

Grow your Business
or DIY Super cash the
easy way!



**Business Optimiser
Information
Brochure**

ING  **DIRECT**

It's your money

I want an
easy way
to grow
my cash



**A Business Optimiser
could be the answer**

Business Optimiser is a smart and simple way to make the most of your business savings or DIY Super cash.

What does it offer?

In a nutshell: a high variable interest rate, no tiers, no ING DIRECT fees or charges, no minimum deposits or withdrawals, no fixed term, plus round the clock 24/7 access to your account via online and phone banking.

Who is it for?

It's designed to work for a number of different types of business entities, including sole traders, partnerships, sole director companies, companies, incorporated associations (including non-profit) and trusts (including DIY superannuation funds).

Who is ING DIRECT and what's your story?

ING DIRECT has been operating in Australia since 1999. Back then we revolutionised the Australian savings market by offering the first online saving accounts that paid high variable interest with no ING DIRECT fees. We have since introduced term deposits and home loans to our product suite, and we're constantly growing to meet more consumer daily banking needs. Today we have over 1.3 million customers and are the largest retail bank in Australia outside of the 4 major banks.

While we operate as an Australian business, we're also part of the ING Group, so you have the security of dealing with one of the world's largest financial institutions. The ING Group offers banking, insurance and asset management to more than 85 million clients in over 50 countries.

How does ING DIRECT operate?

As our name suggests, we deal with you direct – in our case, online and by phone. We have no branch network, which makes it easier to offer you great deals and high performance products like the Business Optimiser.

How secure is it?

Like every bank in Australia, ING DIRECT is regulated by the Australian Prudential Regulation Authority. Combined balances up to \$250,000 per entity are guaranteed by the Australian Government.

Rest assured, the money you save with us is securely managed and invested in Australia (not in shares) under strict conditions. We're just as strict with your privacy, which we're committed to protecting at all times.

How can you optimise my cash?

With a Business Optimiser, not only do you earn a high variable interest rate, you also enjoy many other ongoing benefits, including:

- ✓ **No balance tiers**
- ✓ **No ING DIRECT fees or charges, ever**
- ✓ **No minimum deposit, withdrawal or balance**
- ✓ **Cheques and direct deposits accepted**
- ✓ **Move your money with ease**
- ✓ **No fixed term**
- ✓ **The option to set up an Automatic Deposit Plan**
- ✓ **Interest calculated daily, paid monthly**
- ✓ **Online and phone banking access 24 hours a day, 7 days a week**
- ✓ **Australia-based contact centre**
- ✓ **Combined balances up to \$250,000 per entity are guaranteed by the Australian Government.**

I'm listening, tell me more...

✔ **High variable interest, no tiers**

Earn the same high variable interest rate on every dollar, whatever the balance.

✔ **No ING DIRECT fees**

There are no ING DIRECT fees or charges so interest earned is all yours (subject to any applicable withholding tax and government charges).

✔ **No minimum deposit, withdrawal or balance**

Open a Business Optimiser with an amount you choose, withdraw funds whenever you like and there's no need to keep a minimum balance.

Note: We may not accept a deposit to your Business Optimiser if it would result in the combined deposits of all of your Business Optimiser(s) exceeding \$5,000,000.

✔ **Direct deposits and deposits by cheque**

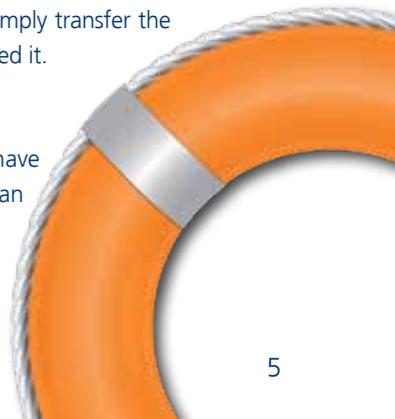
Once your Business Optimiser is open, you are free to make deposits directly or by cheque. Cheques must be drawn on an Australian financial institution and must be made payable to the full business name or ING DIRECT. The full business name and Business Optimiser number should be written on the back of the cheque.

✔ **Move your money with ease**

Simply link a Business Optimiser to your external bank account. Move your money from your external bank account into your Business Optimiser, online or by phone, and earn high variable interest. Then simply transfer the money back to your external bank account as you need it.

✔ **Around the clock access**

A high rate of interest doesn't mean to say you have to lock your money away for a fixed term. You can deposit or transfer, whenever you like 24/7.



How do I get started?

Applying for a Business Optimiser is easy! There are three things you will need to do:

1. Fill in the application form

Please complete Part A and the relevant additional Part(s) as outlined in Step 1 of Part A.

