

Account and credit via tablet: Anadi Bank launches Anadi Connect cooperation with financial services providers

After "MARIE" (banking services in Austria's tobacco shops), Anadi Bank is expanding its tablet-based banking via another distribution channel: From October onwards, financial service providers throughout Austria will be able to bring banking products to their customers simply, quickly and directly. Under the brand name "Anadi Connect", current accounts and consumer loans will be available via tablet at the start.

Vienna, 5 October 2022 - Last year, Anadi Bank attracted attention on the market with its innovative MARIE business model, which brings digital banking services to domestic tobacco shops. Now the bank is launching a mobile sales partnership in tablet-based banking: Anadi Bank is reaching new target groups via Austrian financial service providers and meeting the existing demand for accounts and loans directly on site, where customers can obtain information about financial products.

The cooperation is supported by the Association of Financial Service Providers of the Austrian Federal Economic Chamber (WKÖ). The association represents a total of around 7,900 financial service providers, including in particular commercial investment counselling, building society brokerage and securities brokerage. Anadi Bank is thus opening up a mobile sales channel with a large reach and promising customer potential: *"Anadi Bank stands for innovation and digital business models. Tablet-based banking is also an integral part of our digital DNA, in which we are now reaching another milestone with the Anadi Connect cooperation with Austrian financial service providers after MARIE. We are once again demonstrating how excellently scalable this innovative business model is - it has potential for the entire DACH region. We are very proud of our Anadi Connect cooperation with our partners!"*, explains Christian Kubitschek, CEO of Anadi Bank.

Easy access to account and consumer credit via Anadi Connect

After training, the financial service providers will be equipped with a tablet that their customers can use to set up a current account or take out a consumer loan quickly and easily. In future, the banking products will be marketed under the "Anadi Connect" and can be applied for in just a few minutes. *"Our tablet-based banking is now also mobile. We are thus offering simple, fast access to banking products and are getting even closer to our customers through the new sales partnership,"* explains Markus Herzl, Anadi Bank's new Head of Partnership Banking. The product range will be gradually expanded in the coming years to include insurance products in addition to banking products. From October, the first financial service providers will go online with their tablets. The registration process with financial service providers throughout Austria has been underway for several weeks. In addition, corresponding training courses are already taking place. The pilot will start in October, and shortly afterwards Anadi Connect will be rolled out to financial service providers throughout Austria.

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. In addition, Anadi Bank focuses on easy-to-use digital services and is developing its portfolio into a top online banking offering for the German-speaking 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 the total of around 250 Anadi Bank employees are already working. For its approximately 58,000 clients and as the principal bank of numerous companies in trade, industry and real estate, as well as a large number of municipalities and public sector institutions, the bank specifically leverages the advantages of long-standing relationships of trust between clients and client advisors, a high level of innovative strength, digital competence and lean structures. In June 2022, Anadi Bank declared its intention to transform itself into a pure digital bank by selling its traditional banking business. The transaction, under the project name "Quadriga", will significantly increase the impact of digital growth in the DACH region.