



## **BOQ launches competitive online share trading service**

- **BOQ Trading offers competitive brokerage from just \$17.95 a trade**

**7 April 2011:** BOQ's new online share trading service has officially gone live today following a recent partnership agreement with independent online broker CMC Markets Stockbroking.

The new user-friendly online share trading platform, BOQ Trading, offers CMC's comprehensive range of stockbroking services direct to BOQ customers via BOQ's website and also over the phone through the CMC Markets/ BOQ Trading client services team.

Services now available to BOQ customers include shares, options, warrants and managed funds, from a competitive \$17.95 a trade.

BOQ Managing Director and CEO David Liddy said BOQ was focused on meeting the needs and demands of customers.

"The ability to invest in shares is a popular option for families and individuals and we're pleased to be offering this service to allow our customers to manage more of their finances through BOQ," Mr Liddy said.

"With the launch of this product we're in a great position and we can now match the big banks on product suite, while continuing to offer the personalised service that BOQ is well known for," he said.

Mr Liddy added that CMC Markets Stockbroking appealed to BOQ because of its fully serviced stockbroking wholesale solution to help clients navigate the entire investment process.

"It was critical for us to find a solution that provided the best tools and education to make share investing easily accessible for all our customers, especially for those new to the stock market. We've been very impressed with the support CMC Markets has given us to ensure a smooth implementation of the new platform."

Head of Australia and New Zealand at CMC Markets, Louis Cooper, said the relationship with BOQ was testament to the firm's commitment to further strengthening CMC Markets' presence in the wholesale stockbroking sector.

"We're excited to see the new platform go live and are committed to providing a high quality level of service which BOQ is so highly regarded for," Mr Cooper said.

"The flexible nature of our technology continues to be a real draw card with existing and potential partners looking to stand out in an increasingly crowded market by diversifying the range of products and investment tools they have on offer." Mr Cooper said.

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## **About Bank of Queensland**

BOQ is one of Australia's most dynamic banks. Established in 1874, Bank of Queensland Limited has been a publicly listed company traded on the Australian Securities Exchange since 1971.

It believes in offering its customers an exceptional face to face service experience, but also invests in all of the other contact points customers need like Internet Banking, Phone Banking and even Mobile Phone Banking.

BOQ continues to grow its national network of more than 269 branches and agencies, has one of Australia's most widespread ATM networks and a competitive business banking division.

And BOQ is the Bank with Owner-Managers. They operate a unique Owner-Managed Branch model that puts bank managers in charge of their branch and in touch with customers. So local people not only run their branches, they own them. This means they're actually running a small business, so they understand what it means to deliver personal service.

## **About CMC Markets**

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and investment tools including shares, options, listed managed investments, warrants, interest rate securities and Contracts for Difference (CFDs). Through its partnerships it can also provide access to managed funds and margin lending execution. In 2007 CMC Markets launched its broking service with the acquisition of Andrew West Stockbroking and CMC Markets Stockbroking is now one of the only non-bank aligned, online stockbrokers in Australia.

CMC Markets is a pioneer of CFD trading in Australia and a world leading CFD provider. With offices in London, Frankfurt, Dublin, Madrid, Vienna, Sydney, Tokyo, Toronto, Beijing, Auckland, and Singapore, CMC Markets represents clients in over 70 countries. The company was founded in 1989 and is regulated by ASIC in Australia. CMC Markets Stockbroking is a participant of the ASX Group.

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