


**Traditional
Retail Banking
is unsinkable!**

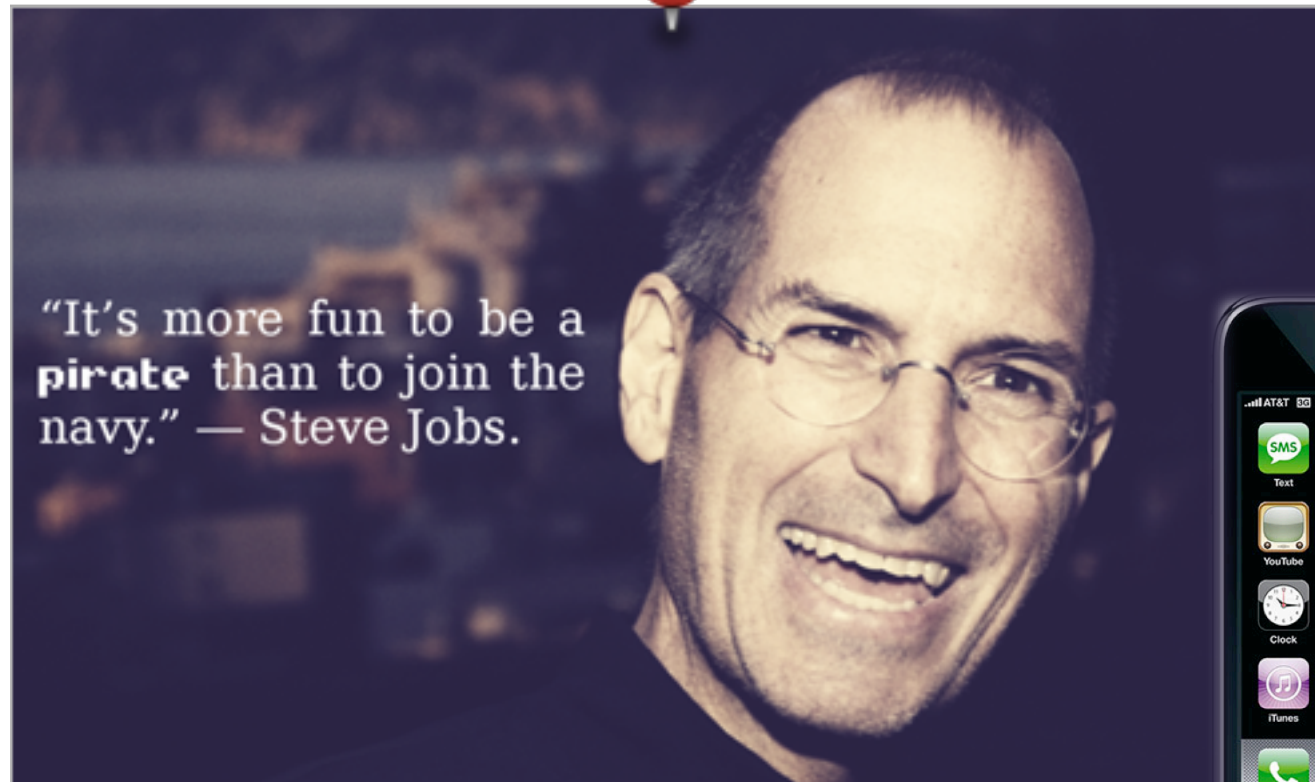


**BUT, what happens if
the band stops
playing?**



**Modular, Flexible,
Customer Focused
FinTech Speedboats**





„The Fidor Smart Girokonto kills the traditional bank account, like the smartphone killed the mobile phone.“

Matthias Kröner – CEO Fidor Bank Group



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PIRATES *of the*

Banking



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Pirates of Banking

TASK:

How can a Logo look like?



CEO wants to look like a pirate.



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