

# BROKER



**ALERT**

**Heritage Bank**  
*People first.*

Date: 21 January 2025

**Re: Transitioning new customer applications to People's Choice from 20 January 2025**

Following the merger of Heritage Bank and People's Choice Credit Union in March 2023, we have been working to align our products, services and technology under our new People First Bank brand.

As the first step in this brand transition for brokers, all new loan applications will soon be processed through People's Choice, rather than Heritage Bank.

As a result, from Monday 20th January 2025, new customer applications cannot be made to Heritage Bank. For an interim period before we have a single suite of People First Bank products, all new customer applications must be submitted to People's Choice Credit Union.

Existing Heritage Bank customers with current lending can still apply for top-ups through Heritage Bank. However, we encourage you to consider whether the People's Choice Credit Union proposition may meet their needs.

If you are not yet accredited with People's Choice Credit Union or People First Bank, please contact your BDM for assistance.

We appreciate your support in updating your CRM with this Broker Alert and notifying your brokers of these changes. This is an important step as we prepare for the introduction of the People First Bank brand and continue building a strong, national customer-owned banking organisation.

Regards