

llbvoices



Markenversprechen
LLB – Ihre Partnerin für
wertebasiertes Banking.

Content

3	Editorial
5	Our Brand
7	The values of the LLB
10	A closer look at the LLB brand
12	History of the LLB logo
15	Bank Linth becomes LLB
16	Review Launch Event
19	“Campus Giessen” new building complex
23	Project Rhenus
25	Diversity and Inclusion
27	Diversity brings success: Group CFO Division sets standards
31	Faces of the LLB
33	By train from Feldkirch to Vienna
35	Travel tips for Liechtenstein
37	LLB Summer in the Courtyard

Editorial

Dear colleagues

Since it was founded, LLB has always stood for the highest levels of stability and security. But also for change. And therefore, over the course of time, we have developed from a savings bank in Liechtenstein into a successful international banking group.



Now we are about to add another important chapter in the history of the LLB Group with our rebranding. In future, we will appear uniformly on the market als LLB, a self-confident, modern and strong brand. You can discover the background to our new market presence in this edition of LLB Voices.

In addition to our rebranding, we have put together further interesting subjects for you in this issue of LLB Voices. Enjoy our review of the exciting events of the “LLB Summer in the Courtyard” and learn interesting facts about our future market presence in Germany including an interesting video clip from Urs Müller and Martin Heutschi.

And did you know that the Group CFO Division is the undisputed LLB frontrunner in terms of diversity? No? Then read the interview with Christoph Reich.

As you can see, many interesting articles are waiting for you. I hope you enjoy reading our latest edition of LLB Voices and I am delighted about the launch of our new brand.

Gabriel Brenna
Group CEO



> [Go to the video](#)

Living one LLB – A future driven by origin

Based on the results of an intensive brand-forming process, from now on all the units of the LLB Group will operate under the LLB brand name. LLB's new market image is refreshingly young, distinctive and international.

By Gernot Bilz

Liechtensteinische Landesbank AG, Bank Linth LLB AG and Liechtensteinische Landesbank (Österreich) AG will now all operate under the uniform LLB brand with a new logo. This one brand strategy will support the growth objectives, which the LLB Group has set for itself as part of the ACT-26 corporate strategy. With a combination consisting of digital services and comprehensive client care, and operating as LLB Schweiz, we want to advance from being a regional bank to a nationwide force in private banking. As in Liechtenstein, Switzerland and Austria, we now also operate in the German market with a modern, young image as LLB appealing to that target group of digital natives and entrepreneurs, which already comprise the major portion of our clients. They are distinguished by their embracing of technological change and their wish for meaning in life.



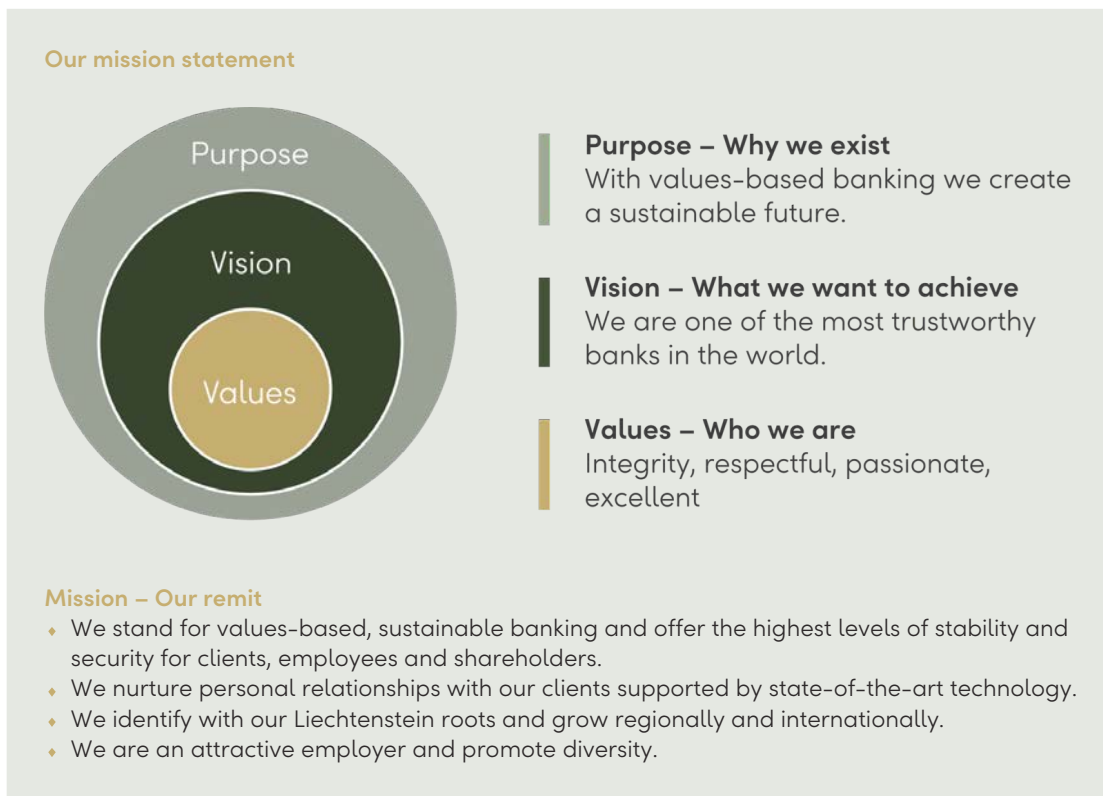
As a client-focused bank, all our actions are guided by a vision of the future and our aim of convincing clients with sustainable products and services. At the same time, as a partner for values-based banking in a digital world, we shall rely on our strong roots and our stability.

