

## **Milko Hascher becomes Chief Digital Officer at Anadi Bank**

**Milko Hascher, an experienced bank manager, is joining the Management Board of Anadi Bank as Chief Digital Officer (CDO). He will be responsible for the digital transformation of the bank and the expansion of digital products. CEO Christian Kubitschek:**

***"Milko Hascher is a key figure in our transformation into a digital bank."***

*Klagenfurt, 4<sup>th</sup> of April 2024 - Milko Hascher, a top banker with many years of international experience, is coming on board at Anadi Bank. Subject to regulatory approval, Hascher will become Chief Digital Officer from April 1<sup>st</sup> 2024 and thus take over the digital agendas on the Management Board of Anadi Bank. His tasks will focus on the further rollout of Anadi Bank's Strategy 3.0, with which the bank will expand its digital banking throughout the DACH region and in selected euro countries. Christian Kubitschek, CEO of Anadi Bank, is delighted about the new addition to the Management Board: "With Milko Hascher as Chief Digital Officer, we are bringing an experienced digital strategist and top manager with international experience onto our Management Board. Milko combines many years of experience and extensive expertise with an innovative spirit and hands-on mentality. Anadi Bank is in an excellent position to hit the ground running as a digital bank. I am convinced that Milko will intensively drive our further transformation into a digital bank. We look forward to a successful collaboration on the Management Board of Anadi Bank."*

### **Experienced strategist and international transformation expert**

Milko Hascher has more than 20 years of experience in the banking sector and has supported institutions in strategic transformation processes. He worked in Germany, France and Italy in the top management of a leading international banking group, where he realised extraordinary successes in the area of digital transformation.

Milko Hascher is ready for this new challenge: *"As a member of the Management Board, my goal is to position Anadi Bank as a leading player in the digital transformation. We will make even greater use of innovative technologies to further optimize the seamless and user-friendly banking experience for our customers. I look forward to embarking on this exciting journey with the Management Board and all of the bank's employees."*

### **About Anadi Bank**

Anadi Bank focuses on the Public Finance, Corporate Banking and Digital Banking business segments. The bank is consistently and vigorously expanding its digital offering. In Austria, Anadi Bank has already successfully placed the digital consumer loan and tablet-based banking with the brands "MARIE" (cooperation with tobacco shops) and "Anadi Connect" (cooperation with financial service providers). In 2021, the bank entered the German market with the digital SME working capital loan. Following the launch of a strategic partnership with the Frankfurt-based FinTech CAPTIQ in 2023, the expansion course will be continued in the coming years and Anadi Connect will also be rolled out in Germany. Anadi Bank employs around 250 people in total. The spin-off of Retail Banking, including the majority of the SME business in Carinthia (closing planned for September 2024), is another milestone in Anadi Bank's Strategy 3.0.

More at [www.anadibank.com](https://www.anadibank.com)