



## **First Trust Bank announces it will rebrand as AIB**

First Trust Bank announced today, April 8, it will rebrand as AIB. This will mean that all First Trust Bank operations, products and services will rebrand as AIB on a phased basis to create a shared and unified brand for our customers across all our business operations from 2020.

Over the past number of years, AIB Group have invested £10 million in transforming First Trust Bank, enhancing our products, services and digital capability and thereby improving our customer experience.

**Speaking about the announcement, Adrian Moynihan, Head of First Trust Bank in Northern Ireland, said** *“AIB is very proud of everything First Trust Bank has accomplished since its creation in 1992. We are keen to build on our strong and positive presence in Northern Ireland in the future and our decision to rebrand First Trust Bank as AIB reflects this commitment.”*

*“Rebranding as AIB is a natural progression in our transformation given we are AIB in both the Republic of Ireland and Great Britain. It reflects our commitment to our presence in Northern Ireland and our desire to provide all our customers with a consistent and exceptional customer experience. We will continue to back our customers in Northern Ireland to achieve their dreams and ambitions through our digital proposition roll-outs like Apple Pay and Google Pay, and this closer integration will help us bring customers the products they want as soon as possible. We remain committed to supporting the Northern Ireland economy and the customers we serve. “*

Rebranding First Trust Bank as AIB marks a continuation of the bank’s strategy of closer integration in its three main markets, and ensures all geographies will operate under a single, revitalised brand identity, bringing customers a strong, customer focused proposition.

**Colin Hunt, CEO of AIB Group, further added** *“Today we are reinforcing our commitment to Northern Ireland with this investment to rebrand First Trust Bank so it aligns with the overall AIB Group. Operating as one brand allows us to enhance our offering to customers across the jurisdictions in which we operate, and unifies us all behind our purpose to back our customers to achieve their dreams and ambitions. Having started rolling out our new brand identity in 2016 with the introduction of our new AIB logo across our Republic of Ireland and Great Britain operations, we are now completing the transition to rebrand First Trust Bank as AIB.”*

There will be no interruption to services for our customers during the rebrand and they will not be required to take any action as a result of the rebrand.

Further details will be available at [www.aibni.co.uk](http://www.aibni.co.uk) as we roll out the rebrand.

**ENDS**