

CitoPlus Press Release

ANZ and CitoPlus partner to simplify SME loan applications on Broker Platform

CitoPlus is pleased to announce it has partnered with ANZ – through its external innovation and investment partner, 1835i – to launch a solution allowing brokers to submit digital loan applications for small to medium business customers.

The partnership, launching in 2025, will allow brokers to apply for ANZ business lending products directly through CitoPlus' digital platform, streamlining the process for a faster and more efficient service. Customers will then benefit from quicker broker response times and improved access to financing.

ANZ's General Manager of Commercial Broker and Origination, Ivan Mioc said, "As brokers' shift to digital workflows, adopting advanced digital and data solutions is critical for improving customer interactions. This partnership plays an important role in supporting business growth and simplifying the lending journey for both brokers and small to medium businesses."

"This initiative complements ANZ's efforts to provide more digital banking options to both brokers and business owners," he said.

CitoPlus Co-founder Graham Strain said, "We are delighted to partner with ANZ to enhance the loan application experience for brokers and business customers. We believe the combination of human judgement and digitisation is the future of broking. Our unique platform helps brokers work with the right information, faster and make tailored solutions easier to source."

Since its creation, 1835i partners with and invests in start-ups and scale-ups developing innovative solutions to attract and retain ANZ customers and to build new capabilities for ANZ, including Cashrewards. The partnership with CitoPlus furthers ANZ's commitment to innovation.

1835i CEO, Justin Greenstein, said, "At 1835i, we're excited to have facilitated this partnership between ANZ and CitoPlus, as it shows our commitment to driving digital innovation that makes lending easier and faster for brokers and SMEs across Australia. Together, we're building a finance ecosystem that connects brokers and businesses seamlessly in today's digital-first world."

To learn more about the unique broker platform go to www.citoplus.com.au

ABOUT CITOPLUS

CitoPlus streamlines the loan application process for commercial brokers, empowering them to secure funding faster for their SME clients. CitoPlus' user-friendly digital platform equips brokers with the tools they need to close deals efficiently, securely and in less time.

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