

Brand and sponsoring

The “Liechtensteinische Landesbank” and “Bank Linth” brands are prime value creators. Classical and modern, they reflect the values of the LLB Group. They embody our claim to be an innovative driver in the regions where we have our roots.

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 are connected through the elements of colour and image 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. Through our subsidiary Bank Linth, we are also partners of the economy and society in the region of eastern Switzerland. On the one hand, we stand for the region and its culture. On the other hand, we are an international provider. With our focus on private banking, we are growing in Switzerland and Austria, and expanding into the growth markets of Central and Eastern Europe as well as the Middle East.

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 the brand recognition and firmly anchor the brand values. Concrete communication measures are determined annually during the planning process.

Brand components

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 connection and partnership. All LLB Group brands contain the same brand values.

Brand name

The brand architecture comprises two levels – 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.

Brand orientation

The LLB Group's StepUp2020 strategy focuses on the four core elements – growth, profitability, innovation and excellence. It is reflected in the vision and guiding principles of the Group and in the strategic positioning of the two brands, “Liechtensteinische Landesbank” and “Bank Linth”.

Vision

The LLB Group's vision is: “We set standards for banking with values.” Our vision of banking is based on the idea that we can excel at managing material values if we have a clearly defined system of values.

Guiding principles

The LLB Group's guiding principles, which are derived from this vision, express four binding values that shape our corporate culture: integrity, respectfulness, excellence and pioneering (see chapter “Strategy and organisation”, page 25).

Brand positioning

Both LLB Group brands, “Liechtensteinische Landesbank” and “Bank Linth”, have an identical system of values. At the same time, the brands are clearly positioned with their own promise. For LLB, this is “Tradition meets innovation” and for Bank Linth, “Truly simple”. The respective differentiation of each brand from competing brands provides an important basis for successful brand management.



Tradition meets Innovation.

Liechtensteinische Landesbank is the oldest and longest-standing financial institution in Liechtenstein. It is committed to a concept of banking that is geared towards security and stability, while still being target-oriented and dynamic. LLB 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. As a bank of values, LLB's journey from tradition into the future is encapsulated in the claim "Tradition meets innovation".



Richtig einfach.

Bank Linth focuses on nurturing strong relationships. As the first financial institution in Switzerland, it has been consistently meeting clients' needs for years now by practising its motto of being "Truly simple". The idea behind this is to provide the individual client with time-saving, clarity and convenience in an ever more hectic and complex world. Excellent service quality, clearly and comprehensibly communicated, transforms clients into equal partners. Simplicity here works at three levels:

- **Simple access** – we want to approach our clients openly and provide a direct route to key contact partners.
- **Simple offerings** – our offerings and solutions must be intelligent and uncomplicated and correspond to the clients' individual wishes.
- **Simple communication** – we speak in a way that is easy to understand and our clients know what to expect from us.

Brand study

Knowing the values our clients hold is the basis of our brand management. Our brand study from 2016 shows the three main characteristics ascribed to LLB:

- LLB is very firmly anchored in Liechtenstein.
- LLB is perceived as an asset management partner.
- LLB is seen as a traditional, secure 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.

Brand and digitalisation

With its "Liechtensteinische Landesbank" and "Bank Linth" brands, the LLB Group is seizing the opportunities presented by the digital world. Our aim is to further develop the personal relationship with our clients and, at the same time, convey our values. An example of this is our new web portal with integrated online banking – it has a state-of-the-art layout and is user friendly and fully "responsive". We are one of very few banks that has designed its entire online offering as a one-stop shop (see chapter "Retail & Corporate Banking", page 34, and chapter "Corporate Center", page 45).

In April 2017, the LLB Group won bronze in the "Best of Swiss Web Awards" for the successful interplay between the brand and the online world. The jury of the longest-established web award in Europe honoured the "usability" of the product configurator for the "LLB Combi / Bank Linth Combi". The model fulfils our clients' needs for individuality and clarity in banking.

Social channels

LLB and Bank Linth conduct an omni-channel dialogue. This includes a presence in social media. Clients, potential applicants and employees exchange views here and by doing so help shape the image of the company. The LLB Group aligns its social media activities with its overall strategic concept. It includes four aspects that underscore our proximity to clients, our innovative power, our attractiveness as an employer and our brands' presence. The LLB Group community has continued to grow: on Facebook, for instance, the number of fans increased to 6'334 in 2017 (2016: 761), and 449 posts were published.

