

ASN Bank opens first flagship store in Utrecht

The first ASN flagship store today opens its doors in Utrecht. The new location will offer visitors the opportunity to explore how their behaviour contributes to their financial well-being. Another interactive tool aims to educate younger visitors about how their future will be affected by today's choices. The flagship store will also host inspirational sessions on engaging and topical subjects like sustainability, the housing market, and secure banking. The opening is part of ASN Bank's strategy to enhance customer experience and reach more people, particularly in the Randstad.

The new ASN flagship store turns banking into an experience. The 'interactive community wall', gives visitors tips tailored to their financial situation. And in the future simulator, ASN Bank guides people on a journey through their financial future, based on their own choices. From the presentation and podcast studio inspiring programmes will be made on themes such as financial well-being, good housing, and sustainability.

Angela Eijlander, Chief Sales & Marketing Officer ASN Bank: "With the opening of our first flagship store, we are creating a vibrant meeting place – a location where ideas for tomorrow are born. In this way, we help customers and visitors to realise their financial future. We will soon have three flagship stores, which will help strengthen our visibility in the Randstad. These sites are the creative hub of our organisation. Here, we will organise staff onboarding programmes, meetings for customers and advisers, and information sessions for partners and intermediaries and host also stakeholder dialogues. In this way, we create lively areas where we can meet, inspire one another, and work together to build a future-oriented bank. In short, our flagship stores are where we bring our brand promise 'Good for you, good for the future' to life.

Visitors and customers

In addition to the interactive experiences, customers can visit the flagship store for straightforward banking matters, such as support with products and services they normally manage via the mobile app. Mortgage consultations are also available by appointment. A team of dedicated experts are on hand every day, supported by financial advisers from our nationwide network of branches.

Staff training centre

The flagship store also serves as a meeting place for staff training sessions and events. For example, new colleagues will have their introductory training day here. It is also a venue for inspirational workshops, meetings and events, as well as a place where teams and colleagues can meet and collaborate. We will also welcome our franchise partners here for information sessions.

Location

Located on Lange Viestraat 6, right in the heart of Utrecht, the ASN flagship store is in a vibrant area with plenty of passers-by and within walking distance of the station. Next year, two more flagship stores will open in prime locations in Amsterdam and Rotterdam. Accessibility for customers, which we guarantee through our nationwide network of branches, is a cornerstone of ASN Bank's new strategy. Physical proximity is an important reason behind many people's choice of bank, which is why ASN Bank is the only major bank in the Netherlands with a nationwide network of more than 325 branches, which will be complemented by our three flagship stores.

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About ASN Bank

ASN Bank is an accessible and forward-looking bank with an eye for people, society and the future. We sustainably contribute to financial solutions for our customers while addressing Dutch societal issues. We pay particular attention to sustainability, financial well-being and good and affordable housing.

Our services focus mainly on payments, savings and mortgages – always with an eye for both the interests of the customer and social impact. As a bank, we combine the convenience of secure mobile banking with the power of personal advice. Thanks to our nationwide network of branches, we are also physically close by when it matters. Through this approach, ASN Bank occupies a distinctive position in the Dutch banking landscape. We now serve three million customers, making us the fourth-largest retail bank in the Netherlands.