



Brussels, 14 February 2018

800 customers get started on the digital highway in one day thanks to DigiWise.

- **KBC started organising 'Digi Tuesdays' in February. These Tuesday afternoon teach-in sessions are designed to help customers on their digital journey and show them how to use KBC apps (like KBC Touch, KBC Mobile and KBC Invest).**
- **The first Digi Tuesday held on 6 February was a runaway success with more than 800 participants in 50 KBC branches.**
- **Digi Tuesdays are part of DigiWise – a broad range of free courses that familiarise customers with digital trends and make them aware of their convenience and possibilities.**
- **This year KBC has planned more than 600 events and 10 000 customers are expected to take part in these free training courses.**

Digitalisation is racing ahead, including in the financial world. As part of our commitment to social responsibility we want to give all our customers the opportunity to develop or perfect the digital skills needed to go forward. DigiWise provides free practical advice to all our customers and lets them try out KBC's digital banking and insurance apps through training courses geared to their interests, skills and experience:

- 'From Smartphone to Tablet': DigiWise for beginners explains the basic principles of smartphones and tablets without focusing on KBC apps.
- Digi Tuesday: every first Tuesday of the month, the use and features of KBC Touch and KBC Mobile are explained in at least one branch per cluster.
- DigiWise for advanced users: these sessions focus on our apps for businesses (KBC Touch, KBC Mobile, KBC Business), wealthy individuals (KBC Invest) and insurance (Insurances in KBC Touch and KBC Mobile, KBC Assist and DriveSafe apps).
- Cybersecurity events are designed for large groups and teach customers about the risks of cybercrime and how to stay secure.

DigiWise teach-in sessions always provide a personal approach and are tailored to participants' needs. One KBC staff member helps and coaches five participants.

DigiWise is building on KBC's initiatives taken last year to familiarise customers with the possibilities offered by digital applications: the KBC Go Digital Intro, Telenet's Digtal Dive, 'Op de koffie's' digital sessions ' (Pop in for a cuppa and a digi' sessions).

Karin Van Hoecke, General Manager retail explains: *'KBC has been actively committed to promoting and increasing its customers' financial and digital skills for many years. Twenty years ago, when people first started using online banking, KBC already offered free training sessions to familiarise customers with its possibilities and options. Making customers DigiWise is fully in line with KBC's strategy. Today more than 1.100.000 customers use their smartphone or tablet and more than 1 250 000 customers use KBC Touch.*

Find out more at kbc.be/digiwijs.

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