

Help Ulster Bank's Henri Hippo Get to the Game!

- Ulster Bank first to market with exciting new rugby-themed gaming app –

4th March 2015: Ulster Bank's Henri Hippo has gone digital! The Bank is adding to its list of technology firsts by being the first bank in Ireland to develop a gaming app. 'Henri Get to the Game', is a new free game for iOS and Android phones, available for download from the App Store and Play Store.

Chris Davis, COO of Ulster Bank said:

"We're delighted to be the first bank in Ireland to develop a gaming app, we are continually investing in new technology to ensure we are responding to our customers and how they want to interact with us. We were recently the first bank to introduce fingerprint touch technology on our banking app, which followed on from two very exciting Hackathon events in Dublin and Belfast that focused on new thinking for banks and bank customers."

He continued,

"There has been a revolution in banking, as more and more of our customers are using digital technology to bank with us. Our goal is to become the best bank for customer service, trust and advocacy so we want to continue adapting our service based on the valuable feedback we receive from our customers every day."

Help Henri Hippo Get to the Game in time for kick off by swiping to turn, jump and slide to avoid obstacles, collect coins to trade for upgrades and power ups and see how quickly you can get there. The game is easy to use with swipe controls, lots of upgrades and incredibly good fun – just watch out for the obstacles!

Get closer to the RBS Six Nations with Ulster Bank. Log onto www.facebook.com/ulsterbankrugby.

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