

VP Bank: New user experience in all online services

Vaduz, 18 August 2017

The VP Bank Group is relaunching its online services, introducing state-of-the-art portal technology. This is an important step towards establishing a portal that is tailored to individual client needs.

VP Bank is well-known for its unique visual appearance. In recent months the bank has been working intensively on its design, and has modernised this. The result is a new and fresh, yet still distinctive visual brand profile. At the same time, within the context of the VP Bank Group's digitalisation strategy, a website has been created using state-of-the-art portal technology, in order to continue providing VP Bank clients in future with a unique, modern experience.

Design and function go hand in hand

Internet users now have a global homepage that provides information about the VP Bank Group as well as easy access to the country websites and to VP Fund Solutions. The restructured and clear navigation makes it easier for visitors to find the topics that are of relevance to them. The new, likeable and re-freshed design optimally rounds off the visitor experience.

Our new website also has a responsive structure. This means it can also be optimally displayed on mobile devices such as smartphones or tablets.

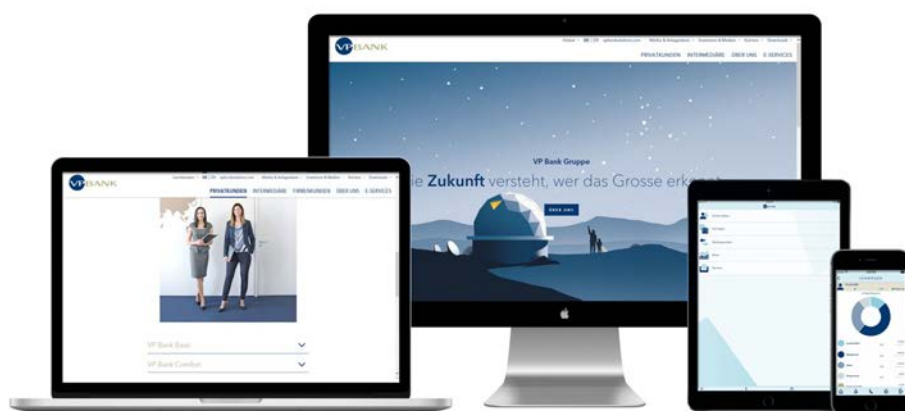
Digital future in sight

VP Bank has anchored the expansion of online services in its digitisation strategy. The new website is based on state-of-the-art portal technology that will in future enable modular systems to be integrated. Mobile e-Banking functions have also been improved and brought visually into line with the new overall corporate identity. This means online services for VP Bank clients are being steadily expanded – in accordance with the bank's claim "safely ahead".

ProLink, the information platform for intermediaries, has been refreshed and is already integrated in the new client portal. VP Bank e-banking is set to follow in the 1st quarter of 2018 with wide-ranging functions and improved user friendliness. This means VP Bank clients will in future be able to use one platform for all online services.

"With the relaunch of our website we have laid key technical foundations for the further expansion of our online services," declared Alfred W. Moeckli, Chief Executive Officer of VP Bank Group. "We are determined to combine our expert personal service with innovative online services. For we focus first and foremost on clients and their needs – and this is also the guiding principle for our services."

The new website has gone online under www.vpbank.com. The mobile e-banking app can be downloaded from the App Store or the Google Play Store.



VP Bank Group is relaunching its online services

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Agenda

Roundtable – 2017 semi-annual results	22 August 2017
Media and analyst conference – 2017 annual results	6 March 2018
Annual general meeting of shareholders 2018	28 March 2018

Facts & figures of VP Bank Group

VP Bank Ltd was founded in 1956 and, with its 804 employees (738 in full-time equivalents) as of end 2016, ranks amongst the largest banks in Liechtenstein. Today, VP Bank is present with offices in Vaduz, Zurich, Luxembourg, Tortola (British Virgin Islands), Singapore, Hong Kong and Moscow. VP Bank Group offers tailor-made asset management and investment advisory services to private clients and financial intermediaries. Thanks to the Bank's genuine open architecture, clients benefit from independent counselling: included in its investment recommendations are not just the Bank's own asset management solutions but also the products and services of other leading financial institutions. VP Bank is rated "A-" by Standard & Poor's, and its bearer shares are listed on SIX Swiss Exchange. The Bank has a solid balance sheet and capital adequacy. Its anchor shareholders take a long-term view and stand squarely behind continuity, independence and sustainability.
