

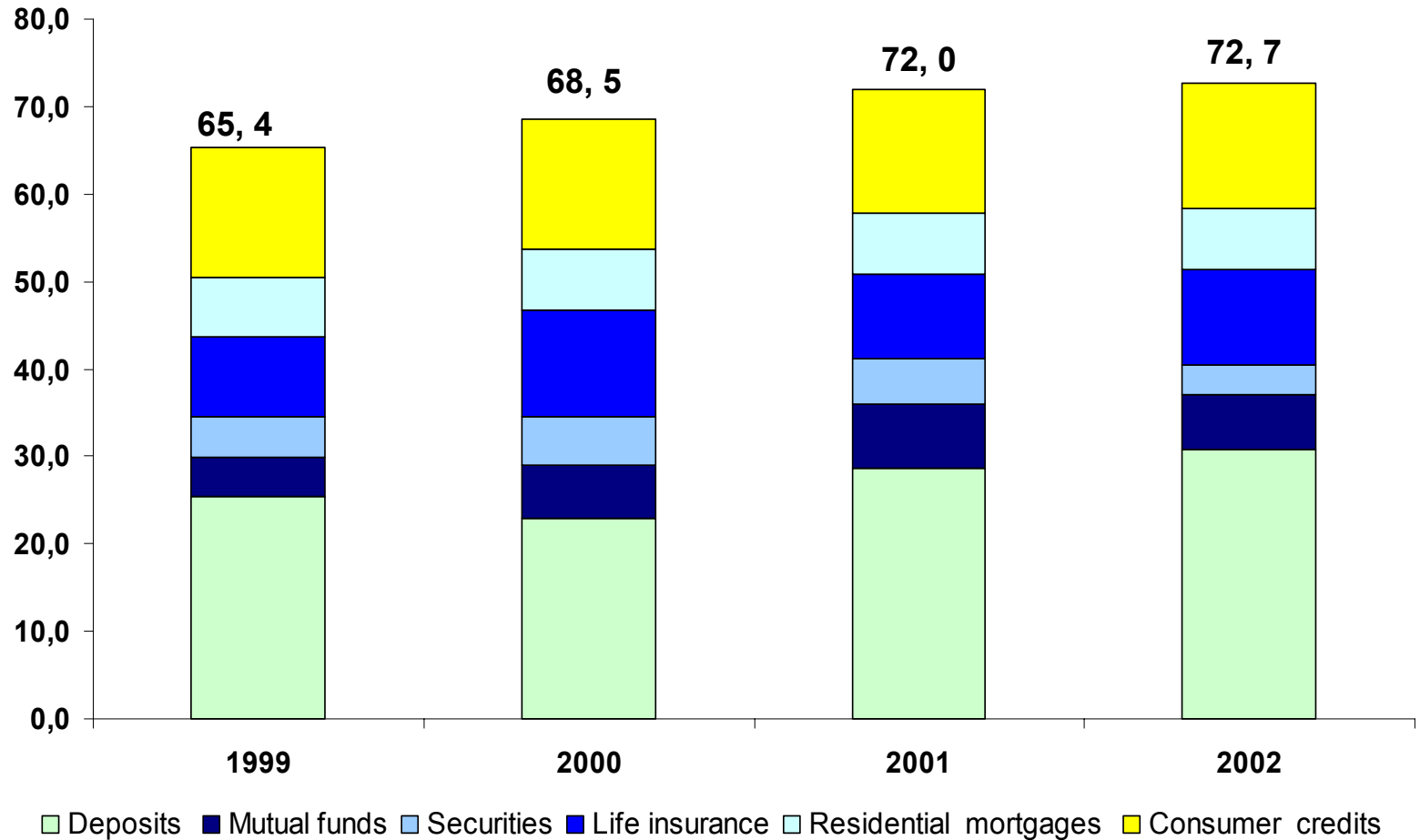


Retail Banking - Leveraging the potential

- Wolfgang Klein -

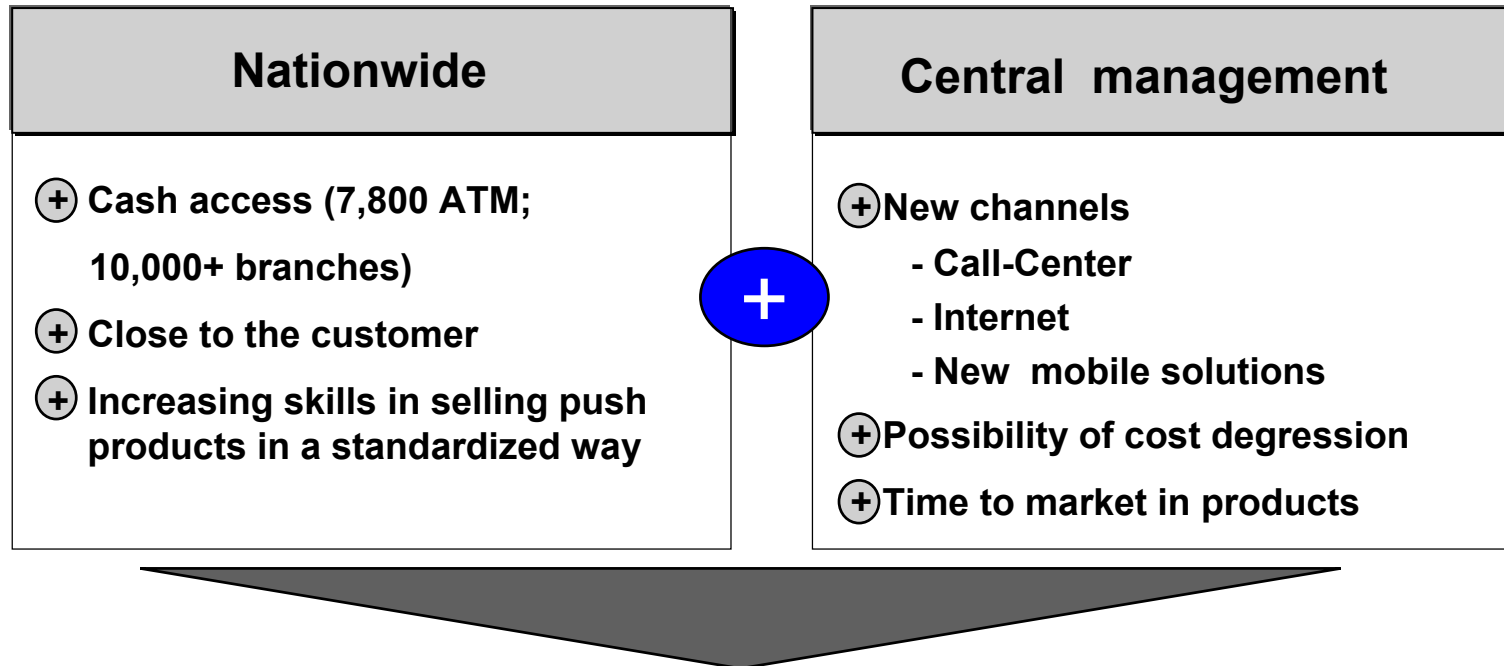
Capital Markets Day
August 22nd, 2003

Revenue pool German Retail Banking in billion €



Quelle: McKinsey

Postbank has an excellent position for the market challenges through sustainable competitive advantages



- Focussed retail player with strong multi-channel capabilities
- Well positioned to deal with changing customer needs in products and channel usage

Brand-name

- Considered as trustworthy, low-priced, and technology leader
- Advisory competences still to be developed

Full-range of banking services

- Banking licence since 1995
- Total assets € 135 billion

Staff

- 9,850 (20,000+ in 1992)
- Of these, mainly in 3 operations centres

Customers / accounts

- 10+ million customers
- 4+ million current accounts
- Nearly around 18 million savings accounts

