
02. Westpac	13.3%
03. Bank SA	13.2%
04. ANZ	12.5%
05. AFG Home Loans	10.6%
06. NAB Broker	5.3%
07. Bankwest	3.9%
08. Beyond Bank	3.2%
09. HomeStart Finance	3.1%
10. AMP Bank	3.0%

Victoria

01. Commonwealth Bank	20.7%
02. ANZ	17.5%
03. Westpac	10.9%
04. Bank of Melbourne	7.9%
05. AFG Home Loans	7.3%
06. NAB Broker	7.0%
07. Bankwest	6.6%
08. ME	3.3%
09. Macquarie Bank	2.9%
10. Bank Australia	2.6%

Queensland

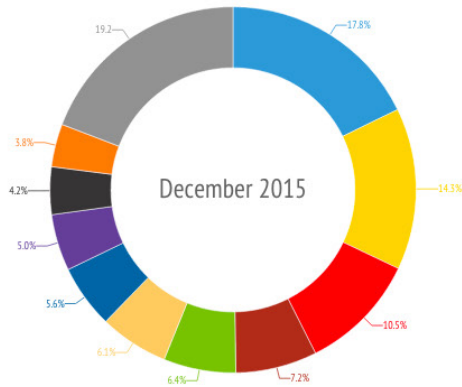
01. Commonwealth Bank	24.9%
02. ANZ	13.9%
03. Westpac	11.9%
04. St George Bank	7.0%
05. NAB Broker	6.6%
06. Suncorp	6.6%
07. AFG Home Loans	5.1%
08. AMP Bank	3.2%
09. Macquarie Bank	3.0%
10. ME	2.8%

New South Wales

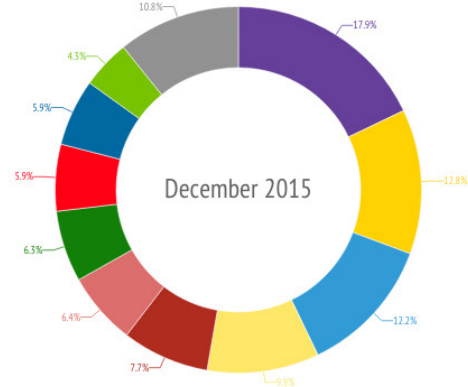
01. Commonwealth Bank	25.3%
02. ANZ	15.1%
03. St George Bank	11.4%
04. NAB Broker	7.9%
05. Westpac	7.2%
06. Bankwest	6.6%
07. AFG Home Loans	4.8%
08. Macquarie Bank	4.5%
09. Suncorp	2.8%
10. Bank of QLD	2.5%

**Product Mix Basic/Standard -
March 2016**

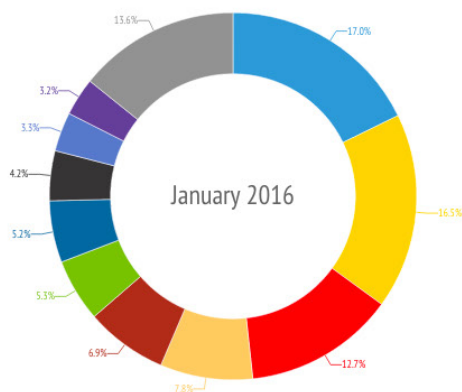
Product Mix Fixed - March 2016



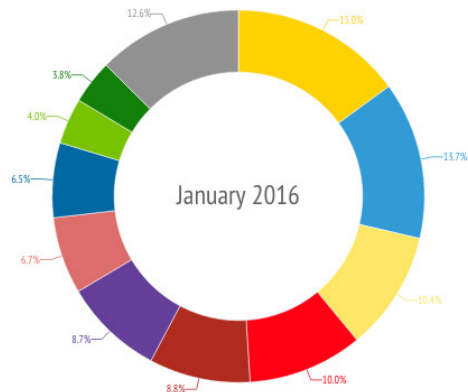
- ANZ
- Commonwealth Bank
- Westpac
- NAB Broker
- St George Bank
- Bankwest
- AFG Home Loans
- Bank of QLD
- Macquarie Bank
- ING Direct
- Other



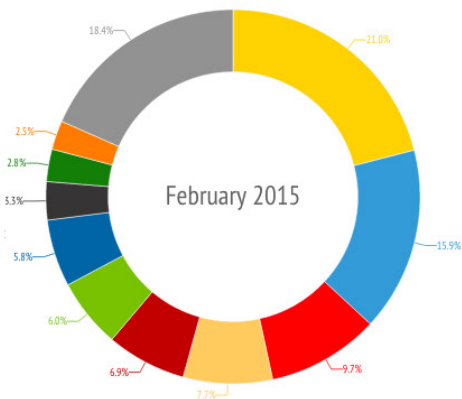
- Bank of QLD
- Commonwealth Bank
- ANZ
- Bankwest
- NAB Broker
- ME
- Suncorp
- Westpac
- AFG Home Loans
- St George Bank
- Other



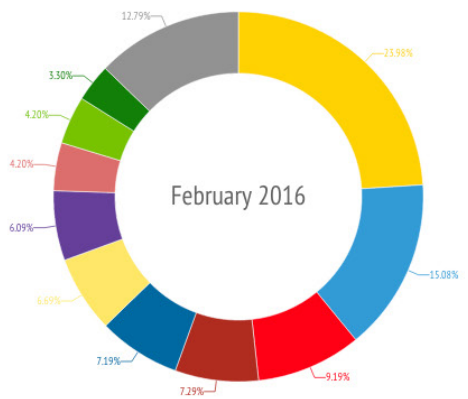
- ANZ
- Commonwealth Bank
- Westpac
- Bankwest
- NAB Broker
- St George Bank
- AFG Home Loans
- Macquarie Bank
- Bank of Melbourne
- Bank of QLD
- Other



- Commonwealth Bank
- ANZ
- Bankwest
- Westpac
- NAB Broker
- Bank of QLD
- ME
- AFG Home Loans
- St George Bank
- Suncorp
- Other



- Commonwealth Bank
- ANZ
- Westpac
- Bankwest
- NAB Broker
- St George Bank
- AFG Home Loans
- Macquarie Bank
- Suncorp
- AMP Bank
- Other



- Commonwealth Bank
- ANZ
- Westpac
- NAB Broker
- AFG Home Loans
- Bankwest
- Bank of QLD
- ME
- St George Bank
- Suncorp
- Other