Our image on social channels is consistent with the overall image of the LLB Group. In this way, we support the value-oriented positioning of our brands. With concrete and authentic content, we enter into dialogue with all stakeholders through Facebook and Twitter. We strengthen our employer profile using the XING and LinkedIn networks. Given strategic and legal requirements, we are concentrating our efforts in the markets of Liechtenstein, Switzerland and Austria.

youli

Young adults' lives and days are dominated by the smartphone, the internet and social media. Under the "youli" label, the LLB Group is in constant dialogue with 15 to 30 year olds. The platform is active in Liechtenstein and eastern Switzerland and stands for "young Liechtenstein" and "young Linth". We bring infrastructure, coaching, advice, experiences and join-in activities in the language and into the world of the young people (see chapter "Retail & Corporate Banking", page 35).

Campaigns in the spring and autumn of 2017 generated much renewed interest in our youth platform. The number of "youli" fans on Facebook climbed to 3'124 "likes". Our contributions generated over 3'500 positive posts.

Implementation of brand content

We have been promoting the positioning of LLB since 2015 with the “We make traditional banking dynamic.” image campaign. Six subjects communicating our brand image feature in all the important Liechtenstein and Swiss financial newspapers and business journals. These subjects are also on display at both the headquarters in Vaduz and the bank branches in Eschen and Balzers.

Image campaigns

With its “From Liechtenstein, for Liechtenstein” campaign at the beginning of 2017, LLB underlined its position as the bank for the country, the people and the economy of Liechtenstein. The LLB Group also focused on developing its strategic initiatives further. As in the past, investment expertise remained an important topic. LLB’s strategy funds are among the European market leaders in a long-term comparison. In 2017, these were the subject of image campaigns with unconventional implementation in print and online media, which we launched predominantly in Liechtenstein, but also in selected Swiss and international press titles. In 2017, Bank Linth continued its image campaign “Truly simple”.

Profile as an employer

In 2017, the LLB Group further enhanced its profile as an employer of choice. The differentiating and essential features of the LLB Group are the corporate culture, job diversity and scope for growth. Our employer branding concept serves to underline the particular character of the LLB Group as an employer. In line with its vision and guiding principles including the associated values, the LLB Group runs a campaign under the claim “Banking as it is meant to be: friendly and professional”. The campaign includes HR image ads as well as job advertisements in print and online (see chapter “Employees”, page 56).

Sponsoring

Sponsorships and events are gaining in importance worldwide. The instrument enjoys a high level of acceptance among all the stakeholders and conveys credibility and affinity.

In 2016, the LLB Group clearly reformulated its sponsoring strategy:

- We want our four values to be experienced on an emotional and professional level through our activities.
- We strengthen and enable platforms and partnerships which fit us best.
- We coordinate partnerships and our own events group-wide using a new management tool.
- We explain what the LLB Group stands for simply, using topic pyramids.

With our sponsoring policy, we want to gain our target groups as brand ambassadors. Our involvement must suit, complement or strengthen the character of our brands. We therefore only focus on a

few, effective long-term sponsorships that have a clear connection to a specific market area. As a universal bank, we take our responsibility very seriously and sponsor public events. The LLB Group always remains politically neutral in this regard and does not make financial or any other types of contributions to politicians or parties.

Young adults and families

LLB and Bank Linth have placed young adults and families at the centre of their activities. The response has been resounding and very positive. In 2017, our commitment was to supporting, above all, sports, culture and society. We have supported three sponsorships and events for over a decade:

LLB is the main sponsor of FC Vaduz (FCV). We extended our involvement for a further two years in 2016. We have been supporting FCV for thirteen years now, because the team provides important impulses for professional sport in Liechtenstein and because it does valuable work for amateur sport too.

In July 2017, LLB invited bands and artists from the Rhine Valley region into the inner courtyard of LLB in Vaduz for the open-air “Summer in the Courtyard” series of concerts, which is already in its 21st year. What began in 1997 with a concert by the Big Band Liechtenstein has developed into a distinctive feature of the musical summer programme in Liechtenstein.

We have also sponsored the Vaduz Town Run (“Städtlelauf”) for many years now – a popular fun run, staged in May 2017 with participants divided into eighteen categories and covering a running distance of up to ten kilometres (the main run). Participants and spectators from Liechtenstein and the surrounding region came to Vaduz for the 33rd anniversary of the run.

Funding

By foregrounding project sponsorship as support, the LLB Group underscores the principle that each project retains its content and organisational independence. In 2017, Liechtensteinische Landesbank invested CHF 575’000 (2016: CHF 545’000) in projects in Liechtenstein, and Bank Linth invested CHF 398’000 (2016: CHF 426’000) in projects in Switzerland. This is quite apart from our Group’s long tradition of making donations. In this way, LLB has supported non-profit and social organisations for more than thirty years and since 2011 it has done this through the “Zukunftsstiftung der Liechtensteinischen Landesbank AG” (the Future Foundation of Liechtensteinische Landesbank AG), which was founded as part of our 150th anniversary celebrations (see chapter “Responsibilities for society and the environment”, pages 69–70).