

Addiko Bank

PRESS RELEASE

Addiko Bank – a new brand for a new, “straightforward bank”

Vienna, 7 July 2016 – Addiko Bank today was announced as the new brand under which the former Hypo Group Alpe Adria AG and its banking network in Southeast Europe will start operating from 11 July onwards. The new brand identity reflects the bank’s new strategy and positioning, while underlining its commitment to improve the way banking should be done: “straightforward”.

“Straightforward banking” underlines the bank’s desire to address the big challenge in consumer banking today - clients increasingly demanding simpler products and practical, hassle-free services. Addiko Bank acknowledges that banking needs to become more convenient and client-focused.

“Straightforward banking is what the new Addiko brand will stand for. It is what we will offer to our clients, and what will set us apart from the competition. We want to be the bank that promises and delivers with speed and efficiency. This is how we will become the bank of choice for our clients across the markets that we serve”, said Ulrich Kissing, CEO of Addiko Bank AG.

Addiko Bank will focus on essentials, efficiency and simplicity. These three principles represent what “straightforward banking” stands for: a more focused product and service offering, more efficient procedures and processes, and simpler communication through a more client-centric approach. With the rebranding the bank is not only changing its name and visual identity, but it seeks to address customers’ demands by decreasing complexity. Clearer, simpler and more direct service for its customers will be at the heart of the bank’s future offering.

The Addiko brand is a result of a multi-stage brand building process and was derived from extensive research among clients and employees. The new brand design, positioning and visual identity were developed with Croatian creative agency Bruketa&Žinić and London-based branding consultancy Prophet.

About Addiko Bank

Addiko Bank AG, formerly called Hypo Group Alpe Adria AG (HGAA), is an international holding that operates a banking network in Southeast Europe (SEE). In 2015, Advent International (Advent) and the European Bank for Reconstruction and Development (EBRD) acquired Addiko Bank with its Southeast Europe banking network.

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