

2nd April 2025

»» AI@HV

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Sven Freisendorf

Head of Data & Intelligence

» AI in HVB

HVB is a **Data Company**, everything we do is a data point

AI presents a unique opportunity for us for **competitive differentiation**, we are at the start of this transformation

We should **control our own AI capabilities** and not hand the keys to our future to others

Our AI vision for HVB

“Our vision is to lead large-scale business transformations by seamlessly integrating AI into our processes, harnessing the power of predictive analytics, automation, and generative technologies. We aim to deliver personalized experiences for our customers and employees while maximizing operational efficiency.”

We will use AI for

» **Growth**

» **Protect**

» **Automate & Optimize**



» Q&A



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