



Press Release  
22 January 2025 08:15:00 GMT

## Íslandsbanki hf.: Íslandsbanki and VÍS tryggingar hf. enter into a partnership

**Íslandsbanki and VÍS tryggingar hf. (VÍS) have today entered into a partnership agreement. The main theme of the collaboration is that customers who do business with both companies will enjoy special benefits in the loyalty programs of both companies. Through the collaboration, customers will also gain better oversight of financial products and insurance.**

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Concurrently, VÍS will offer services in several of Íslandsbanki's branches and have a presence across all of the Bank's distribution channels, website, app and online bank. VÍS currently operates service offices in seven locations across the country, while Íslandsbanki has twelve branches.

Through this partnership, the service to customers of both companies is enhanced, with an eye towards increasing the number of customers while also improving the satisfaction of current customers. The partnership and its implementations will be further introduced this spring.

### **Jón Guðni Ómarsson, CEO of Íslandsbanki:**

*"We are very excited to offer insurance products as part of our product offering and enhance our services to customers. We see many opportunities in partnering with VÍS, including using our loyalty program, Fríða, which is one of the most powerful of its kind domestically. This new journey with VÍS is also part of the Bank's initiative for the new year and part of its new strategy. It aims to increase cross-selling opportunities and offer even better service. Therefore, we are very much looking forward to taking these steps in collaboration with VÍS."*

### **Guðný Helga Herbertsdóttir, CEO of VÍS:**

*"We are extremely proud to be announcing this partnership with Íslandsbanki. By doing so we take a big step toward increasing our customers' experience. By joining forces, we allow our customers to obtain both their banking and insurance services in one place. We look forward to introducing the implementation of this partnership in the months to come and we are confident that customers will experience increased benefits as both companies emphasize excellent service."*

### **For further information please contact:**

Investor Relations - Bjarney Anna Bjarnadóttir, [ir@islandsbanki.is](mailto:ir@islandsbanki.is)

Public Relations - Edda Hermannsdóttir, [pr@islandsbanki.is](mailto:pr@islandsbanki.is)



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**Attachments**

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