



The International Banker Awards 2023

novobanco awarded as Retail Innovation leader in Portugal

Novobanco is recognised by The International Banker magazine as the best bank in Portugal in the Retail Innovation category. This award distinguishes novobanco's commitment to providing its customers with an experience of excellence in the sector, investing in a comprehensive transformation strategy that encompasses the branch network and digital presence.

Novobanco's innovative distribution model has transformed the way customers interact with the bank, integrating technology to improve the customer experience and satisfaction, allowing them to choose the most convenient way to interact with the bank, whether at the branch, via the website or the mobile app.

This omnichannel approach, which ensures seamless integration between physical and digital channels, puts the customer at the center of the banking experience. Whether they use the mobile app, the website or visit a branch, customers, whether individuals or businesses, have a unique experience focused on their needs, with product and service recommendations based on individual preferences and behaviour.

An innovative distribution model based on proximity, *Portugality* and convenience

Currently, more than 257 branches (out of a total of 292) already operate under the new distribution model, based on proximity, through national coverage and a furniture layout that encourages more informal conversations, on "Portugality" with traditional Portuguese materials in the decoration, such as oak wood, cork lamps and typical Portuguese tiles, and convenience, ensuring that each interaction with the bank is as brief or extensive as necessary.



novobanco

The branches are structured in a way that promotes proximity between staff and customers, including a unique service choreography, which includes welcoming and orientating customers on arrival, selecting service areas according to privacy and the nature of the interactions and the employee's daily routine, which is not confined to fixed desks.

"We are deeply honoured by the recognition of our transformation strategy. The effort we have put into innovating and integrating the physical network and our digital offer reflects our commitment to customer satisfaction. Our customers are the ones that constantly drive our search for differentiating solutions. This recognition motivates us to further continue innovating every day." - Luís Ribeiro, CCO-Retail at novobanco

About novobanco:

novobanco is a Portuguese universal service bank that provides a full range of financial products to customers in the corporate and individual segments.

Currently with around 1.5 million customers and assets of 43.8 billion euros, it is the 4th largest bank in the national market, with a market share of approximately 10%.

Novobanco continually endeavours to offer the best customer experience through an omnichannel relationship based on transparency, simplicity and security in all its products and services.

About The International Banker award:

Awarded since 2014 by International Banker, the International Banker Awards were created to recognise the top people and organisations that set new standards of performance and excellence in the financial sector.

By assessing the global banking sector by geographical region and area of specialisation, International Banker takes a focused approach to delivering recognition where it is due. A good bank is defined by its differences. It won't be the same as any other because it is adapted to the needs and demands of its unique customers.