2. Supporting documents

You need to provide documents to verify the following:

- A. your business / DIY Super Fund;
- B. the external bank account; and
- C. each authorised user

Refer to the application form for more details on the types of documents you can provide.

3. Send us your documents

Once the application form has been completed and signed by all relevant parties, please send it with your supporting documents to us at:

ING DIRECT
Reply Paid 3858
Sydney NSW 2001 (no stamp required)

If you have any questions about the application form, providing the supporting documents or need any further information, please call one of our Direct Associates on 1800 100 249.



The external bank account

The Business Optimiser must be linked to an external bank account held with an Australian financial institution. The external bank account must be in the same name as the Business Optimiser.



How to make your opening deposit

Here are your options:

Cheque: from the linked bank account and made payable to the full business name or to ING DIRECT.

Bank cheque: made payable to the full business name or to ING DIRECT. You also need to attach an original encoded deposit slip from your linked bank account, showing the pre-printed bank account details.

Electronic transfer: complete and sign the Direct Debit Request (step 5 on the application form). You also need to attach an original encoded deposit slip from your linked bank account, showing the pre-printed bank account details.

You'll find full details of what needs to be supplied on the application form.



Set up an Automatic Deposit Plan

An Automatic Deposit Plan (ADP) makes deposits from your linked bank account into your Business Optimiser automatically. You nominate how much you would like to deposit, and whether the transfer happens every week, fortnight or month.



Maximise your cash with a Business Term Deposit

If you're after an investment for your business savings or DIY Super cash that offers a fixed return over a set term, we also offer ING DIRECT Business Term Deposits. These can be easily linked to your Business Optimiser, or an external bank account.

With a high fixed rate of interest you have a guaranteed investment return that's not exposed to market fluctuations. You can invest as little as \$10,000, and can select a 30 day, 90 day, 180 day, 1 year or 2 year term.

For more information about our Business Term Deposits, including the current interest rates, visit ingdirect.com.au or simply call us on **1800 289 538**.

Just asking ...

Do I have to change banks?

No. Your Business Optimiser has been designed to work with your existing business or DIY Super bank account. You simply link your external bank account to your Business Optimiser to transact.

How will I know when the Business Optimiser is open?

We'll send a Starter Pack to each authorised user's mailing address, with everything they need to know about how to use the Business Optimiser. We'll also send a letter to the business or DIY Super Fund confirming the account is open and the opening deposit received.

How many people can operate the account?

You can have up to four authorised users at any one time.

Can I change the external bank account?

Sure. Once the account is opened, the authorised users can change the external bank account at any time.

How's the interest calculated?

Your interest is calculated daily on the closing balance and credited to your Business Optimiser at the end of each month – so you earn interest on your interest. For our current rate visit ingdirect.com.au

How often will I receive a statement?

We will provide a detailed statement every three months.

How much can I deposit into my Business Optimiser?

Total deposits across all your Business Optimiser accounts shouldn't exceed \$5 million.

How do I deposit and withdraw money?

Simple. First, complete the Direct Debit Request (step 5 on the application form). Authorised users can then transfer money to and from the Business Optimiser by:

- logging in to 'Online Banking' at **ingdirect.com.au**; or
- calling **133 464** to authorise a funds transfer.

You can also make deposits by cheque through the mail. All cheques must be payable to the full business name or to ING DIRECT.

Who can be authorised to use the Business Optimiser?

There are different requirements for each type of business entity:

- Sole Trader:** The owner must be an authorised user.
- Partnerships:** A minimum of two partners must be authorised users.
- Companies:** A minimum of two directors (except in the case of sole directorships) must be authorised users, OR a director and a company secretary.
- Company as Trustee:** A minimum of two directors (except in the case of sole directorships) must be authorised users, OR a director and a company secretary.
- Individual(s) as Trustee(s):** All trustees must be authorised users. No other authorised users are permitted.
- Association:** A minimum of two office bearers (e.g. treasurer or club secretary) must be authorised users.

Helpful hint: Employees may be authorised users, except in the case of body corporates and trusts (where only trustees can be authorised users).

Can I open more than one Business Optimiser?

Sure can. In fact, you can have up to nine accounts and give each one a different name. Handy if you're managing different things like GST and third party payments at any one time.

How do I contact you?

Visit **ingdirect.com.au** or simply call one of our Direct Associates available 24 hours a day, 7 days a week on **1800 100 249**. We're here to help, any time.



Our preferred language is plain English. So, here are some explanations of our terminology.

Access Code

The password used by authorised users to access the Business Optimiser via our online and phone banking service.