Our mission statement

Our mission statement forms the foundation of our new brand identity, the so-called normative framework. Our mission statement is composed of our corporate purpose, our vision, our mission and our values.

Our vision is an appeal to all our employees to be confident and active shapers of the future. "We are one of the most trustworthy banks in the world" expresses what we want to achieve together.

Our mission statement defines the fundamental convictions and principles for the actions and decisions of all LLB employees. It forms the cornerstone of the new, uniform LLB brand.



The values of the LLB

Our values stipulate how we are to collaborate and according to what principles we are to offer our services. Here too, we want to take into account social change by replacing the value “pioneering” with “passionate”. We asked the members of our Group Executive Board what these values mean for them:

By Gernot Bilz

integrity – We create clarity and we keep our word.

- We do what we say and say what we do.
- We act sustainably and promote diversity.
- We consistently adhere to regulations and standards.



Patrick Fürer

“Integrity for me means that my bank conducts its business in an ethical and proper manner safeguarding my interests in a sustainable way so that my children and grandchildren can be confident about the future.”

respectful – We act in a partner-like manner and show appreciation.

- ◆ We are open and seek the best solution together.
- ◆ We acknowledge performance.
- ◆ We cooperate with and support each other.

“Acting respectfully means that we deal with each other on an equal basis and search for the best solutions together. This is how we show appreciation and create values.”



Christoph Reich

excellence – We achieve first class results.

- ◆ We are top performers and results orientated.
- ◆ We think holistically and act with foresight.
- ◆ We set high standards and actively enhance our skills.



Natalie Flatz

“For me my bank is excellent when I can benefit from its recommendations and therefore make the best individual decisions for me. To do that, their staff have to share their knowledge with me in a way I understand.”

passionate – We act with conviction and enthusiasm.

- ◆ We love what we do.
- ◆ We get to grips and accept responsibility.
- ◆ We continually inspire our clients.

"I'm passionate about my bank when it focuses on me and my needs and presents me with solutions that continually inspire me."



Urs Müller

A closer look at the LLB brand

In an interview Group CEO Gabriel Brenna told us more about the background to our new brand and what objectives he has with the new visual appearance.

By Cornelia Zeh

Why did LLB decide in favour of a rebranding and the one-brand strategy?

Several factors had been under consideration for quite some time. Continual progress was being made with the digital transformation and the LLB abbreviation seemed appropriate here. It's also easier for our international clients to pronounce.

For us, communicating our new strategy in Switzerland was exactly the right moment for a groupwide rebranding. We envisage great growth potential, especially in private banking, corporate client business and in business with external asset managers. And we are convinced that we will have even more success with our strategy and positioning with the new LLB brand.

It is essential for our future growth that we increase our brand awareness further and identify with the same values throughout the Group. This includes a uniform visual appearance.



Gabriel Brenna

What objectives do you associate with the new LLB brand?

Our new LLB logo is a strong and modern brand – simple and easy to remember. A brand that will achieve a high level of awareness, both regionally and internationally in our core markets. And, of course, our employees should identify with our brand because a brand always lives from the inside out.

The new logo looks completely different from our present one and the new name is very distinctive. What do you think, how will the new logo and our new visual appearance be accepted by our clients?

I'm convinced that the new brand will be well received. It is fresh, modern, different and has a high recognition value. But, of course, the new logo also means a significant change. Initially, it will be controversial, especially in our home countries. But I think that is a normal process.

What does the new LLB brand personality mean to you?

LLB continues to stand for the highest levels of stability and security, as well as for values-based banking. And with our vision: "We are one of the most trustworthy banks in the world" we are setting ourselves a very high standard and an ambitious goal.

However, the new brand also stands for a modern, self-confident and forward-looking LLB. An LLB that is a master of personal, traditional banking just as much as of the rapidly changing digital world. A bank for which it is always clear what it stands for and how this distinguishes it from its competitors.



LLB has always stood for values-based banking.

Gabriel Brenna, Group CEO

What do we have to do to keep our brand promise “LLB – Your partner for values-based banking” to our clients?

I think we already fulfil this promise because it isn't new. LLB has always stood for values-based banking. This differentiates us from other banks and is certainly a reason why our clients place their trust in us and our services.

What are the key steps in the implementation of our uniform visual appearance?

Together with the communication of our new brand on 15 September we are starting a launch campaign in our most important markets. We are placing the focus here on Liechtenstein, Switzerland, Austria and Germany with the goal of increasing the profile and awareness of LLB. I'm excited to see how the new campaign will be received and, of course, what the reaction of our employees, clients and the general public will be.

