

PRAGUE, OCTOBER 3, 2022

## Max banka replaces the Expobank CZ brand in the Czech Republic and launches a convenient savings account

From October 4, Expobank CZ will be renamed Max banka. The rebranding is the formal completion of the sale to Banka CREDITAS and thus to the CREDITAS investment group. In addition to the existing products, Max banka will now offer its clients a savings account with excellent terms and conditions - with a high-interest rate of 6.01% per annum without any limitation on the deposit amount and other requirements.

Max banka will be a purely online retail bank. Its communication with clients will be based primarily on digital technologies. Max banka has one branch in Prague, but its clients will gradually be able to use Bank CREDITAS branches for some services. Corporate clients will be transferred to Bank CREDITAS in the future.

*"We want to make the most of advanced technologies and turn Max banka into a modern online bank for retail clients, who will find there convenient current accounts, savings products and simple online mortgages and consumer loans, which until now have been offered only in the form of refinancing. We will offer full service to corporate clients within Banka CREDITAS,"* reveals Vladimír Hořejší, Chairman of the Board of Directors of Banka CREDITAS, about the plans for Max banka.

In addition to the interest-bearing Neo account and the refinancing of Refixo consumer loans, Max banka will offer clients a savings account with an unbeatable rate of 6.01% p.a. with no limit on the deposit amount and no other conditions from Tuesday 4 October.

*"Currently it is the most advantageous savings account on the market, not only in terms of the rate but also its parameters. It is intended for new and existing clients. The rate applies to the entire balance, and clients can open the savings account online in their internet banking,"* says Jan Winkler, Chairman of the Board of Directors of Max banka. Max banka is also increasing the interest rate on the newly opened CZK-denominated annual term deposit to 6.11% p.a. from the same date.

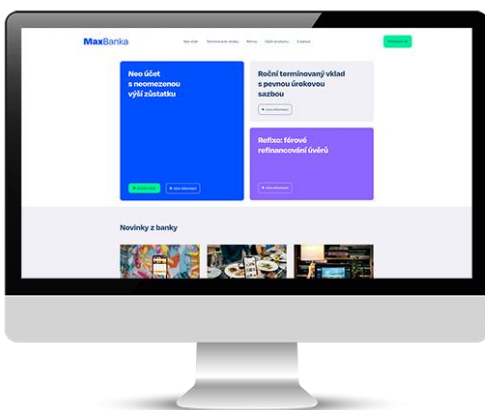
Max banka can draw on the solid background of the CREDITAS investment group, which also includes Banka CREDITAS. *"The business models of Max banka and Banka CREDITAS complement each other and our strategy is to take advantage of the synergies between the two companies,"* says Jiří Hrouda, CEO of the CREDITAS group, adding: *"There will be further expansion of products and services. We believe that Max banka will become an online bank for every day."*

## The new logo and visual style

Max banka targets clients who want to do everything online. The aim was to emphasise maximum simplicity and friendliness in all client interactions with the bank. The new logo and the entire visual style relied on an unusual colour stylisation and a unique typographic solution. The brand accentuates where clients or potential clients will encounter it, and that is primarily on the mobile screen or monitor. Even the visual style of advertisements or the website's design lends itself to displays and the requirement for responsiveness. The author of the logo and visual style is the Dynamo Design agency, which is also behind the visual identity of Banka CREDITAS and CREDITAS Group.

**MaxBanka**

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**Website:** [www.maxbanka.eu](http://www.maxbanka.eu) | **Media Contact:** e-mail: [jakub.svestka@maxbanka.eu](mailto:jakub.svestka@maxbanka.eu)

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### Information about Max banka:

Max banka has been active in the banking market since 1991. Max banka has been operating under the brand names LBBW Bank CZ a.s., BAWAG Bank CZ a.s. and Expobank CZ a.s. since 1991. The bank offers online products for retail clients, ranging from payment and deposit products to consumer lending. Max banka a.s. is part of the Czech financial group CREDITAS, which focuses primarily on long-term investments in conservative sectors. The main pillars of the group's business are financial services, real estate and energy.

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