

## AIB's Sector Focussed Client Model - Adding real value to our Customers

*Putting the customer first is at the core of AIB's Wholesale, Institutional and Corporate Banking business model, and is particularly evident in the organisational structure of our Corporate Banking business which has a sectoral focus, with specific teams dedicated to sectors such as; Hospitality, Agriculture, Retail, Manufacturing and Logistics. Our staff are experienced in their respective sectors so that they can best serve the needs of our customers with their deep understanding and up to date knowledge.*

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Over the years we have found this model to work exceptionally well in facilitating us to provide the best possible solutions and service to our clients in conjunction with our colleagues across the organisation, who provide complementary products including; Mezzanine Finance, Commercial Finance and Treasury Services. Nowhere is this more evident than in the solutions delivered to our customers that have been recognised through the 2017 Deal of the Year awards.

### Griffin Hotel Group - 2017 'SME Sector' Deal of the Year.

The Griffin Family are 4th generation hoteliers who own and operate the successful Griffin Hotel Group's 5\* Monart Destination Spa Enniscorthy, the 4\* Hotel Kilkenny and the 4\* Ferrycarrig Hotel Wexford. With the benefit of a sector specific relationship model and an ability to offer both traditional and alternative financing arrangements, AIB Wholesale, Institutional and Corporate Banking ("AIB") delivered a bespoke funding solution to the Griffin Hotel



[L-R] Tim O'Brien (Senior Manager, New Business Origination, AIB Corporate Banking); John Shanahan (Relationship Manager, AIB Corporate Banking); Ken O'Brien [Finance Dublin]; John Delahunt (Head of New Business Origination, AIB Corporate Banking); Colin Hunt (Managing Director of Wholesale, Institutional and Corporate Banking); Tomás Kelly (Relationship Officer, AIB Corporate Banking); David Ward (Senior Manager, AIB Corporate Banking)

Group which simplified their financing structure and supports their long term growth ambitions.

The Griffins successfully maintained profitability during the downturn through their strong ethos of premium customer service, continuous capital reinvestment and excellent operational standards. AIB has a long history of supporting the Irish hospitality industry and a deep understanding of the market.

From the outset, AIB was confident in delivering a comprehensive funding solution for the Group.

AIB worked proactively with the Griffins and their advisors EY since 2015 to refinance their legacy debt providers which included alternative funders. The final structure consisted of a combination of mezzanine and senior term debt, and enabled the Griffin Family to retain full ownership of their business. AIB has offered a mezzanine finance product since 2015, supporting Irish businesses and facilitating the provision of debt in excess of traditional senior lending appetite, which has enhanced AIB's offering to the Irish Corporate market.



[L-R] Adrian Dunne (AIB Mezzanine Finance); Colin Hunt (Managing Director of Wholesale, Institutional and Corporate Banking); Jane Cullen (Relationship Manager, AIB Corporate Banking); Owen Travers (Business Unit Head, AIB Corporate Banking); Ken O'Brien (Editor, Finance Dublin); Ronan Burke (Head of AIB Mezzanine Finance); Tony Murphy (Head of Hotels, AIB Corporate Banking); Eoin Lambert (Officer, AIB Corporate Banking)

Dealing with both teams within AIB (Corporate Banking and Mezzanine Finance) was seamless with a "One Bank, Customer Centric" approach for the Borrower. Griffin Group CEO, Michael Griffin said "The Griffin Group are delighted to have concluded our refinancing with AIB; their focus, professionalism and understanding of our market and its challenges was exemplary. I believe they recognised in our company a strong sustainable business and we understood from very early on that they were a solutions orientated bank. It was a clear win/win".

### CupPrint - 2017 'SME Growth Capital' Deal of the Year.

CupPrint is another example of how our sectoral model enables us to provide high quality professional support to our customers through our sector focussed staff, in this instance from within our manufacturing team.

CupPrint, founded in 2009 by Terry Fox and his father Hugh who have extensive experience in the print industry, is a unique play on the consumables market for the coffee retail sector. Terry and

Hugh identified an opportunity in the growing coffee market to provide custom branded take out coffee cups in an efficient manner. CupPrint's innovative and customer driven approach has enabled the business to grow rapidly since its establishment and now has over 100 employees in Ennis, Co. Clare. In

addition to servicing the Irish market, CupPrint exports to markets in Europe. In Q1 2016, Mazars and CupPrint led a competitive finance raising process to raise finance for the expansion of its business. CupPrint required a mix of working capital, term debt and leasing facilities to position the business for continued growth in Europe and additionally entry into the US market.

CupPrint management identified with the strength of the AIB sectoral model which was instrumental in AIB being mandated the business. The manufacturing relationship team immediately identified with the

feedback received from CupPrint's CEO, Terry Fox; "Our funding with AIB is facilitating our company to realise our projected growth as well as implementing our strategic plans. We have a great partnership and understanding with the AIB team."

*Should you have a query or wish to discuss our services, please contact John Delahunt, Head of New Business Origination, at Direct Dial 01-6414711 or email john.m.delahunt@aib.ie.*