162 years of change and growth

By Elena Betz



The history of Liechtensteinische Landesbank is a remarkable journey, which extends from its beginnings as a regional savings and lending bank to its present position as an internationally active universal bank. In the following paragraphs we want to take you on a journey through time to investigate the development of our name and our brand. A special milestone occurred in 1955, as the first logo of Liechtensteinische Landesbank was introduced, a logo that still distinguishes our visual identity today. The story of our logo highlights just how far we have come and how much we value our origins, while at the same time looking to the future with confidence.

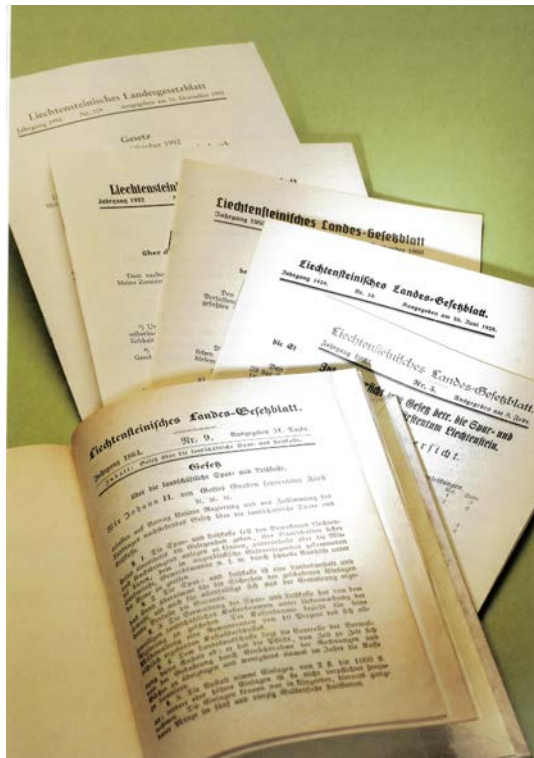
1861



Founding of the “Zins- und Credit-Landes-Anstalt”

On the initiative of Country administrator Karl Haus von Hausen, the “Zins- und Credit-Landes-Anstalt i the sovereign Principality of Liechtenstein” was founded. It offered Liechtenstein’s inhabitants the security to deposit their savings while supporting farmers and tradesmen who were experiencing financial difficulties.

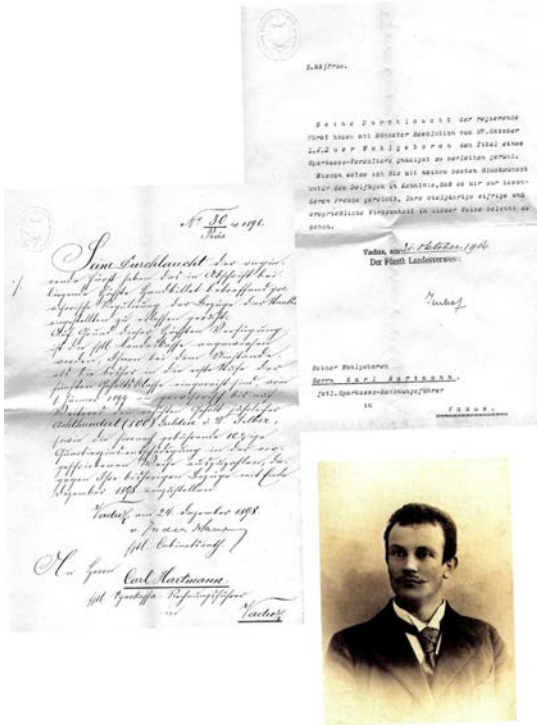
1864



Renaming as “Landschaftliche Spar- und Leihkasse”

The financial institution changed its name to “Landschaftliche Spar- und Leihkasse”. However, it’s main purpose remained the same, i.e. acceptance of savings deposits and the granting of loans to promote the economy and modernisation in the Principality.

1875



“Spar- und Leihkasse des Fürstentums Liechtenstein”

The popularly called “Sparkassa” (savings bank) grew into a business that not only managed savings but also granted loans. Small loans enabled investments to be made in agriculture and commerce, which contributed to the economic development of the country. The bank was given permission to invest in foreign securities enabling a broader investment strategy.

1955



Renaming as “Liechtensteinische Landesbank”

The bank developed into an internationally active universal bank, and the first logo was created to establish its visual identity. New services were introduced to fulfil the needs of a global clientele. A broad spectrum of financial transactions was offered including cheques, bills of exchange, mortgage bonds and securities trading.

1993



Corporate changes prompt new logo design

From a public-law institute to an "Aktiengesellschaft" (joint stock company). A listing on the Swiss Exchange and Liechtenstein's accession to the EEA paved the way to the future. In the middle of these changes our logo was also redesigned. For the first time the abbreviation "LLB" was integrated in the logo and this was joined for the first time by the date of the bank's founding; an acknowledgement of our historical roots and and a reference to our continual development.

2023



Modern, forward-looking logo

The logo has been redesigned to highlight and foster modernity and self-confidence as well as international recognition. The full name "Liechtensteinische Landesbank" is replaced by the three distinctive letters "llb". The combination of small letters and the date emphasise the bank's contemporary outlook and its rich tradition. The bank's origin and and traditional stability are accentuated by the date.

