



# Press Release

8 December 2010

## KBC expands its banking and insurance services to customers in Belgium

KBC offers its Belgian customers:

- ✦ **A close-knit network** with 681 manned KBC Bank branches, 32 automated branches and more than 500 KBC Insurance agencies;
- ✦ **A multi-channel network** with a comprehensive range of online services, including (**NEW**) personalised messages providing customers with proactive information and advice on banking and insurance products;
- ✦ **NEW: Optimum accessibility: extended opening hours** for KBC Bank branches (284 branches are open on Saturday mornings and all branches stay open until 6 p.m. at least once a week) and **appointments** with relationship managers **outside office hours**;
- ✦ **NEW: KBC Premium Banking** service for customers with assets of between 250 000 EUR and 1 000 000 EUR;
- ✦ **Extended relationship management (\*) for companies.** In addition to providing relationship management services to SMEs, farmers and horticulturalists and the social profit segment and local authorities, we will also be offering (**NEW**) **relationship management services to local businesses and members of the liberal professions**;
- ✦ **NEW: KBC Corporate Insurance** for businesses employing between 15 and 300 people, and covering the complex insurance and prevention needs of both the company and its staff. From now on, these companies will be assisted not only by their dedicated KBC and CBC Insurance agents, but also by a limited selection of professional insurance brokers;
- ✦ **NEW:** Establishment of a **'Wealth Management Branch' for KBC Private Banking clients with assets of over 5 000 000 EUR** in 2011. Through its network of 19 specialised branches, KBC Private Banking also caters for clients with assets of over 1 000 000 EUR, offering a solid range of products, comprehensive advice, and portfolio and risk management services;
- ✦ In Brussels and Wallonia, **CBC Banque & Assurance** caters for local businesses and (wealthy) clientele, focusing on 'Personal Banking' for clients with assets of between 75 000 EUR and 500 000 EUR, and on private banking for wealthy individuals with assets of over 500 000 EUR.

(\*) **Relationship management** = A trusted and dedicated contact in your bank branch who handles **all** your financial matters. This person speaks the customer's language and proactively works with and develops a close working relationship with them.

At a press conference this morning, **Johan Thijs**, CEO of Business Unit Belgium and member of the Executive Committee of KBC Group, and **Guido Poffé**, **Senior General Manager of Retail & Private Bancassurance Distribution**, provided details about KBC's future plans in Belgium.

**Johan Thijs** summarised the challenges that lie ahead as follows: *'Like all other financial institutions, we are having to deal with modest economic growth, very stiff competition, increased regulations, and higher liquidity and capital requirements. In the aftermath of the crisis, customers also expect their financial institution to be even more service-oriented than before, and rightly so. They are better informed and expect to receive quality advice that is tailored to their profile; they want the opening hours and availability of their financial institution to be more attuned to their lifestyles. They also want their financial institution to serve their needs via the Internet. KBC is meeting these challenges one by one mainly by building further on the group's strong fundamentals: the provision of relationship bancassurance services through a close-knit network of bank branches and insurance agencies. But KBC will also continue to optimise its distribution network in Belgium in 2011 and 2012 to better meet the expectations of today's customers.'*

**Guido Poffé** was quite unequivocal: *'KBC is clearly making a **threefold commitment of relationship management, expertise and proximity & accessibility** to its retail, private banking, SME and mid-cap clientele. We want to develop a tailored relationship with all our customers, irrespective of whether they are private individuals, wealthy clientele, running a small business, active in the agricultural or horticultural sector, or members of the liberal professions. They have to be able to discuss their banking and insurance business in confidence, with their trusted and dedicated contact, in one of our many bank branches or more than 500 insurance agencies. It's there where they speak the customer's language. We are committing more than 1 500 customer advisers and 1 570 relationship managers to our bank branches and about 1 500 employees to our insurance agencies. They will ensure that customers have seamless access to more than 1 260 genuine experts on commercial and home loans, as well as to insurance advisers. We also guarantee that we will be available to our customers on a more flexible basis, not only during extended opening hours in the bank branches, but also outside normal opening hours by appointment, and through direct channels such as our comprehensive, high-quality KBC website and our KBC-Online application.'*

**Johan Thijs** concluded the press conference with the following message: *'I am convinced that by extending our services and further optimising our Belgian distribution network, we will be even better equipped in all regards to meet the bancassurance needs of our retail customers, private banking clientele, the self-employed, members of the liberal professions and local businesses. In doing so, we will strengthen our competitive position on the market.'*

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## Annex containing detailed information

