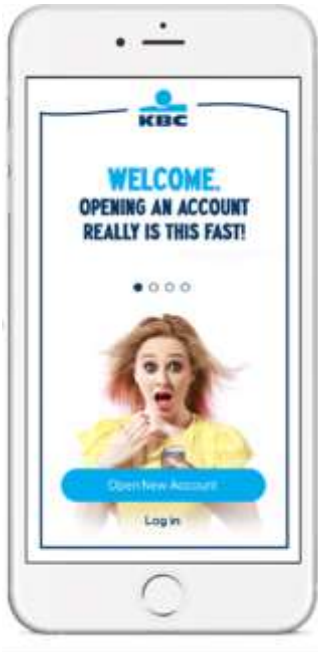




# Press Release - Innovation

Investor Day onsite visit Ireland June

Brussels/Dublin, 21 June 2017



## Innovations throughout KBC Group

### **New KBC Ireland Onboarding App allows consumers to digitally onboard in 5 simple steps in less than 5 minutes**

Consumers in Ireland will soon be able to open and activate a KBC current account with a digital debit card, a digital wallet and full mobile banking services in 5 simple steps and in less than 5 minutes. This innovation will be unique in the Irish banking market. The new onboarding app is part of a series of new banking innovations that KBC has brought to the Irish market following the launch of Android Pay and Apple Pay earlier in the year giving customers the chance to pay for goods and services with their mobile phone like a contactless card.

KBC Ireland has been implementing its 'Digital First' customer-centric strategy and in support of this has been accelerating its efforts and investments in expertise and resources to evolve fully into a

digital-first customer-centric bank, facilitating ‘always-on 24/7 accessibility’ in terms of distribution and service and becoming the main challenger bank in the Irish market.

These developments are part of its multi-year investment of over €100 million in digital channels, banking systems and the Bank’s physical presence in Ireland. The Bank is playing a frontrunner role in the digital transformation of the KBC Group where digital solutions will be tested for further group-wide roll-out.

Ireland is a country with the highest European GDP growth rate, the youngest population in Europe, a surging Digital Economy and the highest mobile usage in the Western World. But yet in the banking landscape customer inertia remains.

The new innovation proposes to address 3 recurring consumer issues:

- Consumers see a bank account as a necessity and there is limited differentiation among providers.
- Consumers complain about paperwork and financial jargon.
- Customers don’t want to wait having applied for the account, they want instant access.

This new digital proposition which was co-designed with customers and will be available over the coming months will provide a new KBC Bank Ireland customer with an active current account a digital debit card, a digital wallet and full mobile banking services. All in 5 simple steps (previously there were 26 steps to fulfill) and in less than 5 minutes. To prove that this can be done, without hassle, KBC Bank Ireland will put 5 euros in the account for the customer to spend instantly.

Finally, KBC Ireland’s contact centre will be available 24 hours 7 days a week should the customer need to speak to someone from the bank. KBC Bank Ireland employs over 1,000 people in Ireland with retail banking hubs in Dublin, Cork, Galway, Limerick, Kildare, Waterford, Wicklow and Kilkenny.

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