



# Press release

Brussels, 7 December 2024 – 8 a.m.

## **Readers of Spaargids.be reward KBC as Best Digital Bank for the sixth year in a row**

Since 2017, Spaargids.be surveyed its readers' satisfaction with their bank's services every year. More than 40 000 respondents cast their vote this year. After the votes were counted, Spaargids.be awarded KBC being Best Digital Bank for the sixth year in a row. Bolero took a solid second place in the award for Best Investment Bank.



*Karin Van Hoecke, Brecht Coene, Wim Van Hellemont, Michaël Gabriëls (photo Erwin Donvil, KBC)*

**Karin Van Hoecke, General Manager for Digital Transformation & Data at KBC's Belgium Business Unit** is grateful for this vote of confidence from both customers and readers of Spaargids: *'We are extremely proud to have won the award for Best Digital Bank for the sixth year in a row. Winning this award is proof that our customers appreciate our approach. With over 2,3 million unique users, KBC Mobile, together with Kate, our digital assistant, remains our customers' favourite tool to use and access their banking or insurance products wherever and whenever they want. This can even be done in the evening on the couch or during the weekend with KBC Live. Our branch advisors are also available to assist customers at key moments or for more complex questions. Above all, our main focus remains to unburden our customers by saving them time, and making them money. This award is a sincere recognition of the quality of our service and the daily commitment of all our staff to provide our customers with an outstanding experience every time. Finally, I would like to explicitly thank our customers for voting us to the top year after year. It motivates us even more to further improve and expand our services.'*

**Céline Pfister, CEO of Bolero, adds:** *'We are also extremely proud that Bolero was awarded second place in the Best Investment Bank category. As market leader in Belgium, Bolero also managed to attract a lot of young and starting investors over the past few years, and this year we have also seen a very strong growth in new customers. Naturally, we continue to strive to help all our customers get the most out of their investments, not only by providing them with daily stock market news and current investment themes, but also by making numerous training courses and education available, including weekly videos and, most recently, podcasts. Bolero has been more than just an online investment platform for 25 years. We listen to the market and focus first and foremost on quality, which has also been recognised by investors with numerous awards.'*

**KBC Group NV**

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