



## **1 in 6 AIB Phone & Internet Banking users now banking on their mobile**

**26th January 2012**

Manage your money on the move with AIB's free Mobile Banking App

Locating an AIB branch and calculating loan repayments while on the move are some of the features of AIB's free, Apple App, which is now available for Apple iPhones/iTouch.

AIB has just launched its Apple App in Ireland designed specifically for use on the iPhone/iTouch which is in addition to its Android App which was launched in October 2011. It allows users to check their balances, pay bills, transfer funds and top-up their mobile phones.

Initial customer feedback for the new app has been overwhelmingly positive.

On Christmas Day, 9,000 logins were made on AIB Mobile Banking with current figures showing that one in six AIB Phone and Internet Banking users now banking on their mobile.

AIB's mobile banking offerings builds on AIB's existing Phone & Internet Banking service which is increasing in popularity. The number of active customers in December 2011 was more than 781,000, an increase of 5% on December 2010.

Customers logged into AIB's Internet Banking 84 million times during 2011, up 12% on 2010. With 66,000 logins on Christmas day alone it is evident that the Internet Banking service is critical to AIB customers 365 days a year.

Customers can access AIB Mobile Banking by downloading the Android or Apple App. Those who don't have an iPhone or Android smartphone can access AIB Mobile Banking by simply visiting [www.aib.ie/mobilebanking](http://www.aib.ie/mobilebanking) in their device's browser to access the mobile-friendly version of the AIB website.

AIB Mobile Banking provides the same high level of security as customers currently enjoy on AIB Internet Banking.

***Robert Mulhall, Head of Direct Channels, AIB Bank said:***

"We are pleased to launch AIB's new iPhone Mobile Banking App, which gives our customers the convenience of banking at their fingertips. At AIB we aim to make the banking experience simpler and more convenient. Launching the iPhone App represents another step forward in making AIB's internet banking more accessible, allowing customers to bank whenever and wherever they want."

Allied Irish Banks, p.l.c. is regulated by the Central Bank of Ireland.

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