



FIRST TRUST BANK IS CHANGING TO AIB

FIRST TRUST BANK REBRAND TO AIB

First Trust Bank will from the end of November 2019 will become AIB, trading as AIB (NI), following the official announcement of its intention to rebrand earlier this year. 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 its customers across all business operations from 2020.

Over the past number of years, AIB Group have invested £10 million in transforming First Trust Bank, enhancing its products, services and digital capability and thereby improving the customer experience. Rebranding as AIB is seen as a natural progression in its transformation given that the Bank already operates as AIB in both the Republic of Ireland and Great Britain. This move marks a continuation of the bank's strategy of closer integration in its three main markets, and ensures all geographies operate under a single, revitalised brand identity, delivering customers a strong, customer focused proposition.

All existing customers have been advised of this change already and more importantly reassured that there will be no interruption to services during this time. They will not be required to take any action as a result of the rebrand other than note the brand changeover.

The full rebrand process will happen on a phased basis starting from 28th November 2019 when customers and other stakeholders will see the First Trust name, logo, strapline and contact details being replaced with the AIB equivalents.

Further details are available at www.aibni.co.uk