### (1) KBC seeks to achieve strong interaction and complementarity between the bricks-and-mortar network (KBC Bank branches and KBC Insurance agencies) and the virtual world (direct channels)

- **Direct channels:**
  - **KBC M@tic:** ATM lobbies in all KBC Bank branches, including in every branch at least one ATM with an intelligent deposit facility and multi-denomination dispensing: in addition to dispensing 20 and 50 EUR notes at present, they will dispense 5, 10 and 100 EUR notes;
  - **Inbound and Outbound Contact Centre:** easy to reach and flexible accessibility for all customers;
  - **Online services** with extensive options in relation to reliable and clear information, simulations, payments, selling products, communication, etc.
- **Bricks-and-mortar network of KBC Bank branches and KBC Insurance agencies:**
  - **681 manned KBC Bank branches** headed by managers and **32 automated branches**;
  - more than 1 500 **core team members** working in these branches and providing advice on all basic banking and insurance products;
  - more than 1 570 **relationship managers** – specialised in savings and investments for individuals and for businesses skilled in the field of commercial lending – are available for private customers, wealthy clientele, members of the liberal professions, the self-employed, local businesses, farmers and horticulturalists, and the social profit segment and local authorities;
  - pooling of expertise: in 466 branches more than 1 260 **experts and advisers** cater for private customers (home loans and insurance) and the self-employed, members of the liberal professions and local businesses (commercial lending);
  - close-knit 'bricks-and-mortar' network of **more than 500 KBC Insurance agencies with at least four employees**. These insurance specialists work together with KBC Bank branches in **micro markets**.

KBC provides optimum accessibility through its direct channels (24 hours a day, seven days a week), extended opening hours in KBC Bank branches (284 branches are open on Saturday mornings and all branches are open until 6 p.m. at least once a week) and the possibility of making appointments with relationship managers outside normal office hours.

### (2) New service for private customers of KBC Bank and KBC Insurance

- From mid-March 2011, customers with investable assets of between 250 000 EUR and 1 000 000 EUR will be offered the new **KBC Premium Banking service**. They will be assigned an individual relationship manager (specialised in savings and investment) as a trusted and dedicated contact. In addition to all basic banking and insurance products and access to insurance advisers and home loan experts, these customers will also be able to call on the services of experts in estate planning and taxation, and receive personalised advisory and discretionary wealth management services and a specialised savings and investment offering.
- Clients with investable assets of more than 1 000 000 EUR will be catered for by **KBC Private Banking** in a close-knit network of 19 branches spread out over Flanders and Brussels. KBC Private Banking distinguishes itself by a unique integrated approach (to both personal and professional assets) with expertise in tax and estate planning, combined with a specific investment policy and approach to risk and portfolio management, all of which is fully tailored to the individual needs and assets of its clients. In 2011, KBC Private Banking will also establish a **Wealth Management Branch**, providing bespoke services to high-net-worth individuals with assets over 5 000 000 EUR.
- Customers will be sent specific and personal messages via KBC-Online that proactively meet their needs by informing and advising them about certain banking and insurance products.

### **(3) New services for business customers of KBC Bank and KBC Insurance**

- In addition to providing specialised relationship management services to SMEs (210 relationship managers), agricultural and horticultural businesses (83 relationship managers) and the social profit segment and local authorities (16 relationship managers), KBC will be investing heavily in the near future in more than **570 relationship managers and advisers** (specialised in commercial credit) for **small businesses, the self-employed and members of the liberal professions**.
- To meet the complex insurance and prevention needs of businesses employing between 15 and 300 people, KBC is offering a **new** specialised and tailored service. Going by the name of **KBC Corporate Insurance**, this service will be provided by KBC Insurance agents and a limited selection of large, professional brokers.

### **(4) New services for CBC Banque et Assurances, active in Brussels and Wallonia**

With more than 1 300 employees, CBC currently serves approximately 300 000 customers in 109 bank branches, 77 insurance agencies, 13 corporate branches and 7 private banking branches in Brussels and Wallonia.

- Unlike KBC in Flanders, CBC does not seek to be a market leader. It has opted instead – as a **selective champion** – to provide high-quality banking and insurance products and services mainly to private customers and wealthy clientele, the self-employed, members of the liberal professions and SMEs in Brussels and Wallonia;
- CBC recently launched **CBC Personal Banking** for customers with investable assets of between 75 000 EUR and 500 000 EUR;
- CBC is also pursuing a growth strategy for **CBC Private Banking** for wealthy individuals with assets of over 500 000 EUR.

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