2007



Our classic modern logo

We have never forgotten our roots in the region. Throughout all our constant growth and expansion abroad we have stayed true to our origins. A classic modern logo was introduced symbolising security, openness and partnership. The green colour represents our origin, while the red central square symbolises the essence of quality and partnership. The harmonious merger of the elements stands for bonding.

Bank Linth becomes LLB

We are pursuing a one-brand strategy with our rebranding campaign. From now on all Group companies will operate under the uniform LLB brand. For Bank Linth this means that, starting immediately, it will become LLB (Schweiz) AG.

By Cornelia Zeh

Bank Linth has been a member of the LLB Group since 2007. Last year it was taken over completely and subsequently delisted from the Swiss Exchange. Following the announcement of the strategy for the Swiss market, the next step will be for us to build on existing strengths to grow further in Switzerland through LLB (Schweiz) AG.

Phased introduction

The changeover to the new name and market appearance will take place in phases. All the relevant Word-based forms and documents, such as agreements and contracts, have already been completely changed. System-generated client output, such as account statements, already contain the new logo; however, until all the technical IT aspects have been finalised, it may still occur that the "Bank Linth" name appears in certain texts.



The brand changeover from Bank Linth to LLB represents a milestone in the history of our bank. We will rely on our strong local roots and combine them with the innovative solutions of the LLB Group to offer our clients an even better banking experience.

Manfred Pfammatter, member of senior management LLB (Schweiz) AG

A phased approach will also be adopted in changing over our factsheets and brochures to the new design. The existing www.banklinth.ch website will now be redirected to llb.ch. All employees of LLB Schweiz have already been issued with a new @llb.ch e-mail address. The online banking programme has already been changed over to the new market appearance. In contrast, the mobile banking system will only be rebranded in parallel with the launch of the new mobile banking app. At the branch offices in Uznach and Rapperswil the building signage has already be changed. The other regional offices will follow successively during the next few weeks.

You can obtain further information regarding the adaptation to our new market appearance on our [brandportal](#).

A brochure was issued to inform Bank Linth clients about the changes.

Living one LLB: New visual appearance for one of the most trustworthy banks in the world

On 15 September, LLB presented its new uniform visual appearance to its employees. In future all the Group companies will operate under the uniform “LLB” brand. At the “Living one LLB” event in Schaan, LLB staff were able to get to know the new brand for the first time.

By Gernot Bilz und Dieter Benz

There was a palpable air of excitement a few minutes before the event commenced. What does the new logo look like, what's the purpose of the rebranding campaign and what will change with LLB's visual image? The answers to all these questions and many others relating to the new brand identity were provided by Gabriel Brenna, Natalie Flatz and Michaela Alt at the SAL building in Schaan. The presentation of the new brand for LLB's growth strategy, the presentation of the logo and a preview of its imminent implementation were streamed live to our colleagues at LLB Schweiz and LLB Österreich in Rapperswil and Vienna.

The highlight of the 30-minute new brand presentation was an LED light show by “The Blackouts” dance group.

An enthusiastic Gabriel Brenna personally explained the modern attributes of the new brand and linked these to the brand promise to clients: LLB is and will continue to be their partner for values-based banking.

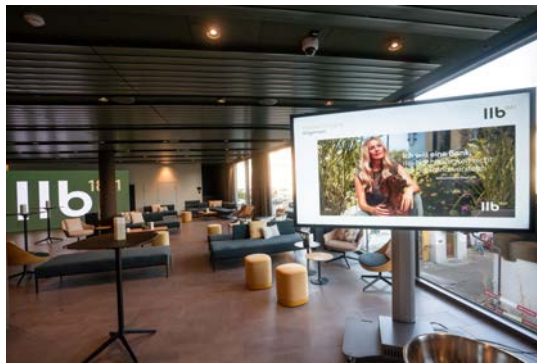
During the event, Michaela Alt gathered the first reactions of employees to the new logo and brand identity live in the audience. In addition, the Head of Group Marketing showed exactly how “New LLB” is to be publicised.

Another highlight of the evening was the prize draw for the brand challenge, which took place in the run up to the main event. Our congratulations go to Johanna Polsterer-Skocek and we hope you enjoy the gala dinner with LLB brand ambassador Sven Wassmer and the night's stay at the Grand Resort Hotel in Bad Ragaz.

Here are a selection of the best photos at the presentation of the LLB logo in Schaau:



Here are a selection of the best photos at the presentation of the LLB logo in Rapperswil:



“Campus Giessen” new building complex

Before something new can arise, the old must give way. At the start of the year, work commenced on demolishing the old building and preparations for the construction of the “Campus Giessen”. Now there is a very large empty space where the building housing the Department of Justice once stood.

By Cornelia Zeh

The building on the Äulestrasse, which was owned by LLB, was previously leased by the Department of Justice. The old building consisted of four floors and was built in 1983. It was acquired by LLB in February 2011. Up to 1992, the building was home to the motor vehicle inspection unit before this office moved to the Gewerbeweg.

The Department of Justice is currently housed at the LLB headquarters building south. At the beginning of summer 2024, this official department will move into the new national administration service centre.

Demolition facts and figures

The complete demolition operation lasted only a month. A total of nearly 2'100 tonnes of material or 137 truck loads were removed. This included concrete, mineral construction waste, insulation material, scrap wood, glass, aluminium, steel, electric cables, neon lights and other waste, which was neatly separated and properly disposed of or recycled.





