

Commonwealth Bank of Australia (CBA) in Financial Cards and Payments (Australia)

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Abstracts

Commonwealth Bank continued to be the benchmark for technology innovation. The company has identified technology as an avenue for growth. It successfully uses its technology platform to deliver innovative products and services to business and personal customers. The launch of several products, including Albert, a touch-screen terminal for merchants, a digital platform for Self-Managed Super Funds and new features for its CommBank app are likely to drive growth over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 Commonwealth Bank of Australia (CBA): Operational Indicators

Competitive Positioning

Summary 2 Commonwealth Bank of Australia (CBA): Competitive Position 2014

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