

Press release

Van Lanschot Kempen launches new brand campaign 'Your time'

We offer clients exactly what they desire

Amsterdam/'s-Hertogenbosch, the Netherlands, 2 April 2025

Today, Van Lanschot Kempen Private Banking launches a new brand campaign, centered around the most valuable asset for our clients: time. Our clients tell us that their happiness is not so much defined by increasing their wealth. It is much more about being able to use that wealth to create space for something much more valuable: time. This is the foundation of the refreshed identity and the new campaign of Van Lanschot Kempen, which will be visible out of home, online, on billboards, radio, and in print. A clear message from a centuries-old independent private bank that charts its own path and is fully committed to serving its clients. Van Lanschot Kempen understands like no other that wealth is not a goal in itself, but that the real desire lies in the possibilities it brings. Van Lanschot Kempen gives time to its clients' wealth, allowing them to focus on what truly matters for them personally.

Wendy Winkelhuijzen, Member of the Management Board of Van Lanschot Kempen, responsible for Private Banking Netherlands, says: "With this brand campaign, we tell our own unique story. Whatever happens in our lives, time is the most valuable thing there is. We offer our clients extra time because our dedicated specialists pay attention to their wealth. From the personal service of your own private banker to extra attention for wealth transfer to the next generation. Wealth is not a goal in itself but a tool, allowing our clients to focus on for what is most important to them. We understand the value of time like no other, with almost three centuries of experience."

Jurian van der Hoeven, Managing Partner at Dawn, the agency that developed the new campaign, says: "Working for Van Lanschot Kempen means working for an institution with a great history. You do not tamper with that strong DNA, but the challenge is to make those qualities visible again. For more people, for new target groups, and for the future. Because clients expect more than ever from a private bank. Personal service in the first place, but also expertise and above all the trust that their wealth is in good hands."

Curious about the new campaign? Please visit: [Daarom Van Lanschot Kempen](#) (Dutch only)

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About Van Lanschot Kempen

Van Lanschot Kempen is an independent, specialist wealth manager active in private banking, investment management and investment banking, with the aim of preserving and creating wealth, in a sustainable way, for both its clients and the society of which it is part. Through our long-term focus, we create positive financial and nonfinancial value. Listed at Euronext Amsterdam, Van Lanschot Kempen is the Netherlands' oldest independent financial services company, with a history dating back to 1737.

For more information, please visit [vanlanschotkempen.com](https://www.vanlanschotkempen.com)

Important legal information

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