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 @HalifaxBankNews

FOR IMMEDIATE RELEASE

One Millionth Customer Switches to Halifax

One million people have now chosen to switch their current account to Halifax since the Current Account Switch Service began in September 2013*.

Halifax is believed to be the first bank to attract a million switchers through the service.

Russell Galley, Managing Director of Halifax, said: “I’m proud one million new customers have joined Halifax since the switch service launched. It’s great that we have helped so many people move their accounts and become better off through our great accounts and service.”

The Current Account Switching Service was established over four years ago to make switching banks easier for consumers and help increase competition between banks. Since then Halifax has attracted more switchers than any other UK bank, partly down to its ever popular £125 to switch offer.

An extra rewarding switch

Those who switch to the Halifax Reward Current Account can earn over £161 during the first year, making a switch to Halifax one of the most rewarding offers on the market in the first 12 months, including:

- £125 switching bonus, paid prior to completion of the seven working day switch
- A further £36 a year paid in 12 x £3 monthly payments when customers pay in a minimum of £750 a month, pay two direct debits a month, and remain in credit
- Online and mobile banking customers can also earn cashback with top retailers with Halifax Cashback Extras*

HALIFAX PRESS TEAM

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PRESS RELEASE



Anne Pieckielon, Bacs' director of product and strategy and is responsible for the Current Account Switch Service. She said: "We know that moving bank accounts used to be a lengthy and painful process, something which prevented people from switching to the best option for them. Thanks to the Current Account Switch Service, switching banking provider is now simple, reliable and stress-free; better still it is completely free to use and, in the unlikely event that anything should go wrong during a switch, the Current Account Switch Guarantee ensures any costs incurred will be reimbursed."

Switching accounts through the service should take no more than seven days. All direct debits, bill payments and salary payments will move over automatically, making switching quick and easy for customers.

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Notes to editors:

*Based on bacs data and Halifax in-house data combined March 2018

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