

ROYALS

CLIENT: Athena Home Loans
TITLE: THE CALL – No Fees
LIVE DATE: 14 October, 2019

SFX: *Ring, ring*

Call centre: Thanks for calling [BEEP] bank.

Customer: Oh hey, I've just found a new fee on my home loan statement.

Call centre: Yeah, that's the administration fee.

Customer: No, that's always been there...

Call centre: Oh, maybe it's the servicing fee.

Customer: No...

Call centre: Maybe it's the pool cleaning fee.

Customer: I certainly hope not!

Call centre: The account keeping fee?

Customer: You know, this is getting a bit ridiculous.

Call centre: The Christmas party fee.

Customer: If there is a Christmas party fee, I don't think I should be paying it!

Call centre: I think that's Barry's fee. He got a bonus this year... we have to give a fee for Barry.

Customer: I think it's a [BEEP] fee, if you're asking me.

Call centre: Well there's no need to be abusive, there's a fee for that too.

Hero VO: Athena Home Loans don't charge any fees, We prefer you to use your money to pay off your home loan faster. Go to Athena.com.au to find out more and see how much you could save.

Athena, Love us and leave us.

Standard credit criteria, terms, conditions and government charges apply.

ROYALS

CLIENT: Athena Home Loans
TITLE: THE CALL – Automatic Rate Match
LIVE DATE: 14 October, 2019

SFX: *Ring, ring*

Call centre: Welcome to [BEEP] bank.

Customer: Hi, I'm a loyal customer and I've just seen that you're offering a lower interest rate for the same home loan I have, and I was wondering if -

Call centre: Sorry mam, that's for *new* customers only.

Hero VO: Athena Home Loans Automatic Rate Match gives existing customers the same sexy low rate as new customers on like-for-like loans. You don't even have to ask. Go to Athena.com.au to find out more and see how much you could save.

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ROYALS

CLIENT: Athena Home Loans
TITLE: THE CALL – Rate Drop
LIVE DATE: 14 October, 2019

SFX: *Ring, ring*

Call centre: Welcome to [BEEP] bank.

Customer: Hi, I just heard the Reserve Bank dropped rates again so will mine go down?

Call centre: The Reserve Bank rates are a recommendation only, we're currently reviewing whether or not we can pass them on.

Customer: Reviewing? How long will that take?

Hero VO: Athena Home Loans passed on the RBA's full rate drop immediately, three times in a row and now offer one of the lowest rates in the market. Go to Athena.com.au to find out more and see how much you could save.

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ROYALS

CLIENT: Athena Home Loans
TITLE: The Call – Rate With a Two
LIVE DATE: 14 October, 2019

SCRIPT:

SFX: *Ring Ring*

Call centre: Thanks for calling [BEEP] Bank

Customer: Yes, hello. I've just heard that Athena Home Loans have dropped their owner-occupied interest rate to only two point...

Call centre: Ha! A home loan rate can't start with a two! I think you're mistaken.

Athena VO: Athena Home Loans has one of the lowest rates in the market. So if you have a variable, owner-occupied, principle and interest loan and your rate doesn't start with a two, go to Athena.com.au to find out more and see how much you could save.

Athena. Love us, and leave us.

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