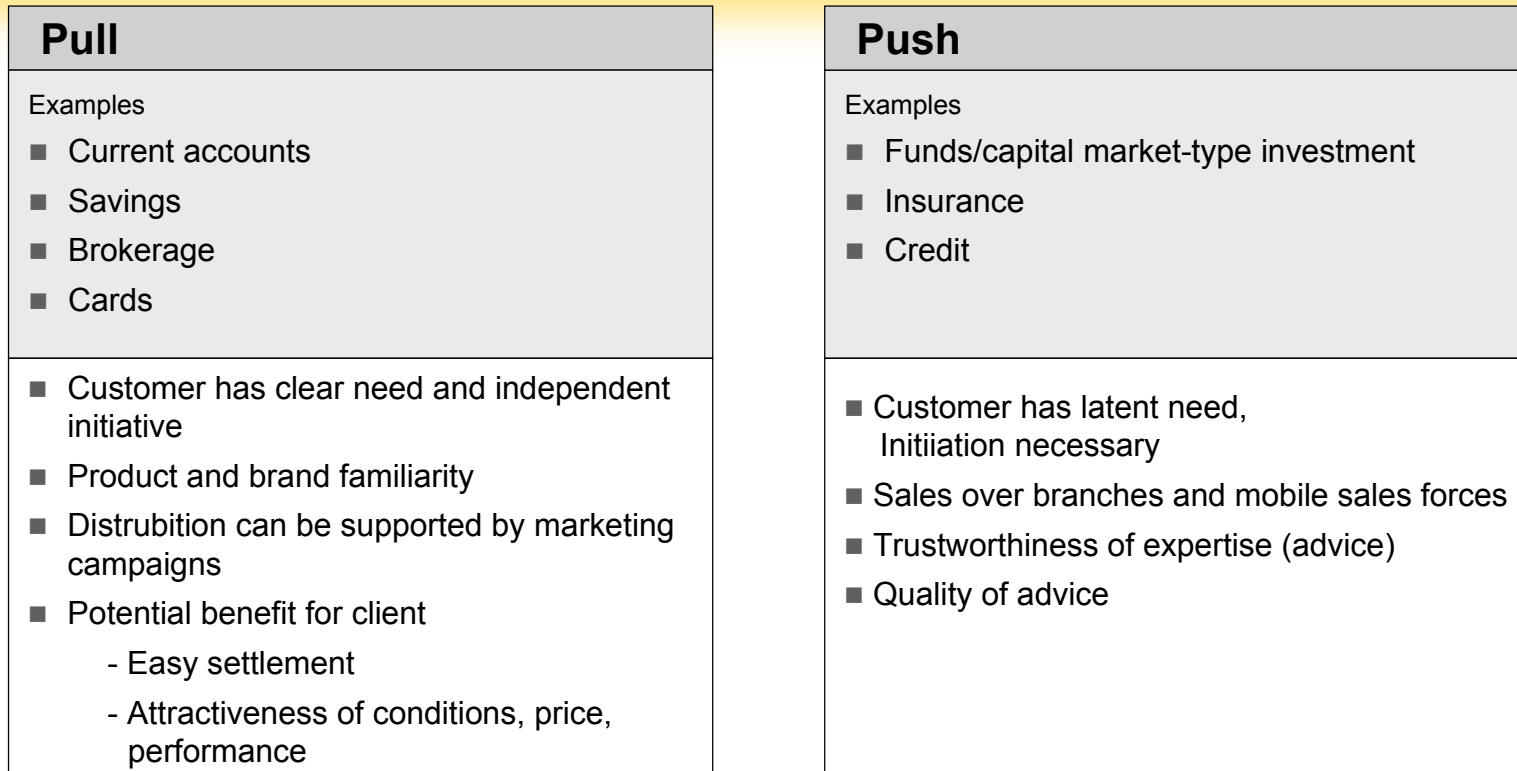
Branches

- 10,000+ points of contact with 2-3 million potential customers daily
- 700+ branches with dedicated financial advisors

