

UniCredit Bank Austria AG in Financial Cards and Payments (Austria)

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Abstracts

UniCredit Bank Austria AG enjoys a very strong position in retail banking in Austria and is particularly involved in the financial cards and payments industry through its various important holdings. Among Austria's major banks, it has been among the most enthusiastic in terms of launching new payment technologies and influencing changes in consumer behaviour. As such, the bank risks losing ground in retail banking during the forecast period.

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