

Media communiqué

LLB Combi – the customised banking relationship for private clients

Service, transparency, rebates – also using the Online Configurator.

Vaduz, 17 August 2016. Starting immediately, private clients of the Liechtensteinische Landesbank (LLB) will be able to design the services of their banking relationship in a completely individualised way – with a focus on accounts, cards, and payment transactions. With the new LLB Combi, the LLB also offers attractive conditions including rebate options. Clients only pay for what they actually use. An Online Configurator provides a quick and efficient overview.

LLB Combi satisfies the client's wish for individualised service, full transparency, and need-based pricing. Clients choose from basic modules covering accounts, cards, payment types and frequencies, and statement options that fully suit their needs. Supplementary services are then chosen from additional modules such as a second Maestro card, credit cards, or additional accounts.

The easiest and quickest way to set up LLB Combi is digitally, using the new LLB Online Configurator at www.llb.li/kombi – on either your computer or mobile device. By answering a few short questions, you can define your personal, customised banking relationship in just a few minutes. Services and fees are displayed immediately and transparently. Clients benefit: You pay only for what you really need. If individual needs change, adjustments are possible at any time.

"With our new Combi solution, we are offering our private clients an individualised range of products with attractive conditions. Mortgage clients and clients with investments of CHF 50'000 or more receive a rebate of up to 50% on the LLB Combi price. It is now even more worthwhile to

choose the LLB as your main bank," explains Urs Müller, Head of the Retail & Corporate Banking Division.

Swim by and choose what to include

Already last week, the LLB launched an advertising campaign to draw attention to the new offering. The main motif of the ongoing campaign – an aquarium with colourful fish – symbolises the individualised banking relationship as a space with personalised colours where the client and bank can interact. The LLB encourages its private clients to "swim by" and design "an individualised banking relationship as clear as glass". According to the motto: "Choose what to include."

Additional information on the new offering can be found on the LLB website at www.llb.li/kombi.

Important dates of the LLB Group

- Thursday, 25 August 2016, 2016 Interim Financial Statement
- Thursday, 9 March 2017, Presentation of the 2016 Annual Results
- Friday, 12 May 2017, 25th Ordinary General Meeting of Shareholders

Brief portrait

The Liechtensteinische Landesbank AG (LLB) is the longest established financial institute in the Principality of Liechtenstein. The Principality of Liechtenstein holds the majority of the company's share capital. The LLB's shares are listed on the SIX Swiss Exchange (symbol: LLB). The LLB Group offers its clients comprehensive wealth management services, as a universal bank, in private banking, asset management and fund services. With 816 employees (full-time equivalent positions), the LLB is represented in Liechtenstein, Switzerland, Austria, and the United Arab Emirates (Abu Dhabi and Dubai). As per 31 December 2015 the LLB Group managed a business volume of CHF 56.6 billion.

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