

## Fidor Group announces entry into the US market and forms alliance with American partners

**+++ Huge market potential for web-based and client-centric banking in the US market**

**+++ A further step in the implementation of Fidor's international growth strategy**

*Munich, 05.01.2015: Award winning Fidor Bank AG is continuing its international expansion: The Germany based Web 2.0 Bank has signed an agreement with a partner targeting to launch innovative banking in the United States. The name of the partner will be disclosed at a later stage in the process.*

"For Fidor Bank, this project is an outstanding opportunity and a further step in the global roll-out of the Fidor brand and Fidor vision" says Fidor CEO Matthias Kroener. "Even though the US is the motherland of all innovative digital developments, we see some striking market opportunities for a consumer-centric banking philosophy and product" Kroener added.

The cross-border strategy of Fidor Group contains development into the EU region (including the UK), USA and, the BRIC countries in the next few years, implementing the Fidor vision of "Better Banking for Anybody" and rolling out Fidor's proven model of Web 2.0 Banking (Community & Fidor Smart Cash Account, etc.). In addition, this strategy includes the implementation of a "money-transaction network". This can be achieved via a Fidor partner such as RIPPLE, enabling customers to send money globally in real time at very favorable rates.

As a regulated Bank, Fidor is able to operate its banking license in all EU-member countries. In all other regions, Fidor Group relies on entrepreneurial and consumer-centric banking partners with stellar regulatory records to form fully compliant alliances.

Parallel to the efforts in the US, the preparations for the operative "go-to-market" in the UK are in its final stage. Then Fidor Bank will also take steps to make its services available throughout the entire Eurozone, as many countries are interested in innovative banking solutions.

"We have frequent requests from all over Europe" says Kroener. He added, "the Web is not only an enabler but also calls for an international development" .From Fidor Group's perspective, the development of an international portfolio means also a certain level of diversification of risk and opens the door to a wide range of opportunities, "because in the end", concluded Kroener "there is one overarching rule: it does not matter where a company is founded; it matters where it scales."

About FIDOR Bank AG:

FIDOR Bank AG (<http://www.fidor.de>) is an Internet-based direct bank licensed in Germany. As a main bank connection, the Fidor Smart checking account offers the combination of a classic account, Internet payments and innovative banking services. The

range of business customers includes selected financial products as well as a Fidor smart business account specifically created for the e-commerce applications.

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