



Brussels, 25 October 2017

KBC wins another Efma innovation award

KBC came out on top in the 'Customer Experience & Engagement' category at the Efma-Accenture Innovation Awards. Six nominees from around the world were in the running for this award, but it was KBC that took the honours with 'KBC My Car', a cutting-edge solution based on blockchain technology. This integrated app relieves much of the administrative burden for clients when they are buying a new car.

Patrick Tans, Senior General Manager, Banking Products at KBC Belgium: *'This is a great example of how we can use new technology to make our clients' lives easier. It's not about the technology itself, but rather how you use it to better serve your clients. The idea originated from a workshop organised by members of staff at KBC. I'm very proud of their work and the recognition they have now received for their efforts.'*

Daniel Falque, KBC Belgium CEO: *'The Efma-Accenture Innovation Awards recognise the best and most innovative solutions in the financial world. 'KBC My Car' further underpins our reputation as a client-centric innovator. This experiment allowed us to examine the possibility of using blockchain technology in the relationship between the private buyer and seller, and the various other parties involved in this process. Solutions like this fit in perfectly with our client-centric strategy, which we explained in detail in Dublin earlier this year.'*

Making life easier for the client

The experiment with blockchain technology put the foundations in place for an ecosystem to reduce clients' administrative work with the car dealer and bank when buying a car. The 'KBC My Car' app improves the client experience in this regard, as they do not have to repeatedly provide the same information each time. The aim is to extend this ecosystem in the future to include the other parties involved in the car buying process.

KBC Group NV

Havenlaan 2 – 1080 Brussels
Viviane Huybrecht
General Manager of Corporate Communication
Spokesperson
Tel. + 32 2 429 85 45

Press Office
Tel. + 32 2 429 65 01 Stef Leunens
Tel. + 32 2 429 29 15 Ilse De Muyer
Fax + 32 2 429 81 60
E-mail: pressofficekbc@kbc.be

KBC press releases are available at www.kbc.com
or can be obtained by sending an e-mail to
pressofficekbc@kbc.be

Follow us on www.twitter.com/kbc_group

Check this document's authenticity at
www.kbc.com/en/authenticity
