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PEPPER MONEY CEO APPOINTED CHAIR OF AUSTRALIAN FINANCE INDUSTRY ASSOCIATION

- **Pepper Money CEO, Mario Rehayem appointed Chair of AFIA from 1 March 2024.**
- **AFIA is the leading peak-body for the entire finance industry in Australia with more than 150 members.**
- **As cost-of-living pressures face Australians, the new Chair is focused on better outcomes for consumers and industry as Australia navigates both the headwinds and opportunities from the evolving economic, regulatory and technological landscape.**

The Australian Finance Industry Association (AFIA) today announced the appointment of Mr Mario Rehayem as its new Chair.

Mario brings a wealth of industry experience in the financial sector and currently serves as the Chief Executive Officer of Pepper Money. With more than 20 years of experience in banking and finance, Mario has a deep understanding of the industry and the Australian regulatory environment.

AFIA CEO Diane Tate said, “We are delighted to welcome Mario as our new Chair. His appointment comes at a pivotal time for AFIA as we navigate a dynamic economic, regulatory and technological landscape.”

“As the leading peak-body representing the entire finance industry in Australia, Mario brings valuable consumer insights at a time where cost-of-living pressures are impacting many Australians.

“I look forward to working with Mario who has been a leading advocate for our industry and someone who strongly advocates for better outcomes for Australian consumers.”

Mr Rehayem said, “I am privileged to have been elected as Chair of this highly regarded organisation, which serves as the authoritative voice for propelling a world-class finance industry. I look forward to working alongside the experienced Board of Directors who collectively share AFIA’s vision to champion a thriving finance industry whilst acting in the interests of Australian customers and communities.”

Mr Rehayem said priorities for AFIA in 2024 included driving innovation and promoting competition across the finance industry.

“The Australian finance industry plays a vital role in ensuring Australia has a strong and vibrant economy. My priorities are to continue to drive innovation and competition across the finance industry and to ensure it remains focused on putting Australian customers first.”

Mr. Rehayem succeeds Peter Jones, who has served on the Board of AFIA since 2017 and as Chair since 2020.

“Peter’s leadership and expertise have been invaluable as we navigated the challenging years of the COVID19 global pandemic, a change in the Federal Government, changing trade, investment and supply chain dynamics, and increasing inflationary pressures,” Ms Tate said.

“I thank Peter for his guidance and support for me as AFIA CEO, and for his dedication and service to the industry for over 30 years. We wish him all the best.”

Images of the AFIA Chair and CEO can be found [here](#).

About AFIA

AFIA is the only peak body representing the entire finance industry in Australia. We represent over 150 members, including bank and non-bank lenders, neobanks, finance companies, fintechs, providers of vehicle and equipment finance, car rental and fleet providers, and service providers in the finance industry. We are the voice for advancing a world-class finance industry and our members are at the forefront of innovation in consumer and business finance in Australia. Our members finance Australia’s future. We collaborate with our members, governments, regulators and customer representatives to promote competition and innovation, deliver better customer outcomes and create a resilient, inclusive and sustainable future. We provide new policy, data and insights to support our advocacy in building a more prosperous Australia.

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