

GROUP DIGITAL & MARKETING COMMITTEE CHARTER

1. SCOPE

The Group Digital & Marketing Committee (the Committee) is appointed by the Board of Directors of MyState Limited and performs the functions outlined in this Charter, for each of the entities in the MyState Group (the Group)

2. PURPOSE

- 2.1 The purpose of the Committee is to assist the Board of Directors in the oversight of the Group's investments, strategy and operations related to digital, marketing and customer experience.
- 2.2 In this role, the Committee has no executive responsibility. It is responsible for performing its duties in accordance with this Charter and making recommendations to the Board of Directors.

3. KEY OBJECTIVES

The Committee shall assist the Board by monitoring, reviewing and reporting on:

- a. The development and implementation of the Group's digital and marketing strategies with particular relevance to customer experience;
- b. The emergence of significant customer, digital, marketing and data trends and developments that may affect the Group;
- c. The efficiency and effectiveness of the Group's capabilities to support the growth of the business; and
- d. Other specific objectives as determined by the Committee from time to time.

4. DUTIES AND RESPONSIBILITIES

The Committee will receive information from management and external advisors, as appropriate, in relation to the following matters. These matters are not exhaustive and may change from time to time.

The Committee is to review and report to the board on:

4.1 Customer Insights

- a. The Group's data usage strategy and capability;
- b. Customer trends and insights and the use of data and information to increase customer acquisition; engage and retain customers, and improve the customer experience; and
- c. Defining customer target markets across the Group.

4.2 Brand and Marketing

- a. The health and development of the Group's customer facing brands; and
- b. Brand tracking, and the performance and effectiveness of marketing efforts.

4.3 Digital Acquisition

- a. The development of the Group's digital and marketing capability for both customer acquisition and retention; and
- b. Tracking of performance and effectiveness of digital marketing efforts.

4.4 Customer Facing Technology

- a. The adequacy and development of the Group's digital and customer facing technology with respect to fitness for purpose and performance; and
- b. Major capital expenditure requirements including oversight of selection of new technology and technology projects including post implementation reviews to measure benefits and return on investment.

4.5 Technology Enterprise Architecture

- a. The adequacy and development of the Group's enterprise technology architecture and its fitness for purpose to deliver the Group's strategy;
- b. The performance of technology systems to deliver the Group's strategy; and
- c. Oversight of the return on non-mandated technology investment.

4.6 Other responsibilities

- a. Reports from other Board Committees on matters that should come to the attention of the Committee.

5. EXTERNAL EXPERTISE

The Committee may engage external advisory expertise to assist the Committee in carrying out its responsibilities as required.

6. BOARD COMMITTEE STANDING PROCEDURES

This Charter is to be read in conjunction with the separately documented Board Committee Standing Procedures.