

Media release

High level of satisfaction: VP Bank scores well in client survey

Vaduz, 16 January 2025

Last summer, in collaboration with the independent institute YouGov Switzerland, VP Bank conducted a Group-wide client satisfaction survey in the private banking and intermediary business. The survey confirmed that VP Bank achieves a high level of client satisfaction.

More than three-quarters of the private banking clients who participated in the survey are satisfied to very satisfied with VP Bank overall. Accessibility, personalised client advice, client service and the client experience were rated particularly positively. The relationship of trust with client advisors and the esteem in which they are held were also rated highly. The prompt implementation of proposed solutions, transparent explanations and the ability to provide security in financial decisions were highlighted as key factors for satisfaction. The Net Promoter Score (NPS), an international indicator of the willingness to recommend VP Bank, shows that approximately half of Private Banking clients would recommend the Bank to others. With an NPS of +31 points, VP Bank compares very favorably with its peers.

Personal touch and reliability in the intermediary business

Client satisfaction is also high in the intermediary business: a good two-thirds of the intermediaries who participated in the survey are satisfied to very satisfied. 35 percent of the intermediaries associate VP Bank with good service. Good support and speed are also cited as strengths. From the intermediaries' point of view, VP Bank stands out in particular for its personal touch and reliability. 40 percent of the intermediaries surveyed would recommend VP Bank to others, resulting in a good NPS of +25 points.

Continuous optimisation through client feedback

VP Bank's success is closely linked to the success of its clients. Long-term client relationships and individual client needs are the focus of our daily activities. Independent of the Group-wide surveys, VP Bank engages in active client feedback management on an ongoing basis. The feedback collected and analysed on services and the quality of support is used to continually optimise the offering.

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Corporate calendar:

2024 annual results

13 March 2025

62nd ordinary annual general meeting

25 April 2025

Semi-annual results 2025

26 August 2025

Facts and figures of VP Bank Group

VP Bank Ltd was established in 1956 and, with around 1,000 employees, is one of the largest banks in Liechtenstein. VP Bank has an international presence, with locations in Vaduz, Zurich, Luxembourg, Singapore and Road Town (British Virgin Islands). Its core competencies include the development of customised financial solutions for intermediaries and private individuals. In addition, the Group has an international fund competence centre. As of 30 June 2024, client assets under management of VP Bank Group amounted to CHF 50.4 billion. VP Bank is listed on the SIX Swiss Exchange and has an "A-" rating from Standard & Poor's.