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New Suncorp Group CEO Michael Cameron takes the reins

Michael Cameron today officially takes over as Suncorp Group CEO and Managing Director.

A Suncorp Board member since 2012, Mr Cameron's appointment was announced in April this year, following Patrick Snowball's decision to return to the United Kingdom.

Suncorp Group Chairman Ziggy Switkowski formally welcomed Mr Cameron saying he is ideally placed to lead the Group through its next phase of growth.

"As a member of the Board, Michael has been directly involved in setting and overseeing the Group's strategy," he said.

"Michael is now ready to lead the organisation into the future while maintaining stability and keeping the momentum going."

Mr Cameron paid tribute to Mr Snowball for leaving the Group in such great shape.

"The achievements of the past six years have been extraordinary and I now relish the opportunity to maximise market opportunities, harness the potential of our highly-committed and engaged staff, and deliver even greater value to our shareholders and customers," Mr Cameron said.

Mr Cameron remains committed to Suncorp's organic growth strategy and has endorsed the 'One Company. Many Brands' business model that provides diversified financial services to the Group's nine million customers across Australia and New Zealand.

Mr Cameron has a reputation for measured leadership, but he is also an advocate for driving change, particularly in light of the continuous technological evolution affecting every aspect of financial services.

"I am excited by the future of the Suncorp Group and I am delighted to lead this talented team of people as we begin a new chapter," Mr Cameron said.

Mr Cameron also sits on the Board of the Great Barrier Reef Foundation and is a Fellow of the Australian Institute of Chartered Accountants, CPA Australia and the Australian Institute of Company Directors.

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