

Hanseatic Bank: Facts and Figures

As a private bank based in Hamburg, Hanseatic Bank operates throughout Germany. Founded in 1969 as a consumer credit institution to finance goods purchased by Otto Versand customers, it was converted into a chartered universal bank in 1976. In 2005, the major French bank Société Générale acquired 75 percent of the shares in Hanseatic Bank; the Otto Group continues to own a 25-percent stake.

Hanseatic Bank specializes in four business areas: consumer credit, deposit, insurance and factoring. In particular with its innovative credit card products, Hanseatic Bank offers its retail partners flexible financing models for every distribution channel and at the same time an effective means of building customer loyalty.

Management	Michel Billon (responsible for the areas sales, marketing and IT) Detlef Zell (responsible for the areas HR, finances, risk management and compliance)
Founded	1969 as a subsidiary company of the Otto Group. Since 2005, 75% of the shares belong to the French Société Générale
Status	Universal bank
Business areas	Consumer credit (credit cards and personal loans) Deposit (asset management) Insurance Factoring
Headquarters	Hamburg
Employees	About 480
Equity	EUR 305 million (status as of 31 December 2017)
Vision	Hanseatic Bank's aim is to further strengthen its position as one of the leading providers of specialized consumer credits.
Info	www.hanseaticbank.de