

mBank SA in Financial Cards and Payments (Poland)

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Abstracts

mBank SA is in the process of realising its 4-year strategy Jeden Bank (Single Bank) for 2012-2016. The main goal of this strategy is the creation of single bank operating under one management team, one brand and one outlet network within one group. During 2013, the bank reached two major milestones as three brands operated under the auspices of the former BRE Bank SA (BRE Bank, mBank, MultiBank) were consolidated under the most recognisable brand of the three, mBank. In addition, mBank...

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