Looking ahead

We can be certain that the “Campus Giessen” will enhance the Äule district of Vaduz. The architecture alone – consisting of a light-weight design made of wood – is special. The five-storey building will offer a pleasant office atmosphere. The interior walls will be predominantly of wood providing space for informal meetings. Large seminar rooms are planned on the ground floor. Employees will be able to enjoy a landscaped internal courtyard. Each floor will provide space for about 60 work stations in an open and flexible office building.

The symbolic ground-breaking ceremony on 24 August 2023 marked the start of construction work on the “Campus Giessen”. The building should be ready in the third quarter of 2025.



v.l.: Arnold Frick (Frickbau), Patrick Fürer (CDO LLB-Gruppe), Gabriel Brenna (CEO LLB-Gruppe), Petra Miescher (Bürgermeisterin Vaduz), Georg Wohlwend (LLB VR-Präsident), Jean-Claude Zurflüh (Generalunternehmung HRS), Marc Fisler (Architekt, BE), Christian Tabernigg (Architekt, BE), Fabian Hilbe (LLB), Stefan Marxer (LLB), Klaus Nagl (HRS), Markus Walser (HRS)

Projektvorstellung "Campus Giessen"



- ◆ Ground floor with hall, foyer, reception, project/meeting rooms
- ◆ First to fourth floor offices (space for approx. 250 work stations)
- ◆ Timber/concrete hybrid construction on existing two-storey underground parking garage
- ◆ Landscaped internal courtyard at groundfloor level
- ◆ Walkways around the courtyard on second and third floors
- ◆ Connecting walkway to Äule building on second floor
- ◆ Green building (LEED gold certificate)
- ◆ Minenergie P ECO standard
- ◆ Building height 18.5 metres
- ◆ Building length 40 metres / width 35 metres
- ◆ Above ground floors 5
- ◆ Below ground floors 2
- ◆ Total floor area (above and below ground) 11'128 square metres
- ◆ Total above ground area 5'669 square metres
- ◆ Total below ground area 5'460 square metres
- ◆ Office area 4'563 square metres
- ◆ Ground floor area 1'106 square metres

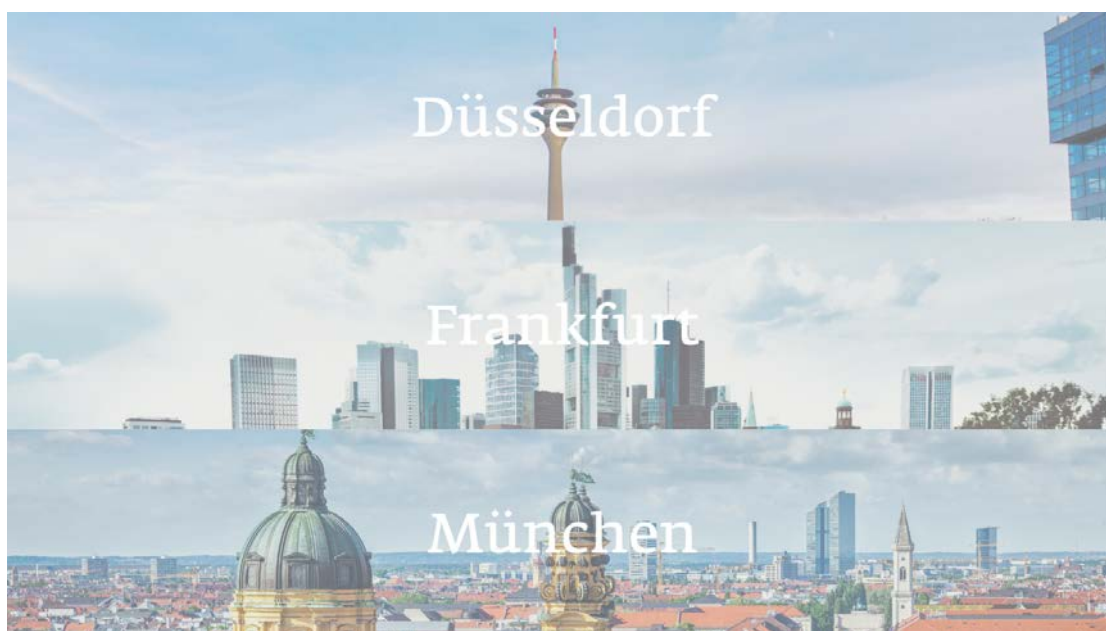


Stefan Marxer, Logistics Services

“After several years of planning with various obstacles that had to be overcome, we can now look forward to the realisation of “Campus Giessen”. We are convinced that the new building together with the neighbouring Äuli building and the nearby bank headquarters will provide a new level of collaboration and interaction.”

The beginning of a new era – Project Rhenus in focus

In an exclusive interview we had the opportunity of meeting Executive Board Member, Urs Müller and the Head of Private Banking, Martin Heutschi, to find out more about Project Rhenus. The meeting took place at a location, which is not only truly beautiful but also rich in history – with a tradition that goes back around 120 years. A tradition, which is just as deeply rooted as our own.



