

## **Royal Preferred Banking announces its 2009 results**

**Bucharest, 3 March 2010**

In 2007, RBS Romania launched Royal Preferred Banking (RPB), its private banking division. Despite the difficult economical context and after only 2 years of existence, the results for 2009 show a client base of over 1,500, representing an increase by more than 60% in comparison with 2008. Therefore, the rising trend for assets administration was maintained, the figures doubling in 2009 in comparison with 2008 and reaching 150 million euro.

The results for 2009 come as a natural consequence of the development of the RPB financial services and lifestyle components offering, both being supported by a personalized approach towards clients. In 2008 and the first half of 2009 the bank focused on the expansion of the number of lounges, the strengthening of the personal bankers' team and the investment in their professional training, the diversification of the product portfolio and the increase in the number of clients.

The Royal Preferred Banking team of specialists personally get involved in understanding the financial needs and expectations of each client. Through its innovative products, the bank is offering a structured and coherent plan to help clients better administrate their economies and investments.

### **Royal Preferred Banking product launches in 2009**

In 2009, Royal Preferred Banking concentrated on promoting a series of innovative products on the Romanian market, amongst which the *Dual Currency Deposit (DCD)*, the *Euro Extra Deposit* and the *Adaptable Deposit*. In terms of products and services, RPB extended its saving and investment product range to offer clients a variety of options depending on their risk appetite, expected time frame and desired liquidity level.

At the beginning of last year, two new lounges were opened, in Bucharest (Unirii branch) and Constanța. At the moment, there are 3 locations where clients can enjoy the RPB personalized services. The interior design concept was developed together with the Dutch architecture company Sinod Design, specialized in luxurious interiors. The private meetings area is fully equipped with the latest IT technology and the furniture was specially designed for RPB. The design, together with the services provided, offer clients an exclusive environment, where they can meet their personal banker or organize their own business meetings in a comfortable and confidential environment.

### **More than banking**

RBS Romania offers to clients a lifestyle component consisting of innovative events and strategic partnerships with luxury brands (watches, jewellery etc). Thus, in 2009 the Royal Preferred Banking division organized a series of 11 events throughout the country, based on the idea of presenting not only exclusive banking products and services, but also luxury brands suitable with the status of RPB clients.

“The Royal Preferred Banking mission is to become a reliable partner for current and potential clients. We are most proud of our results in 2009, as these reflect the trust we are given. In the following period we aim to preserve this ascending trend, despite the current market context. We have confidence in the strength of our team and products.” declared Marijana Vasilescu, Head of Affluent Banking RBS Romania.

**For more information, please contact Oana Șerban, Head of Communications at [communication.ro@rbs.com](mailto:communication.ro@rbs.com).**

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**Notes for Editors:**

In Romania, the bank has been present since November 1995. Currently, it operates out of 15 cities (Arad, Bucharest, Brașov, Bacău, Cluj-Napoca, Constanța, Craiova, Galați, Iași, Oradea, Pitești, Ploiești, Sibiu, Târgu-Mureș and Timișoara) through its 31 locations, out of which 3 dedicated Royal Preferred Banking Lounges, and its direct sales force. By using its international network, the bank offers integrated financial products and services to its retail, corporate and institutional clients. More details about the RBS Bank (Romania) S.A. can be found on [www.rbs.ro](http://www.rbs.ro).