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Press Release

pbb Deutsche Pfandbriefbank introduces new brand and corporate design

Brand „PBB Deutsche Pfandbriefbank“ to be introduced to the market at the real estate exhibition Expo Real/
New corporate design shows new beginning of the strategic core bank

Munich, 2 October 2009 – Deutsche Pfandbriefbank AG has adopted the new brand “pbb Deutsche Pfandbriefbank” with a new logo and corporate design. The new appearance will be used for the first time at the real estate exhibition, Expo Real, from 5th - 7th October in Munich. There, pbb Deutsche Pfandbriefbank will be aiming to attract new business in the real estate financing sector, one of the two strategic business areas together with public sector financing.

With the new brand, the bank will, also with respect to its external appearance, complete the merger between DEPFA Deutsche Pfandbriefbank AG and Hypo Real Estate Bank AG forming Deutsche Pfandbriefbank AG. pbb Deutsche Pfandbriefbank is the strategic core bank of HRE Group. The central funding vehicle of the company is the Pfandbrief (Mortgage Covered Bond). The regional emphasis is on Germany and other selected European countries. In the case of real estate financing, pbb Deutsche Pfandbriefbank’s primary target of new business development is professional Real Estate clients. In the case of public sector finance, the focus is also on Pfandbrief-eligible business.

The new corporate design is different to that of the bank’s legal predecessors and combines the serious with the modern. The pbb-acronym in the logo has varying ascenders and reminds one of the increasing bars of a histogram. The design is in anthracite grey with a light-green providing accent colour.

Media contacts:

Walter Allwicher, +49 89 2880 28787, walter.allwicher@pfandbriefbank.com

Oliver Gruß, +49 89 2880 28781, oliver.gruss@pfandbriefbank.com