



## Press Release

from FöreningsSparbanken

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### **Swedbank first bank to offer services via digital TV, through collaboration with cable-TV provider com hem.**

Swedish cable-TV provider com hem and Swedbank launched a collaborative project today providing financial services via digital TV. In a first phase, this service will provide information only. But the parties intend to expand it through a joint development effort in 2001 to provide customers with simpler bank transactions via digital TV.

The information service launched today will comprise financial news, current housing-loan and other interest rates and prices and product information.

This initial version is a test of digital TV's capabilities as one of several channels of financial information and banking services. Upcoming development activities in the next year will include share and fund trading, inter-account transfers and account statements.

"Our collaboration with com hem is part of our effort to open various avenues by which our customers can reach their bank. By combining assorted digital media and our branch structure, we are striving to increase both our customers' array of choices and our accessibility by those customers. Digital TV presents yet another opportunity in this regard, enabling Swedbank customers now to access their bank directly from home. This capability will become increasingly interesting as the relevant technology and opportunities for true interactivity evolve and improve", says Swedbank's Deputy CEO and CIO Gert Engman.

"Com hem was seeking a strong development partner in the financial-services sector, and Swedbank suited our needs very well indeed. We feel the bank has demonstrated a resolve to position itself at the leading edge of technology and that it enjoys a very strong position within our present circle of customers. We are most gratified that our collaboration is now entering a new phase, with this launch as the starting shot", says com hem CEO Per Nilsson.

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