By Elena Betz

The project is already well underway. The branch office has already been established and the opening of our business locations in Frankfurt, Dusseldorf and Munich is imminent. Learn more about this significant milestone in the history of the LLB.



> [Go to the video](#)

Shaping a diverse and inclusive future together

Diversity is without doubt one of the key factors in our success because different experiences and abilities complement each other and drive us forward together. Most of us are familiar with the terms “diversity” and “inclusion”, but do each of us understand them in the same way? And how are these principles reflected at LLB?

By Patrizia Seifert

Diversity is firmly rooted in our mindset and corporate culture and goes far beyond mere lip service. It serves as a decisive success factor and a distinguishing characteristic. At LLB we offer all employees the same employment and promotion opportunities, regardless of gender, age, religion, nationality, ethnic background, sexual orientation, or physical abilities. This commitment to diversity and inclusion forms the starting point for a fascinating interview offering insights into daily work life and providing our colleagues with a platform to describe their experiences.

Diversity at LLB

For many years, we have practised a clear commitment to diversity. Our diverse personnel represents a pool of talent, in which different experiences and skills harmoniously mesh with each other. This core basis enables us to promote and facilitate innovation and excellence in all areas of our company.

Among other things, LLB already offers:

- ◆ Pay equity between men and women
Awarded the “We pay fair” label of the University of St.Gallen.
- ◆ Day care centres
- ◆ Attractive working from home, part-time working, and holiday conditions

More information regarding the diversity of employees and executives can be found in the [2022 Annual Report](#).

Diversity: what is that?**Cultural diversity:**

We value and promote the various different backgrounds of our employees to create an inspiring and cosmopolitan working environment.

Inclusion and belonging:

Our goal is to create an atmosphere of belonging, in which every employee feels welcome, valued and safe – irrespective of origin, gender, age, religion or special needs.

Varied perspectives:

The integration of various experiences, qualifications, skills and convictions enables us to develop more innovative solutions and broaden our horizons.

Attract and retain talent:

By creating a diverse and inclusive working environment, we attract the best talent and retain it over the long term for our company.

Age groups and gender:

We create equality of opportunity for people of all age groups and genders, in order to fully utilise their potential and make our teams more versatile.

Religious and ideological diversity:

We respect the diversity of religious beliefs and ideologies of our employees and create an environment in which everyone can express themselves freely.

Special skills:

We recognise the strengths and abilities of each employee, irrespective of special needs, and facilitate their integration in all areas of the company.

What does inclusion mean?**Equal opportunities for everyone:**

We ensure that everyone has the same opportunities irrespective of background, ability or conviction.

Welcome and valued:

Inclusion means that everyone is welcome and feels valued, which contributes to an open and productive working environment.

Active participation:

Every voice counts. A feeling of inclusion encourages all employees to actively contribute ideas and to participate in creating solutions together.

Diversity promotes inclusion:

A diverse workforce creates the basis for inclusion. Different backgrounds, experiences and perspectives enrich our teams and promote understanding and cooperation.

Diversity brings success: Group CFO Division sets standards

Coming soon, the Business Day for Women. On 27 September, LLB will announce the LLB Business Day Award for the 7th time. And this year it will go to a career-break returner, a woman who inspires other women. In the lead up to this event in Vaduz, we want to take this opportunity to highlight our commitment to diversity and inclusion, not just externally but also internally to our staff. At the forefront here, by way of exception, is a man: our Group CFO, Christoph Reich.

By Patrizia Seifert



Patrizia Seifert and Christoph Reich

Diversity as a formula for success by Christoph Reich

In terms of diversity, the Group CFO Division is the undisputed frontrunner at LLB. The latest figures confirm the impressive progress in the presence of women in positions of responsibility and management roles, as well as part-timers. The proportion of women in specialist and management roles stands at 36 per cent and is therefore well above the 23 per cent for the whole LLB Group.

Key figures Group CFO Division

52 %

Women's quota

22 %

Women in leadership positions

31 %

Part-time rate

Key figures LLB Group

41 %

Women's quota

15 %

Women in leadership positions

28 %

Part-time rate

But why is that and what advantages does diversity bring? Group CFO Christoph Reich reveals his "various formulas for success".

Christoph, how would you define a diverse team?

In a diverse team various team members contribute different experiences, backgrounds and attributes. In my opinion diversity is more than the classical characteristics such as gender, age and origin. Factors such as differences in technical knowledge, personality and working style also play an important role.

What do you most appreciate in a diverse team?

I want to find the best possible solutions for our tasks in the Group CFO Division in relation to the corporate objectives. A diverse team makes a major contribution to this goal by bringing various perspectives, ways of thinking and approaches to the work process. This enables us to consider completely new questions from various perspectives and find specific solutions. I very much appreciate the flexibility and assertiveness which this generates.

In order for a diverse team to be created, the participants with their differing needs must feel that they belong. How important is this aspect of inclusion to you?

For me, an inclusive work environment means a culture of collaboration, which is built on trust, respect and appreciation. The fewer the barriers or prejudices that exist in the collaboration, the easier it is for the employees to feel they belong. Then they have the confidence to show their personal perspectives and particular abilities. I am very much aware of my exemplary function as a manager for creating an inclusive work environment and I do all I can to ensure that everyone is valued and listened to in our daily work.

