

# Brand and communication

**A company has to earn trust and a good reputation. Transparent communication and a clear brand image are central to this. To this end, LLB is in constant dialogue with its various stakeholder groups through different channels.**

## Brand strategy

The "Liechtensteinische Landesbank" and "Bank Linth" brands convey reliability and trust to our clients. They also signal agility and innovative power. They generate motivation and commitment among our employees. And our stakeholders value the stability, the security and the quality for which we stand. The two strong brands have the elements of colour and image in common and in this way emphasise that they are part of the LLB Group and its brand world.

The brands connect us with our clients and within our Group of companies. As Liechtensteinische Landesbank, we are a partner of the Principality of Liechtenstein and its people. On the one hand, we stand for the region and its culture; on the other, we are an international provider. With our focus on private banking, we are expanding in Switzerland and Austria, and tapping into the growth markets of Central and Eastern Europe as well as the Middle East. Our subsidiary Bank Linth is a partner of the economy and society in the region of eastern Switzerland.

With our brands, we want to reach our clients through all channels – in print and online media as well as through personal contact. In this way, we increase the value of our company from without and strengthen its identity from within. The brand strategy and the brand management of the LLB Group are based on the corporate strategy and aim to further increase brand recognition and firmly anchor the brand values. Concrete communication measures are determined annually during the planning process.

## Brand components

The brand components comprise two elements – the figurative mark and the brand name. The latter may deviate if a subsidiary is not fully owned by LLB. Hence Bank Linth bears its original name. The figurative mark of the LLB Group is classical and modern. The clear geometry of the brand logo stands for security and stability. The angles projecting beyond the basic shape symbolise our openness. The colour green signals our origin, and the red square core stands for our focus on what is essential and on our partners. The harmony and equality with which the elements form a unity represent partnership. The common vision and the binding guiding principles of the LLB Group are expressed in

the brand. The key elements of the StepUp2020 strategy incorporate the brand values.

## Brand positioning

The "Liechtensteinische Landesbank" and "Bank Linth" brands have an identical system of values. At the centre are the four key elements of the StepUp2020 strategy: growth, profitability, innovation and excellence (see chapter "Strategy and organisation", page 11). The strategy is reflected in the vision and guiding principles of the Group and in the strategic positioning of the two brands. At the same time, they are clearly positioned with their own promise. For LLB, this is "Tradition meets innovation" and for Bank Linth, "Simply. More. Value."



**Tradition trifft Innovation.**

Liechtensteinische Landesbank is the oldest financial institution in Liechtenstein. The claim "Tradition meets innovation" encapsulates what distinguishes it: LLB is committed to a concept of banking that is based on security and stability, while still being target-oriented and dynamic. It has innovative power, the strength of which comes from tradition. It creates added value by synthesising competing values. This leads to new and pioneering solutions.



**Einfach. Mehr. Wert.**

Bank Linth launched its new claim "Simply. More. Value." in September 2018. "Simply" stands for the promise to provide financial services that are easy to access and uncomplicated to use – and builds strongly on the previous claim, "Truly simple". "More" refers to the claim to exceed

the expectations of clients and partners at all times. And “Value” signifies Bank Linth’s mission to prudently increase the professional and individual scope of its clients.

## Brand management

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The brand management of the LLB Group is based on the corporate strategy and aims to further increase brand recognition and firmly anchor the brand values. Concrete communication measures are determined annually during the planning process.

### Image campaigns

Following the merger with Semper Constantia Privatbank AG, a new image campaign for LLB Österreich was launched on 1 October 2018 with the claim “Tradition meets innovation”. Four subjects reflect the key messages: “security and stability”, “innovation and flexibility”, “competence and vision” as well as “education and values”. The campaign is designed to serve as the basis for the positioning of the entire LLB Group and will be rolled out in the markets of Liechtenstein and Switzerland, too, in the first half of 2019.

In addition, in Liechtenstein with the “From Liechtenstein, for Liechtenstein” campaign we highlight our heritage, our connection to the country and our proximity to its people. We underline that Liechtensteinische Landesbank has served as the bank for the country, the people and the economy of Liechtenstein for more than 150 years and that its deep roots can be seen, among other things, in its broad commitment to culture, sport and society (see chapter “Responsibilities for society and the environment”, pages 59 and 60).

The brand image measures that Bank Linth also initiated in autumn 2018 are intended to translate the new claim in a way that is memorable and appropriate to the target group and thus strengthens spontaneous brand recognition. Using simple subjects and compelling slogans, they communicate what clients and employees can expect from the bank and convey the brand values in an appealing and authentic way.

### Brand experience

A brand is successful when it stirs emotions. For implementing the brand experience, it is very important to us, therefore, to understand and meet the expectations of our clients. And this we can do by systematically surveying our clients and obtaining feedback from them. In the first quarter of 2019, we will further sharpen our brand profile. We are refurbishing the branch office in Balzers, which is due to open in spring 2019, with these aspects in mind. The client’s experience is placed centre stage and an emotional value proposition that creates proximity to the client is defined. Clients are appealed to through all of their senses. We create an experience with our bank products. The guiding principle behind the LLB Group brand experience is: “One idea closer”.

### Brand study

Knowing the values our clients hold is the basis of our brand management. We conduct a client survey every two years. Our brand study from 2018 shows the three main characteristics ascribed to LLB:

- LLB stands for proximity to the people, security and trust.
- LLB is perceived as a leading asset management partner.
- LLB is seen as a traditional, competent and stable bank.