Authorised users

People nominated to operate on the Business Optimiser.

Business

Different types of business entities, including: sole traders, partnerships, sole director companies, companies, incorporated associations (including non-profits) and trusts – including DIY superannuation funds. It doesn't include public companies, unincorporated associations, bare or informal trusts or trusts with more than four trustees.

Client Number

The number we give to each authorised user to use with their Access Code when accessing the Business Optimiser via our online or phone banking service.

Direct Associate

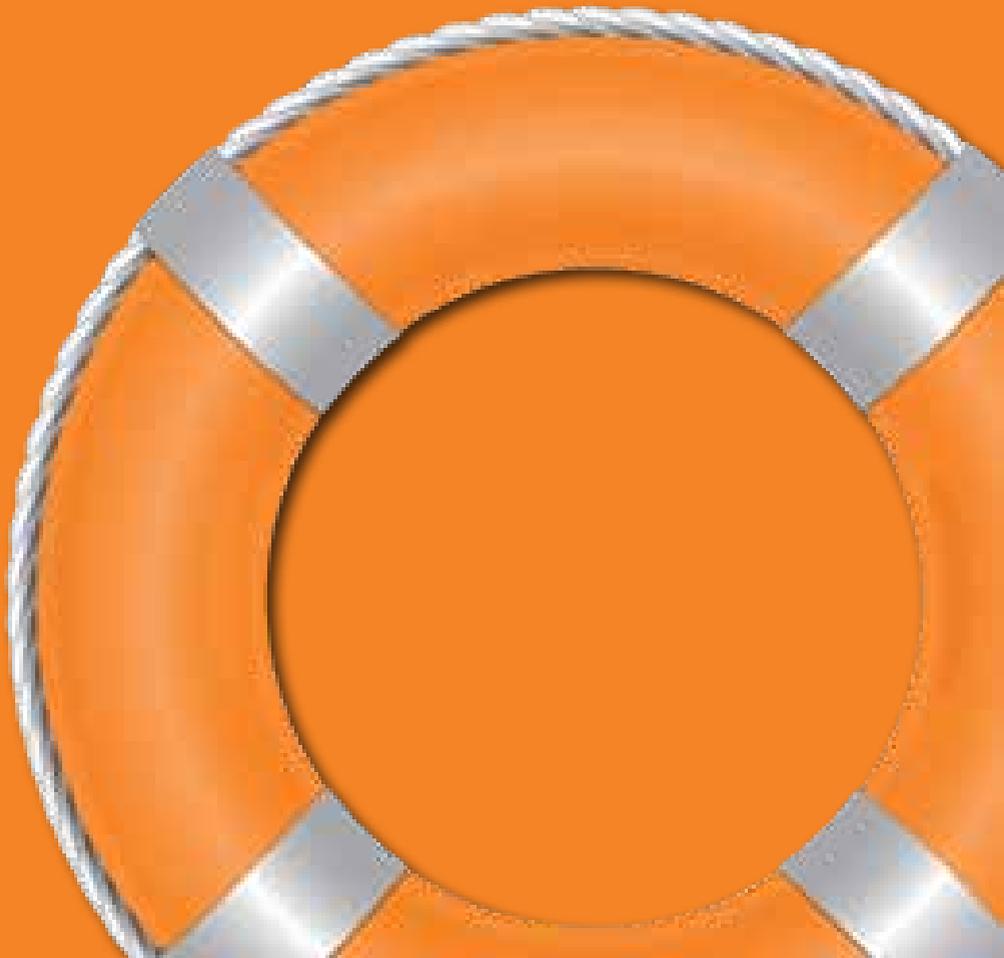
An ING DIRECT customer service representative.

External bank account

An account held by your business or DIY Super Fund with another Australian financial institution, which you nominate to link to the Business Optimiser. The external bank account must be acceptable to us and in the same name as your Business Optimiser.

Important Information

Information is current as at 1 February 2012 and is subject to change. Combined balances up to \$250,000 per entity are guaranteed by the Australian Government. Any advice in this brochure does not take into account your objectives, financial situation or needs and you should consider whether it is appropriate for you. Before making any decision in relation to a Business Optimiser, you should read the Terms and Conditions booklet, available at ingdirect.com.au or by calling 1800 100 249. If you have a complaint, please call us at any time as we have procedures in place to help resolve any issues you may have. Business Optimiser is issued by ING DIRECT, a division of ING Bank (Australia) Limited ABN 24 000 893 292.





Visit our website at
ingdirect.com.au



ING DIRECT
Reply Paid 3858 Sydney NSW 2001



Call 1800 100 249
24 hours a day, 7 days a week



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