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AIB Group recognises the Sunflower to support customers with non-visible disabilities

Colleagues in 177 AIB branches and 66 EBS offices across the island of Ireland will be equipped and supported to further help customers with non-visible disabilities

AIB Group has announced that it is officially recognising the Hidden Disabilities Sunflower, reinforcing the bank's commitment to creating a more accessible and inclusive experience for customers with non-visible disabilities or conditions.

The Sunflower is an internationally recognised symbol that allows people with non-visible disabilities to discreetly indicate that they may need additional time, understanding or support.

By recognising the Sunflower across its 177 AIB branches and 66 EBS offices across the island of Ireland, AIB Group aims to ensure customers who choose to wear the symbol feel understood, respected and supported when accessing banking services.

As part of our commitment to making its branches and services as accessible as possible for all customers, AIB has also upgraded all ATM and Cash and Cheque Lodgement machines, to provide increased functionality for people who are visually impaired. These machines offer voice guidance support for cash withdrawals, balance queries, mini statements and PIN services. All customers need to do is simply insert their headphones into the device to avail of this service.

In 2025, AIB was announced as the first Irish bank to receive Autism Friendly Accreditation from AsIAm in all 170 branches in Ireland, followed shortly afterwards by all 66 EBS offices, to ensure they are as accessible and inclusive as possible for Autistic people.

Language interpretation and translation services have also been made available in branches and offices, supporting anyone who may have challenges communicating in English, particularly when it comes to their banking needs, to make financial life easier for them in Ireland.

AIB's Head of Customer Experience Transformation Donna Wilson said, "At AIB, we believe banking should be accessible to everyone. Recognising the Sunflower is a practical step that helps our colleagues better support customers with non-visible disabilities, while respecting their privacy and individual needs.

Creating an environment where people feel valued and understood not only benefits individual customers but also strengthens communities by bringing people together and fostering greater understanding. Ultimately, our aim is to ensure that every person who enters an AIB branch or EBS office feels welcome and supported, which is fundamental to building lasting, trusted relationships and contributing positively to society as a whole.”

Non-visible disabilities affect millions of people, yet research shows many continue to face barriers when accessing everyday services. By recognising the Sunflower, AIB Group is supporting colleagues to respond with patience, flexibility and clear communication. Importantly, customers are never asked to disclose personal medical information or explain their condition.

Sinéad Lucey Brennan, Director, Ireland and Northern Ireland, Hidden Disabilities

Sunflower said “We are thrilled that AIB is partnering with us here at the Hidden Disabilities Sunflower. The entire Sunflower team in Ireland aspires to ensure that all people with non-visible disabilities, whether staff or customers and those who choose to wear the Sunflower, are given help, understanding, patience and extra time if they need it when accessing financial services. Our values are so well aligned with AIB that it makes complete sense to work together with them.”

The initiative forms part of AIB’s wider commitment to inclusion, accessibility and putting its customers first, ensuring that everyone can engage with the bank in a way that works for them.

For more information on the Sunflower , visit <https://hdsunflower.com/irl/>

ENDS

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About Hidden Disabilities Sunflower

Hidden Disabilities Sunflower is a global program supporting individuals with non-visible disabilities, conditions, and chronic illnesses. Launched in the UK in 2016 and now recognised in over 95+ countries, it helps thousands of organisations, including 340+ airports and 31 airlines, advance disability inclusion. The subtle, voluntary Sunflower symbol signals a need for support.

Learn more at <https://hdsunflower.com/irl>