

# ULSTER BANK CUSTOMERS FIRST IN IRELAND TO GET MOBILE BANKING AT THEIR FINGERTIPS

**18th February 2015:** Never until now has banking for Ulster Bank customers been more at their fingertips, or fingerprints. From tomorrow (19th February), customers will be the first in Ireland to be able to log in to their mobile banking app using only their fingerprint.

Using Apple's Touch ID fingerprint sensor, from today, Ulster Bank customers who have an iPhone 5s, 6 or 6 Plus will be able to access their mobile banking app within seconds. The technology recognises the customer's unique fingerprint - making it easier and more convenient to access their finances.

Ulster Bank has introduced Apple's Touch ID as part of its continuous investment in innovative new technologies to respond to the changing nature of how customers want to bank.

Ulster Bank's customers are increasingly using digital technology to manage their banking. Over 50% of the Banks' active customers across the island of Ireland actively use online banking. In Ireland over 34.4 million mobile transactions were completed in 2014. Ulster Bank has seen approximately 28% increase in customers completing mobile transactions since January of this year.

**Brian Allen, Head of Direct Banking, Ulster Bank said: "There has been a revolution in banking, as more and more of our customers are using digital technology to bank with us. It is not surprising given the seismic shift in consumers accessing content and services via their smartphones, which account for almost 60%\* of all mobile users' handsets. Adding Apple's Touch ID to our mobile banking app will make it even easier and more convenient for them to access their accounts on the move and manage their finances."**

**He continued, "We're delighted to be the first bank in Ireland to make this innovative new technology available to customers and we continually invest in new technology to respond changing customer patterns. Our goal is to become the best bank for customer trust, service and advocacy so we want to continue adapting our service based on the valuable feedback we receive from our customers every day."**

**ENDS**

Notes to editors

\*Sourced from Comreg market report Q2 2014 – Document no: 14/97 : Published 11.09.14

A video demonstrating how Apple's Touch ID works is available [on our vimeo channel](#).

Apple's Touch ID log in is only available to iPhone 5s, 6 & 6 Plus customers on iOS8 using the latest version of the Ulster Bank app.

Customers who don't want to use Apple's Touch ID can still access their mobile banking using their passcode.

Information is correct as at 18.02.2015.

To register to receive for Touch ID, customers need to:

Have an iPhone 5s or iPhone 6 and register for Apple's Touch ID in their device settings

Ensure they have the latest version of the Ulster Bank mobile app downloaded from the App Store

Go to the main menu within the mobile app

Select 'Touch ID' and follow the steps