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## Suncorp to open Discovery Store in Pitt Street Mall

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Suncorp will offer customers an immersive retail experience, where they can attend live events, interactive workshops and explore solutions for their different life journeys, in a new two-storey Discovery Store to open in Pitt Street Mall on Thursday 14 December.

Customers will be able to access unique offers and explore Suncorp's marketplace of products and end-to-end solutions which will be tailored to their life events, such as buying a car, getting married or purchasing a new home.

Suncorp CEO & Managing Director Michael Cameron said the Discovery Store would be a bold, engaging and open space, that provides a unique customer experience that no other financial institution has offered in Australia before.

The 446 square metre store is located in the heart of one Australia's most prominent retail precincts, which attracts more than 8 million of people each year.

"The Discovery Store is designed to be a gathering place for the community and to be accessible to all. It will be open seven days a week and open for late trading. We want people to drop-in, bring the whole family along, have a coffee and explore what's on offer," Mr Cameron said.

"We know customers fall in love with a home, not a home loan, and so in our Discovery Store we will be having conversations that shift the focus away from financial products, to be about each customer's life goals.

"The Discovery Store is the physical embodiment of our Marketplace strategy. It will be a destination for customers, where they can experience the Marketplace firsthand, having solutions tailored to them, drawing on everything Suncorp has to offer, as well as innovative solutions from our third-party partners."

The store will feature a range of flexible spaces and interactive digital tools. It is built around a central amphitheatre, which will be used to run workshops with guest speakers, launch new customer offers, showcase third-party partners and host live events that celebrate what is happening around the city.

The opening of the Discovery Store marks an important step in the evolution of Suncorp's retail store network and follows the launch of its highly successful Concept Stores in Parramatta and Brisbane.

The Concept Stores and our new Discovery Store are located in high foot traffic areas, with the Concept Stores already very popular with customers thanks to the fresh design, digital tools and availability of Suncorp's brands, products and services, all in one place.

"We are creating strategically located retail stores to engage, educate and connect with our communities, while at the same time we are investing in and growing our range of digital services and online offerings," Mr Cameron said.

"We have chosen locations like Pitt Street Mall and major shopping centre destinations, which are not just places to shop, but also where people socialise and immerse themselves in new brands and experiences."

**Key features:**

- First of its kind financial services offering to open in Pitt Street Mall.
- Access to the breadth of Suncorp’s brands, products and services, and third-party partner solutions.  
Suncorp’s Australian brands: Suncorp (Insurance, Banking & Wealth), AAMI, GIO, Bingle, Apia, Shannons, Terri Sheer, CIL, Vero, Asterton Life and Resilium.
- Convenient trading hours: open 7 days and open for late trading. Spans 446 square metres.
- A community hub with free wi-fi and coffee.

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