It's the small things that make the difference in daily life. It's very important to be welcoming and to give reserved people the possibility of expressing their opinions at meetings. If someone doesn't feel comfortable when the atmosphere is too relaxed, then I intervene. A communication culture based on respect strengthens our team and improves our results.



How do you personally promote diversity and variety in everyday work?

One can't order diversity. It comes from an inner attitude and many micro-decisions. For me it's a case of reconciling the individual needs of employees, depending on their personality or phase of life, with the requirements of LLB. Finding a solution here is also a question of our attitudes as LLB executives. Flexible working times and working locations, as well as part-time working are important tools here in order to take advantage of a diverse talent pool.

In the Group CFO Division we actively live up to these values, by supporting women in the family phase in the work process, by offering fathers part-time working possibilities so they can fulfil family commitments and by dealing with professional tasks in an equal manner. We promote the development of our employees not just in an hierarchical sense, but also in a substantive context to expand their perspectives and possibilities.

How do you explain the positive key figures in your division and what do you and your management team do to contribute to them?

I'm convinced that top quality work and commitment can also be performed well in a part-time job, when working from home, or when working flexible hours. Leadership and management tasks are, of course, more demanding when employees are not simply physically present from Monday to Friday from 8 a.m. to 5 p.m. Part-time working models and generous working-from-home rulings represent a give and take situation. They require acceptance and flexibility in the teams as well as good organisation.

We are happy to accept these challenges in the Group CFO Division. For many years, therefore, we have been seeking win-win solutions with our employees when their life circumstances change, and we often go in new directions. As the statistics for our Division show this work has borne fruit. That makes me very pleased.



In a diverse team new perspectives emerge, which lead us to effective solutions – diversity is our strength!

Christoph Reich, Group CFO

When it comes to questions of diversity and inclusion, there are many traditional attitudes that sometimes hinder us in adopting new work models. Have there been any such convictions that you have given up successfully?

Many years ago, my first female boss raised two children while doing her management job and at times she also worked part time. I always admired her for the ease with which she reconciled her job with her personal obligations – she had a real talent for organisation. At the time I realised just how demanding it is to reconcile family and professional obligations. I have great respect for women, who even in this phase, continue to develop professionally. For me, women returning to work or changing careers represent great potential for a more diverse work world.

Of course I would like to see more women in management positions. Our attractive working time models and part-time working options, as well as the possibility of working from home make an important contribution here. They enable women and men to remain at their jobs while raising children. In the final analysis, depending on a person's personal circumstances, it might require a man to be willing to work part time so that he can support his partner in realising her professional ambitions and looking after the family.

So therefore, dear men and women, trust yourselves! The days when wanting to work part time was misinterpreted as a lack of career drive are long over.

To enable successful work with a diverse team and various working time models, we not only require flexibility and readiness from the employer and management personnel, but also from employees themselves. What would you like our employees to contribute?

Firstly: Let's nurture a respectful discussion and collaboration culture at all times, so that everyone, in his or her way, can feel a sense of belonging. We can all contribute to achieving this every time we meet by always treating each other as equals and by living up to our values every day at work.

Secondly: Discuss your needs with respect to the way you want to work openly and frankly with your supervisor. Don't be afraid to propose your ideas in finding a solution acceptable to both parties. Remember: 'Where there's a will, there's a way!'

Faces of the LLB

In the interview with Group CFO Christoph Reich we have already gained insight into his experiences. Now we turn to the perspective of the division's employees. How do they feel their individual needs are supported and how do they contribute to the common success?

By Patrizia Seifert

Miriam Beusch-Frainer joined LLB in January 2011 as a Compliance Officer and in the same year was promoted to Head of Group Compliance. After becoming a mother, she was able to reduce her working hours as Head of Group Financial Crime Prevention and Deputy Director of Group Legal & Compliance to 80 percent – not something that normally occurs with management positions in other companies.



"I'm convinced that commitment, resilience and passion for the issue being dealt with are the basis for success. My supervisor generously granting me the scope to structure my working time enabled me to continue my professional development. In an environment based on shared values, trust, respect and flexibility I was able to show my loyalty to the company and turn my passion into concrete success."

Miriam Beusch-Frainer, Group Financial Crime Prevention

Today, Christoph Hämmerle is a Team Leader in Group Identity and Access Management. He has continued to develop his professional career since he joined LLB in October 2019.



"I have shaped my career by acting on my own initiative and on the basis of discussions with my supervisors. I started by taking advantage of training possibilities such as the LEAD programme and have been able to develop my potential since then. My career tip would be work on your own development, actively exchange ideas and experiences, and be open to new challenges."

Christoph Hämmerle, Group Identity and Access Management

In Summer 2019, Kathrin Buchs, in the sixth month of her pregnancy, had her personal job interview at Bank Linth. In March 2020, fully motivated, she started her new job as an assistant to the bank's senior management. LLB was pleased to wait for three quarters of a year for the new mother, who now works at a family-friendly 50-percent part-time job in the Compliance Department. Kathrin is convinced that she has found an employer, who right from the start has treated her with respect and appreciation.



