

NOBA LAUNCHES REDESIGN OF BANK NORWEGIAN

Stockholm 5th of October 2023: NOBA is updating Bank Norwegian's visual identity to adopt a clearer and more defined position on the market. As part of this change, a new visual identity for Bank Norwegian will now be rolled out. Over the course of the coming months, the new profile, which features blue and grey as its primary colours, will be introduced across all markets.

“As a leading brand, we want to be in tune with the times, placing a constant focus on varying customer needs in order to offer flexible financial services. That is why we have created a new graphic profile which is both modern and timeless. Taking this new step for Bank Norwegian feels highly invigorating to all of us, and we hope that our customers will feel the same way,” says Bank Norwegian's CMO Fredrik Mundal.

The brand change has been in the works for a while now and the first to experience our new design will be the German and Spanish markets. In Norway and the other Nordic countries, the change will be introduced successively over the coming months. The redesign will not entail any major changes for the company's 1.5 million customers, except the app and the website will now feature an updated appearance. All the features that customers already know and appreciate will remain as before.

Since the pandemic, there has been increasing customer demand for more choice and flexibility. Bank Norwegian has responded to this demand by offering its customers the best savings interest rates in the sector, as well as the option to get cashback when paying with their credit card.

“We want to signal even more clearly that Bank Norwegian is undergoing a transformation and stand on its own two feet. We are constantly adapting our offerings to meet customer demands for greater flexibility and choice. We are pleased to see that a growing number of our customers all across the Nordics appreciate the ability to choose for themselves how they use their bonus points and the flexibility that cashback offers,” says Fredrik Mundal.

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About NOBA Bank Group

With a diversified offering through three brands, Nordax Bank, Bank Norwegian and Svensk Hypotekspension, plus two million customers, we have the size, the skill, and the scale to enable healthier finances for more. NOBA collates specialised, customer-centric, financial offerings that are sustainable for the individual, the bank and society at large, both today and tomorrow. NOBA Bank Group AB (publ) (“NOBA”) is owned by Nordic Capital Fund IX, Nordic Capital Fund VIII and Sampo. Today, the NOBA group has approximately 650 employees and is active in seven markets.

As of 30 June 2023, lending to the public amounted to SEK 101.5 billion and deposits to SEK 87.2 billion. Read more about NOBA and our brands at www.noba.bank.