

# Market Release

08 April 2024

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## Indicative regulatory approval received for sale of Challenger Bank

**Challenger Limited (ASX:CGF)** refers to an announcement made today by Heartland Group Holdings Limited (NZX/ASX:HGH) (Heartland) that it has received indicative regulatory approval from the Australian Prudential Regulation Authority (APRA) and the Reserve Bank of New Zealand (RBNZ) to acquire Challenger Bank Limited (Bank).

The sale of the Bank is expected to complete by 30 April 2024 subject to Heartland receiving final regulatory approvals from APRA and the RBNZ.

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This release has been authorised by Challenger's Continuous Disclosure Committee.

## About Challenger

Challenger Limited (Challenger) is an investment management firm focused on providing customers with financial security for a better retirement.

Challenger operates a fiduciary Funds Management division, an APRA-regulated Life division and an APRA regulated authorised deposit-taking institution. Challenger Life Company Limited is Australia's largest provider of annuities.

## About Heartland

Heartland Group Holdings Limited (Heartland) is a financial services group with operations in Australia and New Zealand. Heartland has a long history with roots stretching back to 1875, and is listed on the New Zealand and Australian stock exchanges (NZX/ASX:HGHI).

Heartland's New Zealand business, [Heartland Bank](#), provides customers with savings and deposit products, online home loans, reverse mortgages, business loans, car loans and rural loans. In Australia, Heartland's main business is currently in reverse mortgages through [Heartland Finance](#) which is a market leader. Heartland also operates [StockCo Australia](#), a specialist livestock financier, which was acquired by Heartland in May 2022. In October 2022, Heartland announced its intention to purchase Challenger Bank, a digital bank based in Melbourne, Australia, subject to obtaining the requisite regulatory approvals.

Heartland's point of differentiation is its 'best or only' strategy – where it focuses on providing products which are the best or only of their kind through scalable digital platforms. Heartland is committed to delivering financial solutions through speed and simplicity, particularly via digital platforms which reduce the cost of onboarding and make it easier for customers to open accounts or apply for funds when they need it.

More about Heartland: [heartlandgroup.info](http://heartlandgroup.info)

## For more information contact:

### Mark Chen

General Manager Investor Relations  
Mob +61 423 823 209  
[machen@challenger.com.au](mailto:machen@challenger.com.au)

### Felicity Goodwin

Head of External Communications  
Mob +61 461 579 782  
[fgoodwin@challenger.com.au](mailto:fgoodwin@challenger.com.au)

### Irene Xu

Investor Relations Manager  
Mob +61 451 822 326  
[ixu@challenger.com.au](mailto:ixu@challenger.com.au)

### Rhiannon Hornsey

General Manager Corporate Affairs and Sustainability  
Mob +61 428 404 345  
[rhornsey@challenger.com.au](mailto:rhornsey@challenger.com.au)