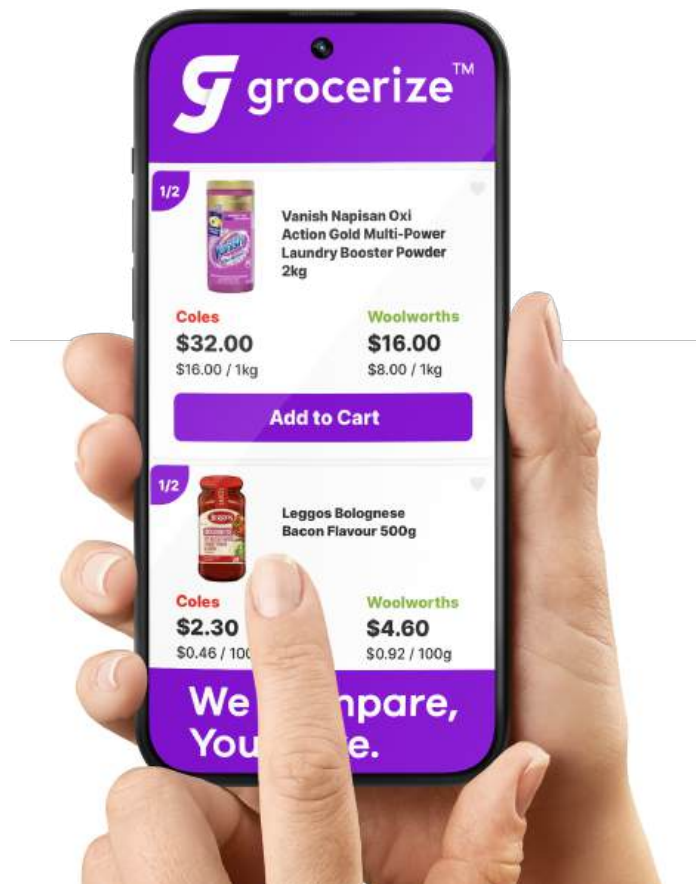




Customer-Owned Bank Steps Up to Help Aussies Save at the Supermarket

Greater Bank partners with Newcastle fintech Grocerize to give customers a new tool to slash grocery bills by up to 28%

[Newcastle, September 2025] - As Australian families grapple with soaring grocery bills that now average \$12,480 annually, Greater Bank's collaboration with Newcastle-based grocery comparison platform **Grocerize** embraces innovative technology that directly addresses cost-of-living pressures.

The partnership, which offers all Greater Bank customers six months' complimentary access to **Grocerize Premium**, demonstrates how data-driven tools are becoming essential weapons in the battle against rising household expenses. Users of the platform are clawing back an average of **28% on their weekly shop** by leveraging real-time pricing data and innovative shopping strategies.

"It's great to see a bank exploring innovative ways to ease budget pressure for its customers," said Blake Bennett, founder of Grocerize. "Small changes at the checkout can create bigger wins — whether that's paying down debt, building savings, or planning for the future."

Why Grocery Savings Matter More Than Ever

The urgency behind the partnership becomes clear when examining the current grocery landscape:

- **Grocery bills are one of the most significant weekly pain points for families**, with prices rising across every state and territory (Canstar Blue).
- **Inflation rose by 2.8% in July 2025** – the sharpest annual increase since mid-2024 (ABS).
- A Canstar survey of 2,800 Australian shoppers found that **the average weekly grocery bill for a family of four has increased by 11%**, up by \$25 to reach **\$240**. That equates to an annual spend of **\$12,480** per family - an alarming rise that many households are feeling directly at the checkout (News.com.au).
- **Cutting grocery costs by even 10–20% can put thousands of dollars back into a household budget each year.**

A Community Solution to a National Challenge

The collaboration brings together two Hunter-based organisations: one of Australia's leading customer-owned banks and a homegrown fintech with a mission to help families take control of

everyday spending. What began as a simple idea from a Newcastle dad is now demonstrating how local innovation can address national challenges.

NGM Group Chief Customer and Digital Innovation Officer James Cudmore said the partnership is about backing local ideas that deliver real value for families.

“As a customer-owned organisation, we want to back local innovators who are making a real difference to the family budget. Grocerize is a Hunter-born solution to a national challenge, and it shows the strength of regional businesses to create meaningful impact,” Mr Cudmore said.

For Greater Bank, the partnership reflects a broader commitment to **purpose-led innovation** and supporting regional businesses that share its mission of improving financial wellbeing.

Call to Action

To find out more and activate six months of complimentary access to Grocerize Premium, visit greaterbank.com.au/grocerize.

About Greater Bank

Greater Bank is a customer-owned bank with a proud history of more than 80 years. Part of NGM Group, Greater Bank offers a wide range of banking products and services, including, home & personal loans, everyday banking and savings accounts and business banking.

About Grocerize

Grocerize.com.au is the leading Australian grocery price-comparison platform that empowers shoppers to save time and money. By providing real-time pricing data and advanced analytics, Grocerize helps users make informed, data-driven decisions to reduce their weekly grocery expenditure significantly.

Media Enquiries & Interview Talent

Interview talent available:

James Cudmore, Chief Customer & Digital Innovation Officer, NGM Group

Blake Bennett, Founder & Director, Grocerize

Media contact: Julian Townley, CEO, Grocerize julian@grocerize.com.au

Customer case studies available upon request