

Opening of the 400th joint branch office of BAWAG P.S.K. and Austrian Post

Opening of the bank-post office at Rennweg 1, 1037 Vienna marks an important milestone

An important milestone has been reached in the branch network offensive of BAWAG P.S.K. and Austrian Post: on 24 September 2012, the 400th office was opened as part of implementing the joint network strategy. With this, BAWAG P.S.K. and its traditional partner, Austrian Post, have made great strides towards reaching their common goal of creating an attractive, customer-friendly network of offices throughout Austria by the end of 2012.

The opening celebration for the branch office at **Rennweg 1, 1037 Vienna** took place on **24 September 2012**, attended by **BAWAG P.S.K. CEO Byron Haynes, Arno Wohlfahrter, head of Private Customers-Sales at BAWAG P.S.K., Austrian Post CEO Georg Pölzl and Austrian Post Board Member Walter Hitziger, head of Advertising Mail and Branch Network.**

Branch network offensive of BAWAG P.S.K. and Austrian Post

The joint branch network offensive of BAWAG P.S.K. and Austrian Post has the objective of operating a joint network of around 500 branch offices throughout Austria by the end of the year. Regardless of whether the Post is supplementing existing bank office or vice-versa, the new locations are completely modernised, restructured and upgraded to the latest technical standards prior to the joint opening. This means that BAWAG P.S.K. and Austrian Post are joined under one roof – with all of the resulting advantages for the customers. The newly opened branch office at Rennweg 1 is the 400th office to be opened within the framework of this campaign and the 52nd such office in Vienna.

Easy orientation

Inside the completely remodelled offices, the business areas of the bank and the post office are clearly separated. Thanks to the colour coding system, orientation is easy: the Post's area is yellow and the Bank's area is red. In the yellow area, postal and financial transactions are handled at the customer windows. In this area, customers can post letters, pick up packages and purchase products as usual, and can also handle cash transactions.

Customer service desks are available in the customer zone for consultation in banking matters, along with additional service desks in the quieter premium consultation zone, upstairs as well.

Self-service zone with a full range of service options

Another advantage of the new branch network strategy is the creation of a spacious new self-service zone in the entry area, which is accessible to customers 24 hours a day. Outside of normal opening hours, bank customers can use the ATMs, self-service scanners, statement printers and cash deposit machines. Furthermore, post boxes for postal customers are available around the clock and letters can be posted. With this move, BAWAG P.S.K. and

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Austrian Post offer their customers a fully-outfitted, one-stop shop for taking care of their banking and mail-related business.

Longer opening hours for customers on working days

Uniform opening hours are in place for the bank and post office at the joint branches. Accordingly, BAWAG P.S.K. also offers longer banking hours at the Rennweg 1 office during the week. Customers can use all of the banking services from Monday to Friday, 8 am to 6 pm.

Postal partners support the branch network

Postal partners complement the dense network of around 500 combined BAWAG P.S.K./Austrian Post branches to ensure the Austrian public widespread access to a full range of banking and postal services. The goal is to position postal partners as front-line service providers for the most important basic banking and postal services. So far, almost 1,300 postal partners have opened up. A total of 1,350 postal partners is planned by the end of 2012. In Vienna, there are currently 25 postal partners in operation, and 40 postal partners are planned by the end of 2012. Along with a wide range of services of Austrian Post, it is also possible to make BAWAG P.S.K. cash deposits and withdrawals using accounts and savings deposit accounts. Postal partners are thoroughly trained and are only authorised to access the BAWAG P.S.K. banking system after having been appropriately certified.

In the recent past, a pilot project was successfully completed with around 60 postal partners, who provided customers with KontoBoxes (salary accounts) and ZinsBoxes (ZinsvorteilsCard investment accounts). For the autumn of 2012, plans call for rolling out this product strategy at another 80 postal partners.

Comprehensive consulting quality is also ensured by the highly trained financial advisors at the approximately 500 BAWAG P.S.K. branch offices, who can advise post partners on a wide range of financial and product-related issues.

Overview of the BAWAG P.S.K./Post branch offensive

- **Cooperation** between BAWAG P.S.K. and Austrian Post – new: both companies at one location
- **Throughout Austria:** by the end of 2012 a total of roughly 500 branch offices of this type will be in operation – **with the opening of the Rennweg office there are now already 400 locations with this new design and strategy**
- **Vienna:** in total around 100 jointly operated branches are planned, with **52 locations already open**
- Fully functional banking office for banking transactions and personal advising
- New: full scope of postal services at a bank office
- Easy orientation, with a clear distinction between bank and post office areas (red/yellow)
- Extended opening hours – new: personal bank advising at lunchtime and on Saturdays (at 40 offices in **Vienna**, with 40 more planned)
- New: highly modern self-service area to facilitate quick and easy banking

Statement by Georg Pölzl, CEO of Austrian Post:

“Together we are stronger! Instead of operating two branch networks in parallel, we are using our common structures to offer more for Austrians. If you’re going to the post office, you’ll be going to the bank, too. And vice-versa. This move greatly broadens our scope of services and strengthens our network of offices with an eye to the long run. Soon, our customers will be able to take care of their day-to-day postal and banking business at up to 2,000 locations, and at more than 500 branch offices they will also have access to top-quality banking services provided by competent financial advisors. This means that the Austrian Post will remain where it belongs in the future as well: easily accessible to its customers.”

Byron Haynes, CEO of BAWAG P.S.K.:

“By intensifying our cooperation with Austrian Post, it is clear to me that we are seizing a historic opportunity – not only in Vienna, but throughout Austria. Instead of discussions about business locations, we have taken action. The results are impressive: following intensive, fruitful preparations by both companies, today we are opening our 400th joint BAWAG P.S.K./Post branch, underlining our commitment to the domestic market with our plans for more than 500 more such locations throughout Austria. As a bank, this allows us to serve our existing customers excellently, while at the same time paving the way for us to acquire new customers as well. Reorienting our sales structure is a logical consequence of our strategy “BAWAG P.S.K. – Mitten im Leben.”

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