

Anadi Bank: Reorganisation of tablet-based banking, sales professional Markus Herzl comes on board

As part of the strategic reorganisation of digital partnership banking, Markus Herzl (50) will take over the function of "Head of Partnership Banking" at Anadi Bank as of September 2022. Born in Graz, he will be responsible for a central focus on the path to becoming a pure digital bank: Herzl's agenda also includes the further development and expansion of tablet-based banking in the DACH region.

Vienna, 31 August 2022 - In the course of its transformation into a pure digital bank, Anadi Bank is now reorganising a central digital business area: Markus Herzl (50), a sales professional of many years' standing, will take over the function of "Head of Partnership Banking" at Anadi Bank as of 1 September 2022, with particular responsibility for tablet-based banking. This also includes the MARIE business model, with which Anadi Bank brought modern digital banking services to tobacconists throughout Austria last year.

Tablet-based banking to be further expanded

In the course of the reorganisation, Anadi Bank will take over PROTrafiK Service GmbH, the service and contractual partner for MARIE partner tobacconists, in order to provide them with even more efficient and direct support in the future. The management of the new 100% subsidiary PROTrafiK Service GmbH will also be held by Markus Herzl. With its disruptive digital business model MARIE, Anadi Bank caused quite a stir in the banking market. The nationwide rollout of MARIE is underway, and further development of tablet-based banking with new partners and beyond Austria's borders is planned. As Head of Partnership Banking at Anadi Bank, Markus Herzl will continue to drive this business model forward. *"Our transformation into a pure digital bank has great appeal on the market and attracts top talent from the industry accordingly. With Markus Herzl, we are gaining an experienced leader with an excellent track record. He will further advance our tablet-based banking with his many years of experience. Our digital journey continues - and we at Anadi Bank can work with the best along the way,"* says CEO Christian Kubitschek, delighted with the new addition.

An industry expert and sales professional

Markus Herzl has many years of experience in the banking sector and is considered a select industry expert: Most recently, Markus Herzl managed the entire branch sales at bank99. There he accompanied the foundation and market launch of bank99, was responsible for the development of the entire sales area and developed the brand strategy. Before that, he was Sales Director at BAWAG P.S.K., where he was responsible for the strategic conception of the branch network, among other things. *"I am fascinated that in my new role as Head of Partnership Banking I can now help shape the transformation of Anadi Bank into a pure digital bank. Tablet-based banking has enormous imagination - to push this strategic business model further and to roll up the market throughout DACH is probably a unique opportunity,"* Markus Herzl comments on his new role. The banking expert completed his studies in marketing and sales management at the Vienna University of Applied Sciences with a Master of Science. In his private life, too, the father of three demonstrates tactical skills and stamina: he has been

passionately practising martial arts for many years and serves as honorary president of the Austrian Aikido Association; he is also an enthusiastic amateur triathlete.

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 a 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 about 40% (excluding the branch network) of the total of about 250 employees of Anadi Bank 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 further significantly increase the clout in digital growth in the DACH region. The bidding process for the traditional banking business will be completed by the end of September 2022.