The success of the LLB Group is closely related to client satisfaction. We receive information on the effectiveness of our client focus from regular analysis of the systematic feedback from all market divisions.

### Employer branding

As a universal bank, we stand for a greater level of job diversity and a wider range of subject areas. As an employer, we are committed to a human and value-oriented corporate culture that is characterised by partnership-based cooperation. Our employer branding concept underlines the attractive working conditions. We position ourselves in job advertisements in print and online as well as in HR image ads with the claim “Banking as it is meant to be: friendly and professional” (see chapter “Employees”, pages 64 – 69).

### “youli”: Brand for the young generation

LLB and Bank Linth address 15 to 30 year olds directly with the “youli” label. We engage them with an internet site and an own social media presence tailored to the target group. We have attractive offers, create experiences with join-in activities and also offer tips and advice. With the “youli” youth range and the corresponding member card, young people benefit from various special conditions.

## Public relations work

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For the LLB Group, communication is a central management function that contributes significantly to the realisation of the corporate strategy and the attainment of corporate objectives. It is integrated in the strategic processes and operational management as well as in the decision-making processes. The LLB Group can use communicative means to systematically manage the reputation of the company, services/products and also the management as well as to meet the expectations of the various stakeholder groups. The stakeholder groups are in particular:

- **Clients:** Their needs are uppermost at every point of contact. Our client advisers record the needs and the satisfaction of private and corporate clients. We address them in a targeted way through our client service as well as more broadly through our marketing communication and our websites.
- **Principality of Liechtenstein:** The Principality of Liechtenstein is our majority shareholder. We are therefore obliged to inform the Government regularly about our business performance, (see

section "Public affairs", page 52, and chapter "Corporate governance", page 99).

- **Shareholders:** In addition to the annual General Meeting of Shareholders, we exchange views with our shareholders at investor presentations and in regular meetings with the Liechtenstein Government as the representative of the majority shareholder, the Principality of Liechtenstein (see section "Investor relations" and chapter "Corporate governance", page 52).
- **The public:** All our branding and communication measures are high-profile. A key trust-building element in this regard is an intensive exchange with media representatives (see sections "Public relations" and "Media relations").
- **Partners and non-governmental organisations (NGOs):** Through our membership of associations and organisations, we maintain a dialogue with partners and NGOs (see chapters "Regulatory framework and developments", page 46, "Institutional Clients", page 35, and "Responsibilities for society and the environment", page 56).
- **Employees:** We reach our employees over our intranet, which is continuously updated with the latest information and offers, and through our staff magazine. There are also various events for employees where they have the opportunity to personally meet and discuss with members of the Group Executive Board (see chapter "Employees", page 64).

### Public relations

We come into contact with the wider public through various channels. With regular market commentaries and reports in local print media, we prove our expertise in financial matters. As the organiser or sponsor of various events, we strengthen contacts with the local people. At the LIHGA, Liechtenstein's regional trade fair, we offer join-in activities and giveaways to existing and potential new clients (see chapter "Responsibilities for society and the environment", pages 60–63). In 2018, we launched the prestigious LLB SME Award.

We also reach a wider section of the population through our social media channels: via Facebook and Twitter, we engage with all stakeholder groups. We strengthen our employer profile using the XING and LinkedIn networks.

### Investor relations

The LLB Group aims to provide an up-to-date picture of the opportunities and risks relating to its business activities by engaging in an open and ongoing dialogue with investors, analysts and representatives of the media. As a publicly listed company, we are obliged to publish share-price relevant information, including ad hoc information about events that may affect the share price, by means of media communiqués to all stakeholders. We inform shareholders, clients, employees and the public simultaneously, comprehensively and regularly about our business performance, value drivers as well as the implementation of our strategy and provide them with an overview of our key financial and operating figures. The aim is to ensure that the price of the LLB share represents the fair value of the company (see chapter "The LLB share", page 45).

### Media relations

Irrespective of the ad hoc information and the annual media and analyst conference, we maintain a dialogue with the regional media and business journalists in our market regions. We make every effort to answer their questions in a transparent and timely manner. Once a year, we invite regional media representatives to lunch in Liechtenstein where we inform them about ongoing projects and new developments. In 2018, exponents of LLB gave numerous interviews and answered various enquiries. LLB was the subject of almost 1'000 media articles. The focus was on the acquisitions and integration steps of LLB Swiss Investment in Zurich and LLB Österreich in Vienna, as well as various awards received by LLB. Media relations for LLB Österreich were strengthened as part of the integration. For Bank Linth, which is also listed on the SIX Swiss Exchange, besides ad hoc communication, the main focus was on the ongoing refurbishments, the opening of branch offices as well as the positioning of the brand.

### Public affairs

LLB is in regular contact with opinion leaders and selected representatives from the world of politics and economics. Because only by constantly seeking dialogue with different decision makers, are we able to voice our opinion and be heard. We are a member, too, of the key industry associations and organisations such as the Liechtenstein Chamber of Commerce and Industry and the Bankers Association (see chapter "Institutional Clients", page 35). We also exchange views with the Liechtenstein Financial Market Authority (FMA) on a regular basis.

LLB is obliged to report to its majority shareholder, the Principality of Liechtenstein. The Chairman of the Board of Directors of the LLB Group and the Group CEO meet the Head of the Government of Liechtenstein twice a year to report on the course of business. Once a year, the Board of Directors and the Group Executive Board exchange views with the entire Government (see chapter "Corporate governance", page 99).