“Right from the start my aim was to progress with my career and to achieve added benefits both for the bank and for my personal development. In a world that is constantly changing, whether this be in terms of changes in management or corporate takeovers, I view these changes as opportunities to learn and grow. Thanks to the outstanding team and work environment, Bank Linth and LLB have helped me to reorientate professionally and to develop further. Openness, considerateness and flexibility are the key to a successful future.”

Kathrin Buchs, Legal & Compliance LLB (Schweiz) AG

Train or plane?

Comfortable and eco-friendly journey from Feldkirch to Vienna

Deciding on how to travel comfortably and in an eco-friendly way from Vaduz to Vienna can be tricky. On weekdays, the Austrian Federal Railway offers an hourly train connection without having to change trains, which takes about six hours from Feldkirch to Vienna.

By Steffen Sturm

This option is certainly attractive for travellers, who appreciate comfort and sustainability. A ticket costs around 180 euros per person and trip, whereby this can be reduced if one possesses an ÖBB Advantage Card, similar to a Swiss Half-fare Card. For an additional charge travellers can upgrade to business class, which offers spaciouly positioned seats, sound-absorbing partitions and wide tables for laptop use.



Business class seat on ÖBB train

The train journey offers a good work environment with few interruptions and WLAN access. However the internet connection can be pushed to its limits if telephone conferences are required. Confidential calls should avoided in the train anyway. To enable the train infrastructure to be used, it is recommended that for security reasons, prior to the journey, a Microsoft Defender Application Guard from the Software centre be installed, also take along a travel adapter and a privacy masking foil for the monitor.

After arriving in Vienna, the central main station provides many practical advantages. The Hotel Steigenberger and LLB Österreich are only about 15 to 25 minutes away by car or public transport. In comparison it takes 30 to 45 minutes from the airport. During the last three trips made by our colleague Stephanie Pirzl, the train was delayed by up to 30 minutes.



Vienna Main Train Station

Travel tips for Liechtenstein



At the very heart of Europe lies a tiny country – Welcome to the Principality of Liechtenstein! A pearl in the Alps, small but nice, usually underestimated and known mostly as a financial centre. It is a country with more jobs than inhabitants. Most people don't know that Liechtenstein is also a very strong industrial location. Apart from that it has a lot to offer: whether hiking or winter sport in the mountains, historical castles and ruins in the valley and culinary delicacies throughout the country, there is something for everyone to discover. Daniel Walser offers some tips.

By Simone Bürzle

Liechtenstein for:

Family excursions: Swings Trail, Malbun



In picturesque Malbun young and old can enjoy a spectacular swings trail. Along an easy hiking route there are a total of ten swings offering fantastic views. Hikers can enjoy Liechtenstein's mountain scenery from a different perspective – and that from a starting point 2000 metres above sea level. What more could one want!

tourismus.li/schaukelpfad

Gourmets: Gasthaus zum Hirschen



Are you looking for a really good cordon bleu steak? Then you have come to the right place at the "Gasthaus zum Hirschen". In the cosy, rustical atmosphere of this traditional country inn in Mauren you can enjoy a variety of home-style dishes featuring regional products. And perhaps you could also meet friends in the inn's own bar, the "Räbabar".

gasthaushirschen.li

Adventurous: High-rope park in Triesen



The high-rope adventure park in Forst near Triesen is a wonderful high-rope trail offering different levels of difficulty. There are trails for everyone, whether beginners, experienced or profi rope walkers – and for small children there's even the "Monkey Park". A perfect place for boosting adrenaline levels!

seilpark.li

History enthusiasts: Liechtenstein Treasure Chamber



The museum is located in Vaduz and exhibits a selection of works from the Princely Collections. On display are not just precious stones but also historical weapons and even moon stones from the Apollo 11 and Apollo 17 space missions. Insider tip: Admission is even free with the Adventure Pass!

tourismus.li/schatzkammer

Looking for peace and quiet: Mountain hike to the Alpispitz



Liechtenstein has no motorways, but 400 kms of hiking trails! One of them leads to the Alpispitz. The route leads over the Fürstensteig, the most famous trail in Liechtenstein. Admittedly, one should be sure-footed and have no fear of heights because the views are spectacular and not just from the summit; the whole route offers wonderful views directly into the valley below. It's worth hiking the Fürstensteig trail, cut directly into the vertical rock face, it's the most impressive hiking trail in the country.

tourismus.li/alpispitz



Daniel Walser

- ◆ **Ich live in:** Schaan
- ◆ **Ich was born in:** Schaan
- ◆ **Profession:** IT-System-Ingenieur
- ◆ **With the Landesbank since:** August 2007
- ◆ **My favourite quote ist:** Nothing is impossible.

Review of “LLB Summer in the Courtyard” 2023

Magical musical moments under an open sky.

By Sonja Hofstetter

That was “LLB Summer in the Courtyard” 2023

Great music, an exuberant mood and super audiences – that defines our popular “LLB Summer in the Courtyard” series of events.

“Caffélatte”, “Big Band Liechtenstein” and “Rislane & the Lovers” all delighted audiences with superb performances. Evenings of laughter, song and dance at a beautiful location under an open sky. We want to thank all our guests for joining us and look forward to many more wonderful events in the LLB courtyard.





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The cover shows our CEO Gabriel Brenna at the launch event of our new brand under the motto Living One LLB.

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