

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS SUPERANNUATION SECTOR

AustralianSuper

AS40QW: Can you provide details if you have purchased the following over the past decade:

- a. Google advertisements
- b. Google search terms

Answer:

- a. Yes, AustralianSuper has purchased Google advertisements in the past decade. Given the dynamics of digital marketing, providing further details could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.
- b. Yes, AustralianSuper has purchased Google search terms in the past decade. Given the dynamics of digital marketing, providing further details could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.