

Lending relationship key for Top 500 enterprises

(8 July 2010 – Australia) East & Partners' latest Australian Institutional Transaction Banking Markets report has revealed that the lending relationship is more critical than ever for Australia's Top 500 companies.

- Three years ago only 1 in 5 of the nation's Top 500 businesses said they considered their lender as being their primary banking relationship.
- However, three years on and this has dramatically changed with nearly 1 in 2 institutional businesses now saying that their primary banking relationship is with their lender.

This is in stark contrast to the significant drop in the number of Top 500 enterprises that now view the transaction banker as being their primary banking relationship.

About East & Partners' Institutional Transaction Banking Markets Program

East & Partners' Institutional Transaction Banking Markets report is a six monthly analysis from the Top 500 Australian corporates and institutions presenting detailed customer satisfaction ratings across 27 service and relationship transaction, cash management and e-banking attributes bank-by-bank.

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