

Hamburg / Vienna, January 7, 2026

## BAWAG Group introduces easybank brand in Germany

- German consumer finance business was sold by Barclays Group to BAWAG Group in early 2025
- Franchise focused on credit cards, loans and savings accounts will operate under new brand starting in February
- Customers' products and online banking credentials remain unchanged; exchange of Barclays\* credit cards will begin in March
- Product portfolio planned to be expanded in 2027

**Hamburg / Vienna – January 7, 2026** – The German consumer finance business formerly known as Barclaycard Germany and Barclays Consumer Bank Europe will operate as easybank from February 2026 onwards. The digital financial company is among Germany's leading providers of true credit-function cards and is recognized for its flexible payment and financing options. [As previously announced](#), the Hamburg-based franchise was sold by Barclays Group to BAWAG Group, headquartered in Vienna, at the beginning of 2025. Now, the business is set to grow under the new easybank brand.

"easybank is already an established digital bank brand in Austria. The conditions are excellent for expanding the successful business in Germany under this umbrella. The performance since the acquisition has exceeded our expectations. Our focus is now on setting the course for continued growth in the German market," said Sat Shah, Head of Digital Bank and Deputy CEO, BAWAG Group.

### Further digitalization and new products

Strengthened by BAWAG Group, easybank's German operations will continue to scale while advancing its digitalization strategy. Currently, all business relevant systems are being migrated to BAWAG Group's technological infrastructure. This process is expected to be completed in the first quarter of 2027.

At the heart of the customer experience is the seamless connection between app and credit card. Following completion of the technical migration, the app will be completely rebuilt and enhanced with innovative and improved features. The product range in Germany is also to be expanded by 2027 at the latest. The company plans to enter online brokerage services, for example. In addition, the digital bank is advancing the expansion of its business to include new cooperations.

"With the easybank brand, we are making a promise to our customers: We want to make banking simple for everyone and be a reliable partner for people who value financial flexibility in their everyday lives," explains Tobias Griess, who is responsible for easybank in Germany. "In many areas we are already keeping this promise, in others we will further improve. That's why we're not only changing the name but continuously optimizing and expanding our product and service portfolio while responding even more strongly to customer demands," Griess continues.

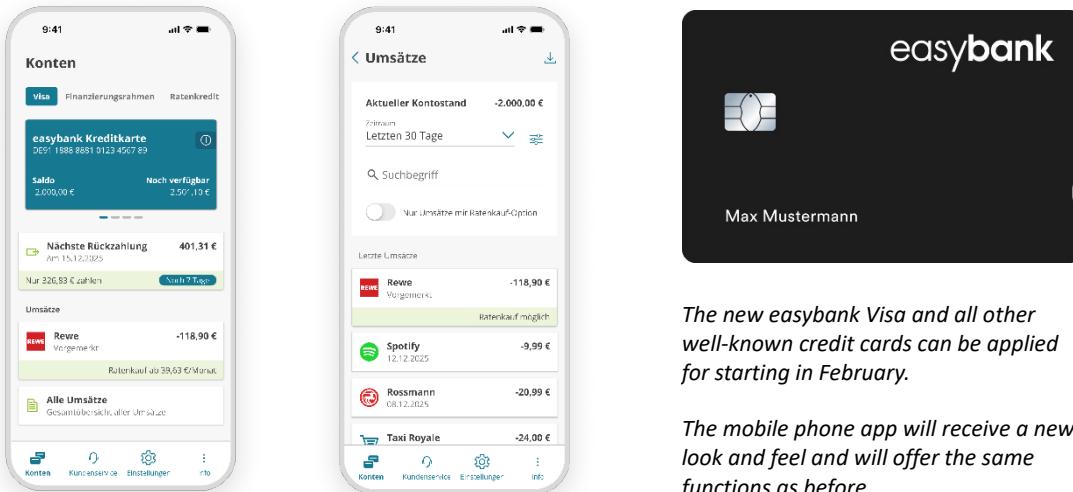
### Trusted products in a fresh look

The existing product range and conditions remain unchanged with the new brand. The multi-award-winning, free easybank Visa is still available as a core product. In addition, the bank offers the premium credit cards easybank

\*Barclays Group has granted BAWAG the right to use the brand "Barclays" in Germany and Austria for consumer finance. Barclays Group and BAWAG have no participating interests and operate independently of each other in their respective business areas.

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Gold and easybank Platinum Double. The Eurowings credit cards, with which customers enjoy numerous benefits when traveling, are also unchanged in the offer. Savings accounts and installment loans for existing customers remain part of the product offering as well.



*The new easybank Visa and all other well-known credit cards can be applied for starting in February.*

*The mobile phone app will receive a new look and feel and will offer the same functions as before.*

Existing customers can continue banking as usual and do not have to do anything. All product terms, conditions, and login credentials for online banking and the mobile app remain unchanged in February. Only the visual design will be updated. Credit cards will continue to function normally and will be gradually replaced starting March 2026 as cards reach their natural expiration dates. The complete card replacement process is expected to conclude by mid-2027. New customers will receive an easybank branded credit card in February.

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#### About BAWAG Group

BAWAG Group AG is a publicly listed holding company headquartered in Vienna, Austria, serving over 4 million retail, small business, corporate, real estate and public sector customers across Austria, Germany, Switzerland, Netherlands, Ireland, the United Kingdom, and the United States. The Group operates under various brands and across multiple channels offering comprehensive savings, payment, lending, leasing, investment, building society, factoring and insurance products and services. Our goal is to deliver simple, transparent, and affordable financial products and services that our customers need. BAWAG Group's Investor Relations website <https://www.bawaggroup.com/ir> contains further information, including financial and other information for investors.

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