

De Volksbank: banking with a human touch

SNS Bank NV will be renamed de Volksbank N.V. (de Volksbank) as from 1 January 2017. The four brands, ASN Bank, BLG Wonen, RegioBank and SNS, will retain their own names and customers will continue to bank with these brands.

The change of name emphasises the course the bank has set towards being a social, people-oriented and sustainable bank. A stable bank that provides simple, useful and affordable services and takes its responsibility. A family of distinctive banking brands where everyone feels at home. With one common mission: banking with a human touch.

Shared value

De Volksbank is working on changing the bank in a modern and future-proof way. The traditional product-driven banking model will be turned around to a model organised around customers' needs. The bank's ambition is to optimise shared value by creating benefits for customers, taking responsibility for society, providing meaning for its employees and achieving returns for its shareholder.

One banking licence

The four brands will continue to operate under the banking licence of de Volksbank N.V. The banking licences of ASN Bank N.V. and RegioBank N.V. will subsequently lapse as at 31 December 2016. By continuing under one banking licence, the business operations of de Volksbank N.V. will become simpler and more efficient. Customers of the banking brands will be personally informed about the change.

De Volksbank N.V. will be a wholly-owned subsidiary of de Volksholding B.V. (currently SNS Holding B.V.). This holding is a direct subsidiary of NLF, which issued depository receipts for shares to the Dutch State.

"The change of name into de Volksbank marks the beginning of a new period in the nearly 200 years of history of our bank. No commercial activities will be undertaken under the name of de Volksbank itself, but the new name underscores the common mission of our banking brands ASN Bank, BLG Wonen, RegioBank and SNS: banking with a human touch", says Maurice Oostendorp, chairman of the Board of Directors of de Volksbank.

SNS BANK N.V.

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ABOUT SNS BANK N.V.

SNS Bank NV (SNS Bank) is a financial services provider engaged in banking, with a particular focus on the Dutch retail market, including small and medium-sized enterprises. The product range consists of three core product groups: payments, mortgages and savings. SNS Bank has a balance sheet total of approximately € 64 billion and about 3,400 employees (FTE), which makes it a major player in the Dutch market. The head office of SNS Bank is located in Utrecht.

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