



6th January 2017

Over 220,000 customers banked online on Christmas Day

- **29% increase in mobile activity compared with 2015**

AIB customers continue to “go digital” when managing their finances. Even Christmas Day was no exception with over 220,000 AIB customers taking time out from the festivities to bank online.

AIB Head of Digital Channel Development Seán Jevens said: “Although Christmas is traditionally a very quiet day for banking, our data shows that over 220,000 customers checked in on Christmas Day to review their balance, check for pending transactions, transfer funds, pay a bill or top-up a phone.”

The data also shows a clear shift to mobile. Over 80% of all the visits on Christmas Day originated on a smartphone, while mobile activity rose 29% on Christmas Day 2016 compared with Christmas Day 2015.

The data also reveal the global spread of AIB customers. Logins came from over 120 countries. The top five foreign countries were UK, Poland, USA, Spain and Australia.

Mobile Banking in particular continues to prove extremely popular. Over 600,000 customers now use the AIB Mobile Banking App, logging in to manage their finances over eight million times a month.

“The migration to online banking is also not unique to the personal customer base. In the run up to Christmas we experienced the highest ever payment volumes on our Internet Business Banking service (iBB) on December 21st. This growing demand is driving our continued investment in technology,” Jevens added.

Ends

Further information: Kathleen Barrington 086 788 0794