

ASN Bank offers nationwide network of branches following RegioBank rebranding

From today, all former RegioBank branches will also feature the distinctive red squirrel on their facades. In what is a major step for ASN Bank, rebranding has now been completed for all 325 branches that comprise its nationwide network.

This latest development is a result of ASN Bank's decision to bring its activities under a single strong brand. Earlier this year, the bank already finished rebranding all former SNS branches.

Angela Eijlander, ASN Bank Chief Sales & Marketing Officer: "This operation marks the completion of a key phase in the transformation of ASN Bank. Thanks to the tireless efforts of all our entrepreneurs up and down the country and our many dedicated ASN Bank employees, we now have a strong network of branches throughout the Netherlands, which puts us in a unique position. In addition to further improving our online services, such as the mobile app, we remain in close physical proximity to our customers, which means we can help them even better with their financial questions and goals. The RegioBank name will now disappear from our highstreets, but ASN Bank is ramping up its presence locally."

ASN Bank's new strategy

A nationwide network of branches provides a cornerstone of ASN Bank's new strategy. The proximity of a local branch is an important reason why many customers choose a bank, which is why ASN Bank is the only major bank in the Netherlands with a nationwide network of branches.

Due to the rise of online banking, the number of bank branches in the Netherlands has decreased sharply in recent years. About half of the Dutch population currently reports not having a bank branch nearby, according to ASN Bank research.

At the same time, three-quarters of people feel the need for a local branch. ASN Bank meets this need with its renewed national network of branches. The bank works closely with franchise partners who manage and staff these branches, often in combination with an insurance agency. These are regional entrepreneurs who know their customers better than anyone else and can therefore respond excellently to their needs. They also have years of experience in banking.

The converted branches are former RegioBank locations which now operate under the new name but with the same mortgage, savings and payments products as all other ASN Bank branches. In this way, ASN Bank continues to offer reliable services, but in a fresh

new format, not only to former RegioBank and SNS Bank customers, but also to all existing customers of ASN Bank.

The change of name is currently only visible on the exterior of the buildings; an interior refit will follow early next year. At the same time, ASN Bank is opening three ASN flagship stores at premium locations in the centre of Utrecht, Rotterdam and Amsterdam. This is part of the bank's strategy to further increase its presence in the Randstad. The first flagship store will officially open its doors in Utrecht on 8 December.

ASN Bank chose a new strategy in mid-November and will focus in the coming years on growth in mortgages, savings, and payments. Since 1 July, the bank has operated under one brand name, ASN Bank, with the former brands of SNS, RegioBank, and BLG Wonen gradually being integrated. In addition to the website, mobile app, and branches, ASN Bank also offers mortgages through intermediaries.

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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