

Angela Eijlander appointed Chief Sales & Marketing Officer

Angela Eijlander has been appointed Chief Sales & Marketing Officer (CSMO) as of 1 July 2025. The CSMO is a new position in the streamlined organisation of de Volksbank, which this summer will continue under the name of ASN Bank. As CSMO, Angela will join de Volksbank's management team.

On 16 December 2024, de Volksbank announced that its retail arms ASN Bank, RegioBank and SNS would be rebranded under the banner of ASN Bank from 2025 onwards. Combining the strengths of its current brands will better serve the needs of customers, reinforce commercial and operational clout, and create the right conditions for further growth.

As CSMO, Angela will be responsible for further strengthening ASN Bank's distinctive position in the market. In this respect, she will focus on the organisation's commercial development in terms of advisory and customer service orientation, in the context of a bank for the future that builds on the broad social foundations successfully laid by our current four retail brands. A modern and enterprising bank that contributes to solutions to challenges facing Dutch society such as sustainability, financial well-being and accessible housing.

Angela Eijlander: "The new ASN Bank allows us to continue building on the social engagement that characterises Volksbank brands such as ASN Bank, SNS and Regiobank. The online services of ASN Bank that are so highly valued by customers will be combined with the power of human contact through our franchise model. This means we can offer a nationwide network of local branches in addition to online solutions for everyday convenience. The branches will be headed up by franchisees with the focus on a sustainable revenue model for both franchisee and franchisor. In addition to our franchise model, the intermediary arm remains crucial for the distribution of mortgages. For the time being this arm will continue to operate under the current brand name of BLG Wonen, but this will in the long term also be changed to ASN Bank. We are working on a bank for everyone who cares about the future, and I am delighted to contribute to this in my new role."

Angela Eijlander has served as managing director of SNS since 1 January 2022. Her previous roles include positions at Avéro Achmea and Centraal Beheer.

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ABOUT DE VOLKSBANK N.V.

De Volksbank is the organisation behind ASN Bank, BLG Wonen, RegioBank and SNS, and the driving force behind the development of banking products, processes and systems based on human needs. On 16 December 2024 de Volksbank announced the rebranding of all its retail operations under the banner of ASN Bank. To ensure a smooth transition, customers will be migrated to ASN Bank in stages. De Volksbank is located in Utrecht, the Netherlands. More information: www.devolksbank.nl.

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