



Online banking continues to grow in Ireland

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Online banking continues to grow apace in Ireland with AIB's Internet Banking service showing significant growth. The number of customers using Ireland's leading Internet Banking service* to make regular banking transactions, payments and purchase financial products online continues to increase. During the traditional holiday month of July, there were **over 5 million** customer log ins to the service. This represents a growth of over 25% from 2007 with an average of 170,000 customer log ins every day.

The convenience of AIB's Internet Banking service continues to drive online payments with an overall rise of 20% year-on-year, reaching 1.5 million internet payments in July. Personal customers especially are embracing the online capability with a

- 20% increase year-on-year in the Mobile Top Up service
- 28% increase year-on-year in domestic transfers to friends and family
- 40% increase year-on-year in international payments

This strong growth in online payments appears to mirror a drop off in the level of personal cheques now being written.

The trend for purchasing financial products online is also showing strong growth with www.aib.ie proving to be a key destination for customers. With an ever increasing range of products and services online, sales in 2008 have already reached the total for all of 2007. This has been spurred on by the recent introduction of some products that are available exclusively online such as the 'CLICK' Visa Credit Card and the 'Online Notice Deposit 7 Account'.

In addition, AIB customers have embraced the eStatement initiative, opting out of paper to receive their statements online. As a result, over 1 million eStatements will be delivered in 2008, helping customers to do their bit for the environment.

Sean Jevens, Head of eChannel Development, AIB, said:

"The internet has become a critical way for our customers to bank with us and the consistent levels of growth across all aspects of internet usage and sales are clearly demonstrating a migration to an electronic economy. The sheer convenience of doing banking at a time and place they choose makes internet banking very appealing for our customers. With a broad range of products and services available through AIB Internet Banking, customers are really experiencing the benefits of Ireland's leading Internet Banking Service*."

(*Source: Net Behaviour Report, April 2008)

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