



## Britain's First New Retail Bank In Five Years Launches

- Fidor Bank's services now available in the UK with a roll-out of features over the coming months
  - Fidor is first retail challenger bank to launch in the UK since 2010
- Digital bank already a big success in Germany, approaching 100,000 customers

**LONDON: 18th September 2015** -- [Fidor Bank](#), the online-only retail bank, is today launching in the UK.

Founded in Germany in 2009, Fidor is now opening up its first services to retail customers in the UK, making it the first challenger bank to launch in the UK since 2010.

Available from today, the bank's first service is providing a competitive and flexible saving bonds offering alongside a Euro transfer service (SEPA), with a competitive flat fee for international money transfers.

Fidor's banking model is based around its online community, where users are financially rewarded for giving and receiving knowledgeable financial advice, as well as evaluating and reviewing financial products and services they are interested in. Through its community, Fidor also invites members to help build the bank's future services, including the chance to name its upcoming debit card, as well as suggest new functions and features they would like to see.

Fidor also provides a select range of '60-second banking services', with customers able to complete any of these financial transactions with one minute, making digital banking a smooth and hassle-free experience.

Over the next few months Fidor will introduce a current account, debit card, corporate account and will also integrate third-party services to offer its customers a marketplace of curated financial services, such as peer-to-peer lending, crowdfunding platforms as well as multi-currency investments.

**Matthias Kröner, CEO of Fidor Bank, commented:** "We're putting the community at the heart of Fidor. This personalised approach to banking gives every customer a voice in how our bank is run, as well as giving them unprecedented control - setting their own interest rates, or naming the current account card that the bank will use for example, are just some of the options we've explored before".

In Germany, the bank has quickly grown in popularity with its interactive online community and personal approach to customer support, and is now approaching 100,000 customers.

Fidor Bank has received several international awards for its disruptive, transparent approach to banking including the "Global Growth Company" award by The World Economic Forum and Celent's "Model Bank Of The Year" award for 2015.

*Matthias Kröner, CEO, will be available for interview alongside Sophie Guibaud, VP of European Expansion, either for pre-recorded interviews or pre-briefings and / or interviews on the day of launch.*

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**Images & Logos:**

<https://www.dropbox.com/sh/z6t64u946kh7ufx/AACKGKp1MbRVdV3CLgQsOqwCa?dl=0>

**Notes to editors**

**Fidor Bank:**

Founded in Germany in 2009, Fidor Bank offers a different experience - a 'people's bank' that is redefining the classical banking model. Customers have a say in how the bank is run and shaped. Fidor is an online bank that offers a community for people to provide and receive financial advice, giving users rewards for doing so such as cash, improved interest rates and savings bonds. Fidor is also known for integrating third-party financial services directly onto its platform, such as crowdfunding or P2P lending options, to offer a wider selection of banking options for its clients.

Fidor Bank has received several international awards for its disruptive, transparent approach to banking, its FinTech activity and innovative use of social media. Recently, Fidor Bank was awarded "Global Growth Company" by The World Economic Forum and Celent Banking model of the year 2015.

Fidor's online community gives each individual customer a profile where reputation is gained through 'Karma'. Regular interaction, sound advice and feedback builds a customer's karma, improving their rating and online credibility.

Fidor currently operates on a indirect agency banking membership and operates with a [European Passport Banking License](#).