

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

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

AustralianSuper

- AS41QW:**
- a. Do you use Google Ad Words, or any Google provided or supported service to advertise any of your funds or your brand in any way whatsoever?
 - b. Please list what terms you have used in Google Ad Words in the last five years to generate an impression on particular search queries.

- Answer:**
- a. Yes.
 - b. Given the dynamics of digital marketing, providing further details could disadvantage AustralianSuper and its members, as advertising either becomes more expensive or less available.