



Press release



Brussels, 15 July 2021, 08u00 CEST

KBC wins Euromoney Awards for Excellence 2021 for Best Bank in Belgium for the 6th year in a row.

Euromoney, a leading trade magazine for the financial sector, yesterday awarded the trophy for 'Best Bank' in Belgium to KBC. This award goes to the bank that scored strongly last year on several important points, such as a differentiated business model, innovation and the ability to adapt to changing market and regulatory conditions.

The Euromoney jury was particularly convinced by:

- The strong omnichannel distribution model that offers increasingly personalized and faster solutions;
- KBC Mobile, the all-in-one app that also has relevant third party offers for customers and non-customers;
- Kate, the digital assistant that provides an even better customer experience.

David Moucheron, CEO KBC Belgium Division: *"I am delighted that we have been awarded the 'Best Bank in Belgium' trophy for the sixth time in a row. This shows that KBC is and remains the reference in customer-oriented banking. We are also fully responding to the changing expectations of customers, driven by their experiences in e-commerce and other retail sectors. The speed with which the customer receives an accurate answer is becoming more important than the place where this happens. That's why KBC puts so much emphasis on innovation and digitality, which helps optimise the customer experience. Customers really appreciated this during the past Covid 19 year. I would therefore like to thank all customers for their continued trust in KBC. We will continue doing our best for them. Finally, I would like to thank our staff for their commitment. In the past year they have once again demonstrated their enormous resilience in these challenging times."*

About Euromoney

The Euromoney magazine specializing in banking and finance has been giving awards in almost 100 countries since 1992. The results are based on quantitative data analyses and the opinions of a jury of journalists. Almost 1000 banks participated in the award. Established in 1969, Euromoney is one of the world's most influential financial periodicals. Every year, it publishes many interviews with leading representatives of the banking sector, ministries of finance and central banks from all around the world.

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