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## **Press Release**

Stockholm, 3 May 2006

### **Alfred Berg to adopt ABN AMRO name**

Alfred Berg SE today announces that it will re-brand its operations in the Nordic region under the ABN AMRO name. The re-branding will take place in June this year, when the ABN AMRO sailing team arrives in Gothenburg at the finish of the Volvo Ocean Race.

ABN AMRO wants to give Nordic clients the best opportunity to access global markets while maintaining strong banking relationships in their own countries. ABN AMRO aims to provide clients in the Nordic region with fully integrated corporate banking, investment banking and asset management products.

Michiel de Jong, Regional Manager of ABN AMRO, said: "Previously, some clients were being served with some products out of Alfred Berg, while others were being served with products from ABN AMRO. This decision will bring all Alfred Berg and ABN AMRO activities in the Nordic region integrated under one strong and recognizable brand"

David Woods, Managing Director for Alfred Berg SE, said: "One brand will result in two advantages. It reaffirms ABN AMRO's commitment to the Nordic region and simplifies the model that we offer to our clients. We will continue to offer Nordic clients a unique combination of local service and global reach and our international clients a strong Nordic product."

The decision to adopt the ABN AMRO name includes the Alfred Berg SE branches in Copenhagen, Helsinki and Oslo, and reaffirms the decision by Alfred Berg Asset Management in June 2005 to adopt the name ABN AMRO Asset Management no later than in the second half of 2006.

Alfred Berg SE will take the legal name of ABN AMRO Securities (Nordic) SE, and plans to become four country-branches of ABN AMRO Bank N.V. by the end of the year.

Volvo Ocean Race is the biggest and most challenging round-the-world sailing competition, and you can only perform well in this race through excellent teamwork. That is a metaphor shared by the bank, teamwork being one of ABN AMRO's four core values.

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Notes to Editors:

Netherlands-based ABN AMRO is a leading international bank with total assets of EUR 975.1 bln (as at 31 March 2006). It has over 3,500 branches in more than 60 countries and territories, and has a staff of about 105,000 full-time equivalents worldwide. ABN AMRO is listed on Euronext and the New York Stock Exchange.

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