



## **Free Transaction Banking for AIB Phone and Internet Banking and Debit Card Users**

### **4th April 2006**

AIB customers with personal current accounts who, each quarter, use AIB phone/internet banking and their AIB debit card for one transaction will now qualify for free transaction banking.

This is the first in a series of initiatives to be introduced by AIB in the coming weeks focusing on key areas of importance to personal banking customers.

AIB's internet banking service – a complete self-service banking facility – was introduced in 1997 and has grown rapidly. Last year it handled 25 million logons and seven million transactions. It offers customers speed, convenience and the ability to carry out a wide variety of transactions such as paying bills, transferring money between accounts and topping up mobile phones. Customers can also take out a loan, buy and sell shares and get better savings rates online. AIB internet banking now also offers customers the facility to make payments to third party accounts in both Ireland and abroad – a feature unique to AIB.

The AIB Debit Card (Maestro) was introduced last year and allows customers to pay for purchases directly from their current account at home or abroad, get access to 'cash back' facilities in stores and withdraw cash from ATMs. The AIB Debit Card system is the only one in Ireland to do an online check of the customer's account before authorising payment – which means that AIB can offer every current account customer a debit card immediately, with no credit check.

Both services are easy to access and easy to use - key considerations for many customers. The take up rate has already been good – 700,000 customers have registered for phone and internet banking. AIB is now underlining its commitment to these services by offering free transaction banking as a further benefit for customers already using phone, internet and debit card facilities and an incentive to encourage 500,000 others to join them.

Commenting on today's announcement, Donal Forde, Managing Director, AIB Bank ROI, said: -

"AIB opens, on average, 10,000 current accounts a month. Our research has shown us that a customer's decision to choose and remain loyal to a financial institution is based on a number of factors. Free transaction banking is just one of these. A market leading personal banking offering must go further. It must combine fee free options with other key areas of importance to customers such as comprehensive branch and online facilities and good value loan and deposit offerings. Today's announcement is the first in a series of initiatives which will focus on all these requirements and reinforce AIB's standing as the leading provider of personal banking services in the Irish marketplace."

All customers can access AIB Internet Banking quickly and easily by registering at any AIB branch or by phone or online.

Free transaction banking (full details below) commences in the fee quarter starting 27th May 2006. Customers who meet the qualifying criteria between 27th May and 28th August 2006 will not pay transactions fees. The same qualifying criteria will apply for each subsequent fee quarter.

AIB already provides free transaction banking for students and customers over 60. This will continue unchanged.

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Qualifying criteria details

- have an AIB Current Account
- be registered for AIB Phone & Internet Banking
- have an AIB Debit Card

then every fee quarter:-

1. Use your AIB Debit Card to make a purchase transaction at a point of sale terminal, by telephone, mail order or Internet.
2. Make a debit transaction using AIB Phone & Internet Banking (e.g. pay a bill, top up a mobile, transfer money between accounts, transfer money to other branches and banks, make an international payment).

Where the customer meets the qualifying criteria, free transaction banking is automatic and no maintenance and transactions fees will be applied for that fee quarter.

Customers will not need to opt in for this offer. Service fees will still apply e.g. unpaids, duplicate statements and FX bureau transactions.