

## **Anadi Bank: Strategy 3.0 in place, Wolfgang Strobel takes over CDO mandate from Alp Dalkilic**

**Last year, Anadi Bank achieved the best result in its history. Now the Strategy 3.0 for further digital expansion is about to be launched. Chief Transformation Officer (CTO) Wolfgang Strobel is taking over the digital mandate from Chief Digital Officer (CDO) Alp Dalkilic, who was responsible for the highly successful digital expansion within the framework of Strategy 2.0 and is now turning to new challenges outside of Austria.**

*Klagenfurt, 16 March 2023 - Following Anadi Bank's successful positioning across all business segments under Strategy 2.0, the institution is now pleased to report a sustained increase in profits. Profitable investments, strict risk and cost control, high efficiency and forward-looking balance sheet and business management led Anadi Bank to this extremely strong position at the conclusion of its Strategy 2.0. Now, Strategy 3.0 for further digital expansion is about to be launched. The strategic further development drawn up by Anadi Bank's Management Board in the fourth quarter of 2022 envisages further, extensive digital expansion in the coming years. As part of this expansion, CTO Wolfgang Strobel, who has been a member of Anadi Bank's Management Board since November 2022 and previously worked on Anadi Bank's digital strategy as a strategic advisor, will take over the CDO area from Alp Dalkilic.*

Following the successful development and expansion of Anadi Bank's digital platform and digital business models, which are now also internationally scalable, Alp Dalkilic is leaving the Executive Board in March in the best possible agreement with Anadi Bank. Dalkilic will turn to new challenges and projects outside of Austria. *"We have probably achieved the best turnaround in the banking sector in the past ten years. I can proudly say that I was able to form a highly dynamic and top positioned Digital Banking Division with a great team. I would like to thank my colleagues on the Executive Board and the entire bank for the excellent and trusting cooperation. I am very pleased to know that the Digital Banking Division is in the best hands with the handover to Wolfgang Strobel,"* says Alp Dalkilic.

*"We are now achieving one record after another due to our hard work over the last few years, despite the challenging environment and across all business units. Alp Dalkilic has been instrumental in this success. He did enormously important work strategically and perfectly developed our digital platform, our digital business models and, last but not least, our outstanding digital team within the framework of Strategy 2.0. Now, with Strategy 3.0, Anadi Bank is ready to reach the next stages of our extensively planned digital expansion. For this, we expressly thank Alp Dalkilic and wish him the best for his new challenges. At the same time, I am pleased to have Wolfgang Strobel, an internationally and digitally highly experienced CTO/CDO colleague, who will drive this digital expansion within Strategy 3.0",* explains CEO Christian Kubitschek.

## **About Anadi Bank**

With its Retail Banking, Corporate Banking, Public Finance and Digital Banking business segments, Anadi Bank offers personal customer care via a multi-channel approach with 10 branches in Carinthia and a team of customer care agents. Anadi Bank also focuses on easy-to-use digital services and is developing its portfolio into a top online banking offering for the DACH region: most recently with the launch of a digital SME loan as part of its expansion into Germany, as well as with the launch of the tablet-based mobile sales cooperation with Austria's financial service providers under the "Anadi Connect" brand and the unique sales cooperation under the MARIE brand, which brings banking services to tobacconists. The digital DNA of the bank is visible in the bank's internal digital area, in which around 40% (excluding the branch network) of Anadi Bank's approximately 250 employees work. For the approximately 58,000 clients and as the principal bank of numerous companies in trade, industry and real estate, as well as many municipalities and public sector institutions, the institute uses the advantages of long-standing relationships of trust between clients and client advisors, high innovative strength, digital competence and lean structures.

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