



20<sup>th</sup> July 2021

### **AIB announces changes to branch network in line with increased customer digital usage and declining branch visits**

- Amalgamates 15 branches in overlapping urban/suburban locations
- Retains 170 branches nationwide, the largest branch network in the country
- Customers are now interacting with our digital app more than 1.54 million times a day, compared with 35,000 daily branch visits

AIB has completed a detailed strategic review due to changes in how customers interact with banks, a trend that has been accelerated by the Covid-19 pandemic.

Following the unrelenting shift in customer preference for digital banking over the last number of years, AIB is announcing the amalgamation of 15 branches in locations across the country by December this year. The vast majority of the branch amalgamations are in urban/suburban locations, mostly in Dublin and Cork. With one exception, the average distance to a receiving branch is 2.2km.

At a time of negative interest rates and competition from non-traditional lenders, the strategy is another step towards ensuring a sustainable future for AIB's branch network. AIB remains committed to its branch network, will maintain a strong presence in the communities it serves, and with 170 remaining branches will continue to have the largest branch network in the country.

#### **Customer digital banking trends**

The continued shift from branch usage to digital banking has been an industry-wide trend in recent years – accelerated dramatically due to the Covid-19 pandemic as people adapted even more to online platforms. Customers are now interacting with our digital app more than 1.54 million times a day, compared with 35,000 daily branch visits. In 2019, customers visited branches on average 50,000 times a day. Customers have increased their use of digital wallets in the first half of 2021. Volumes were up by 85% compared to H1 2020.

These changes, and some service overlaps, mean the bank is merging a number of branches. The amalgamation of these branches will happen on a phased basis, commencing in September 2021 and to be completed by December 2021. As with previous branch re-organisations, there will be no compulsory redundancies.

The bank will communicate details to our customers to ensure a smooth transition. Customers do not need to take any action.

#### **An Post partnership extension**

AIB provides customers with access to cash services in over 900 An Post offices across the country. There, our customers are able to make cash withdrawals and lodgements using their AIB card, six days a week. AIB is also in the process of extending its partnership with An Post.

## **Sustainable Communities**

AIB is investing in local and regional bank branches across Ireland, creating additional office space in the future for employees nationally, which will contribute to AIB's commitment to sustainable local communities.

AIB Managing Director Retail Banking, Jim O’Keeffe said: “We remain committed to maintaining a strong presence in the communities we serve throughout Ireland, and we will continue to do so with over 170 branches. However, inevitably and in line with the evolution of banking and customer needs, we are seeing a requirement to evolve our services to customers. We see that in overall digital usage, with customers interacting with our app more than 1.54 million times a day compared with just 35,000 daily branch visits. That convenience at the tip of our customers’ fingers means they are using branches less. We will do everything we can to guide our customers through the transition as we take another step towards ensuring a sustainable future for AIB’s branch network.”

## **Customer supports**

AIB branch staff are available to customers to advise them on using the bank’s online services should they wish. AIB has also opened a dedicated helpline (0818-303565), Monday to Friday, and staff are also happy to answer any questions our customers have in all of our branches.

## **Notes to editors**

The list of branches to be amalgamated is available at <https://aib.ie/>.

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