

Press release

Ayvens launches Ayvens Bank in The Netherlands and Germany

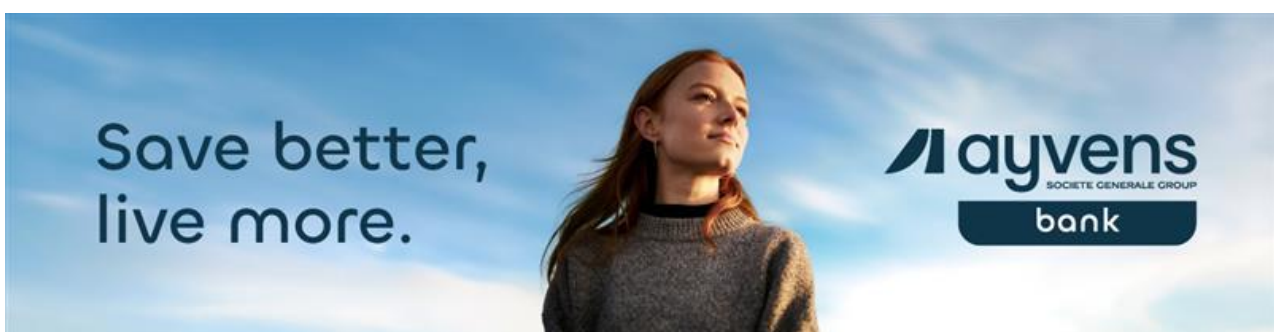
Paris, 15 October 2024

Ayvens announces the launch of Ayvens Bank, the new brand of its fully online retail savings bank for private individuals. Operating in the Netherlands and Germany since 2010 and 2015, respectively, the bank currently serves more than 280,000 customers in both countries, with deposits totaling over 13 billion of euros as at 30 June 2024.

Ayvens Bank contributes to Ayvens' funding diversification strategy by raising retail saving deposits and represents 25%¹ of Ayvens funding structure.

Previously operating under LeasePlan Corporation as LeasePlan Bank, the Group's banking activity has been positioned under the new global mobility brand, Ayvens, to reaffirm the integral role it plays in supporting the Group's funding and contributing to its development strategy.

A new logo and a new promise: "Save better, live more".



Ayvens Bank offers various online retail savings products, all insured under the Dutch Deposit Guarantee Scheme. For the past 14 years, its mission has been to inspire and help people to save

¹ as at 30 June 2024

more and better, by offering flexible and long-term savings solutions, with a sharp interest rate, but also by focusing on functionalities and developments that make saving simpler and safer.

Under this new brand, Ayvens Bank is reinforcing its commitment to guiding its clients every step of the way, with the promise to “save better, live more”, strongly believing that saving is not just about putting money aside, but about the opportunities it creates.

Ayvens Bank is characterised by the philosophy that everyone benefits from improving their own financial health, with savings as the foundation for growth. It is the foundation people can use to make dreams come true, or the safety net that gives them the security to take the plunge. With that in mind, Ayvens Bank sees it as its mission to encourage people to save better and save more, more safely and more simply.

With the new name and the promise, comes a new graphic identity. The graphic identity conveys energy through a friendly, modern font, along with vibrant, unique colours inspired by the natural environment and crafted to stand out in the market. This new identity is in line with the Ayvens Group brand identity and values and will support its ambition to become the preferred online savings bank in the markets in which it operates. To achieve this goal, the bank will focus on enhancing the products, leveraging on competitive interest rates, and delivering engaging content to attract and retain customers.

“Rebranding Ayvens Bank marks a new important step in the progress we are making in our company’s overall transformation which is well under way,” confirms Tim Albertsen, Group CEO of Ayvens. “Ayvens Bank will not only continue to play an essential part in the diversification of the funding of our activities, but also reflects how we accompany our clients’ needs for greater choice, freedom and value by empowering them to save for a better future.”

Discover the video of [**Ayvens Bank**](#).

Press contact

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About Ayvens

Ayvens is a leading global sustainable mobility player committed to making life flow better. We've been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals and private individuals.

With more than 14,500 employees across 42 countries, 3.4 million vehicles and the world's largest multi-brand EV fleet, we are in a unique position to lead the way to net zero and spearhead the digital transformation of the mobility sector. The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: AYV). Societe Generale Group is Ayvens majority shareholder. Find out more at [ayvens.com](https://www.ayvens.com)

About Ayvens Bank

Ayvens Bank is a 100% online savings bank with competitive rates for flexible and fixed-term deposits. Since 2010, it's been our purpose to empower our customers to become better savers. Because through better saving, people are more in control of their lives and can focus on what truly makes them happy.

Ayvens Bank has a client base of over 280.000 customers spread over the Netherlands and Germany with total assets of more than EUR 13 billion. Ayvens Bank is part of Ayvens, a leading global sustainable mobility player.

Find out more at [ayvensbank.nl](https://www.ayvensbank.nl)

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