

George Business: A new digital banking launched for corporate clients

- After George has set new standards for private clients, we now offer George Business for corporate clients
- A modern, intuitive, and efficient platform for corporate clients that is constantly evolving
- A large-scale advertising campaign will start on 14 April

George is ready for the business world. The well-known digital banking by Erste Bank and Sparkasse is available for corporate clients for the first time. The completely new and stand-alone business banking platform is being launched under the name George Business. The result: A reliable, fast and intuitive solution for businesses and corporate clients.

*“George Business is the business banking of a new era. Like George, George Business is very easy and intuitive to use and has a high level of stability. At the same time, the platform also supports companies that need comprehensive financial management. This ranges from large industrial companies to property management companies and real estate project developers to handicraft businesses,” says **Hans Unterdorfer**, Chief Corporates Officer of Erste Bank Oesterreich.*

Easy to use, high functionality

The new George Business offers a customisable user management, signing authorisations, multi-account management, card management and many other additional features for the business world, which will continuously expand in the future. A novelty among business banking solutions in Austria is the possibility of a completely digital registration for new customers with access to an active bank account and George Business within minutes. Also new is the George Business app for iOS and Android, which allows entrepreneurs to keep track of all accounts, cards and financing as well as approve and create orders while on the move.

Planned for all Erste Group markets

George Business is being launched in Austria first. At the same time, it is planned to roll out George Business as a group-wide platform in all Erste Group markets in the future. With a consistent customer experience and brand, consistent service levels and quality standards are to be ensured. In the long term, George Business is to replace all previous local business banking offerings in Erste Group.

“In the same way we have created the biggest digital banking platform for private customers in our region, reaching nine million onboarded customers in the last years, we have now the same ambition to build the most modern and up-to-date digital banking platform for businesses”,

says **Maurizio Poletto**, Chief Platform Officer at Erste Group. "Our principles don't change – customer focus, simplicity, proper design and customer experience, fast iterations. We are on the side of our customers and together we are bringing the business banking to a new level."

New large-scale campaign introduces George Business

For several months, George Business has been available for selected customers. Now the new digital Business Banking is being widely rolled out and will be introduced on 14 April 2023 in a large-scale advertising campaign. The slogan is: Welcome to a new era. George Business is here.

"With the launch of George Business, we want to send a strong innovation message," emphasizes **Mario Stadler**, Head of Group Brand Management & Communications. "That's why we are positioning George Business as a gamechanger in business banking. In the campaign, we work with an analogy which underlines this development: Without George Business, business seems like yesterday. Just like the old 8bit computer graphics we remember from our childhood. But with George Business, a new era of business banking begins," Stadler concludes.

A [commercial](#) illustrates how George Business is a technological quantum leap, transforming old 8bit work environments into the present. The 360-degree campaign is now running on TV, radio, online and out-of-home.

For more information: www.george-business.at

The George Business app is available for download from the following app stores:

[Apple App-Store](#), [Google Play Store](#), [Huawei AppGallery](#)

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