

VP Bank introduces new banking packages for young adults

Vaduz, 6 July 2023

As of 1 July 2023, VP Bank offers the new product line VP Bank Nova, which is specifically tailored to the needs of young people. In this way, VP Bank ensures that its clients receive competent and appropriate advice at every stage of their lives.

The new offering, which will initially be available in Liechtenstein, is characterised by a comprehensive service around the topics of paying, saving and investing. The product line was developed to offer young adults banking packages that meet their needs. The impetus for VP Bank Nova came from young employees of VP Bank's Talent Academy. "Accompanying young people in their first steps in financial matters and providing them with professional as well as individual advice is an important concern for VP Bank, which is underscored by this product expansion," says Martin Engler, Head of Private Banking. "Our new offering includes accounts, a custody account and flexible additional services for teenagers and young adults."

Focus on payments and long-term, sustainable wealth creation

One of VP Bank's offerings revolves around long-term savings, cards and e-services. In addition to free banking services, clients receive a free VP Bank debit Mastercard and a free credit card. The offer also makes it easier for young adults to invest. As part of this package, there will also be future offers and community events in the area of tokenisation - a future topic with great potential.

Another package is aimed at long-term wealth creation. VP Bank clients can create an individual fund savings plan digitally, either on their own or together with their relationship manager. With this fund savings plan, they can participate in the performance of the financial markets even with small amounts and benefit from VP Bank's extensive investment expertise. Clients who opt for this offer can choose between broad strategy funds and theme funds.

The third banking package, which is currently still in the pilot phase, focuses on sustainability and offers young adults the opportunity to invest in renewable energy, social equity and other current issues. If client feedback is positive after the test phase, this digital package will be launched.

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Corporate calendar:

Publication of 2023 semi-annual results

17 August 2023

Facts & Figures VP Bank Group

VP Bank Ltd was founded in 1956 and, with around 1,000 employees, is one of the largest banks in Liechtenstein. VP Bank has an international presence, with locations in Vaduz, Zurich, Luxembourg, Singapore, Hong Kong and Road Town (British Virgin Islands). Its core competencies include the development of customised financial solutions for intermediaries and private persons. In addition, the Group has an international fund competence centre. As of 31 December 2022, client assets under management of VP Bank Group amounted to CHF 46.4 billion. VP Bank is listed on the SIX Swiss Exchange and has an "A" rating from Standard & Poor's.