

PRESS RELEASE

Amsterdam, 15 November 2012

Consumers find social media increasingly trustworthy

In line with ING's ambition to be at the forefront of developments in social media, ING is today presenting the study 'Impact of social media 2012 (#SMING12)' based on a survey among 1,500 Dutch consumers. The survey shows that consumers find social media increasingly trustworthy. 65% said they find the information posted on online media to be trustworthy. 40% of consumers find posts made on social media to be trustworthy.

ING has expanded its social media presence rapidly over the past years in its main markets, implementing monitoring tools and stepping up ING's online interaction to bring the customers closer to its company.

Social media are always considered to be very influential. But what impact does information posted on social media actually have on consumers and the reputations of companies? How trustworthy do consumers find this information? The social media press release about the study 'Impact of social media 2012', including infographic and full report can be found at <http://pressdoc.com/p/000qcj>.

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ING PROFILE

ING is a global financial institution of Dutch origin, offering banking, investments, life insurance and retirement services to meet the needs of a broad customer base. Going forward, we will concentrate on our position as an international retail, direct and commercial bank, while creating an optimal base for an independent future for our insurance and investment management operations

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