



Almost 200,000 customers banking online on Christmas Day

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ALLIED IRISH BANKS, p.l.c. ("AIB")

Almost 200,000 AIB customers were banking online on the 25th of December last year according to new data published by AIB today (22 December).

Mark Culleton, AIB Head of Channel Adoption, said: "Christmas Day was traditionally a quiet day for banking, but that was emphatically not the case last year. Our data shows that 196,000 customers logged on during the festivities. Banking activity varied from checking bank balances to actual transactions. For example, 4,000 customers actually paid their bills on Christmas Day and 9,000 made fund transfers. AIB also processed 10,000 mobile top-ups on Christmas Day last year." When it comes to ways to use the new technology that Santa Claus left under the Christmas tree, banking is often one of the first things on people's minds.

On Christmas Day 2013, close to 3,000 customers unwrapped their new tablets and installed AIB tablet banking whilst the data shows a further 2,800 AIB customers downloaded AIB mobile banking.

AIB has seen a big move to mobile banking during 2014. The bank now has 514,000 active mobile banking customers with the number of customers banking on their mobiles and tablets on a daily basis exceeding the number accessing AIB online services on traditional computers.

Almost two million banking transactions were completed on AIB's online channels in November and these volumes are steadily increasing. "We are experiencing a major change in banking behaviour as customers are migrating to online channels in ever increasing numbers. Banks need to offer products that are suitable to the customer's needs and enable access through many channels including branch, internet, ATM, kiosk, tablet, mobile and contact centres," Culleton added. "Global consumer trends show that more and more consumers are using technology to make their lives easier. AIB is enabling its customers with technology to give them greater flexibility as to how and when they want to interact with the bank. The bank's continued investment in technology complements the more traditional branch and phone channels," he concluded.

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