

19 September 2011

KBC launches a new generation Mobile Banking app

KBC today launches for its clients on the Belgian market a new generation, **free mobile banking application** for iPhone, iPad and Android-based smartphones, representing a first on the Belgian market.

Innovative features



1. All payment transactions between KBC accounts, e.g. transfers, occur in **real time**.
2. Transfers can also be made to **third-party accounts** that have not been saved as beneficiaries in the customer's KBC-Online account.
3. KBC uses **full native apps**, ensuring maximum user-friendliness, tailored to each type of device or platform. This takes full account of the key features of each type of device, including smartphone *touch & feel* functionality and the iPad's broad screen display.
4. **Account details** going back up to one year can be viewed.

KBC invites customers interested in this free **easy-to-use, fast and secure** app to visit <https://www.kbc.be/mobilebanking> for full details of what it is, what you need, and how to install it. It also deals with security, and provides a comprehensive FAQ section.

A competition

As of today (19 September), customers can also take part in a **competition on Facebook**. Users are invited to take a photograph of a unique moment, place or situation when using KBC Mobile Banking. Participants can upload their photographs on a special competition page at <http://www.facebook.com/KBCBankEnVerzekering>, then try to get as many votes as possible for their entries. There are four week-long competitions, starting today. **Each week**, the photograph with the most votes will win the person who took it **a smartphone with one year's data access**.

Adapting to customer needs

With its new KBC Mobile service, KBC is responding to the constantly changing needs of its customers, who are indicating an ever greater desire to bank **whenever** they want, and using the **platform** of their **choice** at that moment. The success of the KBC-Online application is a shining example, with currently already more than 900 000 users.

Recent research points to the **popularity of smartphones** in Belgium, where currently 33% of the population owns a smartphone and 15% intends to do so within a year*. So, providing banking and insurance services (information, payments, etc.) through mobile devices like smartphones is a logical next step as part of KBC's multi-channel approach to offering its products and services.

* 2011 InSites Consulting market research

KBC is an integrated bancassurer in Flanders and Brussels. Customers can do all of their banking and insurance business at any one of the close-knit KBC network of bank branches and insurance agencies, or alternatively using KBC-Online (www.kbc.be), which also provides full details of the KBC range of banking and insurance products and services. KBC is now also offering a range of free smartphone apps as part of its **KBC Mobile** service, including **KBC Mobile Banking**, **KBC Assistance** and its **KBC Rijbewijs** app which offers learner drivers the opportunity to practice for their theory test. Learn more about KBC's range of smartphone apps at <https://www.kbc.be/mobilebanking>.

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