

Since its incorporation in 1956, VP Bank has stood for innovation, competence and courage. It remains true to these basic principles to this day.

Founded in 1956 in Vaduz, Liechtenstein, VP Bank has grown from a friendly local bank to become Liechtenstein's third-largest bank and an internationally active financial services enterprise. The bank's founder, Guido Feger, was one of Liechtenstein's most important trustees. Right from the outset, he demonstrated innovation, competence and courage, while never veering from the fundamental principles of client orientation and financial security. These basic principles have been upheld consistently for almost the last seven decades and are also firmly rooted in VP Bank's corporate values today.

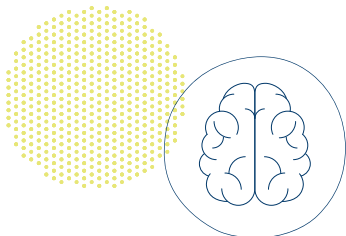
Pioneering spirit for more than 65 years

Since it was founded, VP Bank has shown time and again that it is not only able to manage fundamental changes in the prevailing framework conditions but can also exploit them for strategic purposes for the benefit of its clients. It has always developed innovations. For instance, in 1969, it was the first bank in Liechtenstein to introduce a salary account for cashless payment transactions, going on to put an ATM into operation in 1970 - a first for Liechtenstein. In 1983, VP Bank wrote a piece of Liechtenstein financial centre history when it became the first enterprise in the country to be listed on the stock exchange.

Entrepreneurial agility and pioneering spirit still characterise VP Bank today, which is reflected in the current corporate strategy - to combine traditional banking with the advantages of digital ecosystems. Indeed, in 2021, VP Bank became the first bank to tokenise a work of art. Since then, it has been playing a pioneering role in the field of digital assets. In addition, since 2023, intermediaries have been able to apply for their client relationships at VP Bank digitally - a service not previously available on the market.

Focus on the client experience

Engaging in ongoing dialogue with its clients, VP Bank will continue to offer innovative, competent solutions in the future - always with the aim of further enhancing the client experience.



We explore

We look beyond the horizon, welcome new ideas and learn from our mistakes.



We care

We make time for each other and value a diversity of opinions, knowing we can achieve more together.



We achieve

We tackle challenges head-on and deliver solid results, preferring even small steps forward to standing still.