

De Volksbank chooses ASN Bank as brand for the future

Today, de Volksbank announces that its current retail brands ASN Bank, RegioBank and SNS will continue to operate under the banner of ASN Bank with effect from 2025. The choice for *one* retail brand is an essential step in the simplification of the organisation as part of the transformation announced by the bank on 19 November. By bundling the strength of the current brands, customer service can be improved and the bank will increase its commercial and operational strength creating conditions for further growth.

Nationwide network

In addition to mobile banking for daily banking services, 3 million customers - soon also to include the 800,000 customers of the current ASN Bank - will have access to a local branch for personal advice at the moments that matter for them. The combination of a nationwide network of local branches with online banking for daily convenience will provide the future ASN Bank with a unique and distinctive proposition in the Dutch banking landscape.

Roland Boekhout, CEO of de Volksbank: "By choosing ASN Bank, we are taking an important step towards a future-oriented and financially strong bank that logically builds on the solid social foundation that has been successfully laid by our current four brands. A modern and enterprising bank that contributes to solutions for challenges in Dutch society such as sustainability, financial well-being and housing accessibility. A brand where both current and new customers, as well as our committed employees, will feel at home. Now and in the future. By bringing our brands together under *one* strong brand, we can further improve our services and respond more efficiently to our customers' needs, thus strengthening our position as a sympathetic challenger in the Dutch banking landscape."

An accessible bank committed to people and society

The choice for ASN Bank builds on the strong position that the brand has acquired since its foundation in 1960 as a pioneer in sustainable and socially responsible banking. Since 2017 all brands of de Volksbank have adopted the sustainability policy drawn up by ASN Bank. We will combine this with the strength of the SNS, RegioBank and BLG Wonen brands that stand for personal attention, local entrepreneurship and housing accessibility.

Transition in phases and with great care

To ensure a smooth transition, our customers will migrate to the new ASN Bank in stages. We will do so in consultation with the franchisees and distribution partners.

Implementation will start in 2025 and is expected to be completed within three years. During this process, customers will be kept informed of the changes and what they mean for them. Both retail and business customers can rely on the familiar services for payments, savings and mortgages. Naturally with the same personal service that our customers are used to.

In addition to our franchise model, the intermediary channel remains crucial for the distribution of mortgages. For now, we will continue to distribute mortgages under the current brand name BLG Wonen. In due course, the brand name BLG Wonen will be changed to ASN Bank. The same goes for the name of the parent company, i.e. de Volksbank. The name change will be implemented in consultation with all relevant stakeholders, in phases and with great care.

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ABOUT DE VOLKSBANK N.V.

De Volksbank is the organisation behind SNS, ASN Bank, RegioBank and BLG Wonen and the driving force in the background that develops banking products, processes and systems based on human needs. By banking with a human touch, together we contribute to a financially healthy life for everyone in the Netherlands. ASN Bank encourages sustainable progress, BLG Wonen makes good housing accessible to everyone, RegioBank is committed to quality of life in communities, and SNS has a focus on people. De Volksbank is located in Utrecht, the Netherlands. More information: www.devolksbank.nl.

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