

Press release

"Anadi helps": Austrian Anadi Bank supports Carinthian social projects

Austrian Anadi Bank is launching an initiative to support social projects in Carinthia and is making EUR 100,000 available for this purpose. With "Anadi hilft", the bank wants to demonstrate its strong roots in the Carinthian home market and make a social contribution to the community.

Vienna, 3rd of May 2021 - Austrian Anadi Bank is committed to the projects in three possible formats: either by doubling third-party donations up to the donation target, by donating a fixed amount or by organizing fundraising campaigns, the proceeds of which go to the respective project. "For more than a year now, we have all been affected by the Covid-19 pandemic. It is still impossible to assess the economic consequences. However, many people will probably have existential worries even after the pandemic is over," says Christian Kubitschek, CEO of Austrian Anadi Bank. Project Manager and Head of Public Finance, Cesare Lino, on the motivation for "Anadi hilft": "As a bank with strong Carinthian roots, our home market of Carinthia is particularly close to our hearts and we want to support special social projects here with our 'Anadi hilft' project. The initiative represents the kick-off of our social responsibility strategy, with which we also want to give something back to the community beyond our banking services."

Advisory committee with renowned members

Initiators can now apply by email for funding for their regional, sustainable projects. We are looking for projects that focus on combating poverty, active inclusion, gender equality, education or the environment and nature conservation. It is important that the initiatives help Carinthians to improve their living conditions. Austrian Anadi Bank selects the supported projects with the help of an advisory committee made up of representatives from the state, the Federation of Austrian Industries and the private sector, such as Daniela Ebner, Office of the Carinthian State Government, Johannes Leitner, Klagenfurt Municipal Authority, Werner Pietsch, Kelag, and Claudia Mischensky, Federation of Austrian Industries Carinthia. Citizens can support each sponsored social project with donations.

Investments in the Carinthian home market

The Carinthian home market is also the focus of Anadi Bank's business strategy: a total of two million euros is being invested in the modernisation of the Carinthian branches, and the central Klagenfurt branch in Domgasse has already been completely renovated. Austrian Anadi Bank is also expanding its "Digital & IT Hub" in Klagenfurt into an internal FinTech centre, which already employs almost 20% of the workforce. From its home market in Carinthia, the bank is constantly developing its digital platform into a top online banking offering for the entire German-speaking region through product innovations.

Further details and all information on submission can be found at <https://anadibank.com/de/anadi-hilft>

About Austrian Anadi Bank AG:

Austrian Anadi Bank AG is an Austrian hybrid bank with the business segments Retail Banking, Digital Banking, Corporate Banking and Public Finance. With its unique value proposition based on a modern hybrid approach, Anadi Bank is challenging traditional banking models: on the one hand, it offers personalised customer service via a multi-channel approach with branches and a team of customer care agents. On the other hand, Anadi Bank focuses on easy-to-use digital services and is continuously developing its digital value chain. As the principal bank for numerous SMEs in trade, industry and the property sector, the bank makes targeted use of the advantages of its lean structure and high decision-making speed. As a product specialist, Anadi Bank places a particular focus on smart and customised solutions for companies. In Carinthia and Vienna, around 250 employees work for approximately 57,000 customers.