

Press Release

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Swedbank brand to be launched in the Baltic countries

In the autumn of 2008, the Hansabank brand in the Baltic countries will be changed to Swedbank. The full brand migration will take about one year and is expected to be completed by the autumn of 2009.

“During the past two years, the Swedbank brand has been successfully launched in Sweden, Russia and Ukraine. The re-branding of our Baltic operations is an important step in our strategy to strengthen our position as the leading bank of the Baltic Sea region,” says Jan Lidén, President and CEO of Swedbank.

The Baltic market is a key part of Swedbank’s operations. As of 2005, Hansabank is a fully-owned subsidiary of Swedbank Group.

“The upcoming re-branding is a way of showing our long-term commitment to the Baltic market,” concludes Jan Lidén.

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