Direct channels

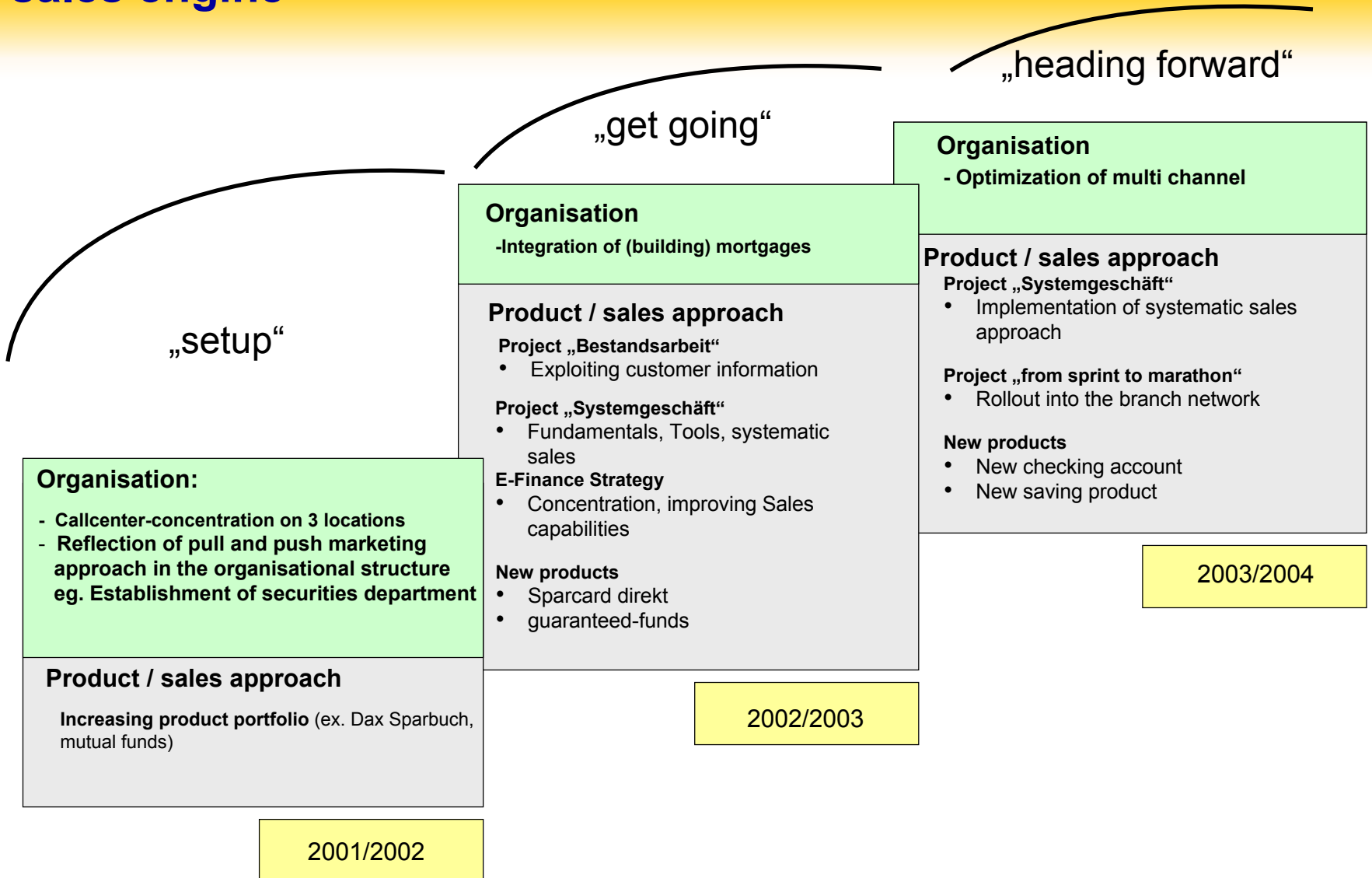
- One of the largest "direct banks" in Germany:
 - 1.8 million online accounts (banking & brokerage)
 - 2.4 million telephone banking customers
 - Direct mail volume: 25+ million mailings per year

Push- and -pull concept of marketing and distribution



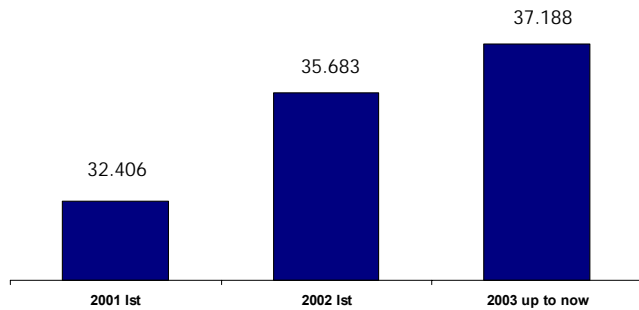
**Different key factors of success mirrored in organisation,
marketing approach, channels and tools**

Postbank on the way to high performance sales engine



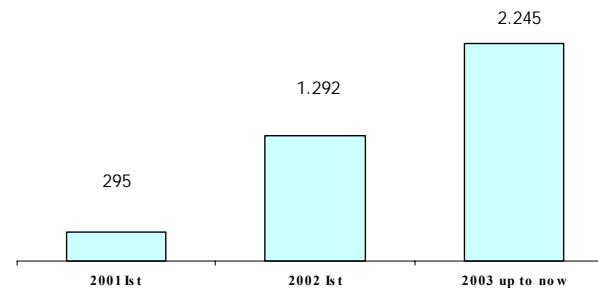
All time high in savings

Savings m €



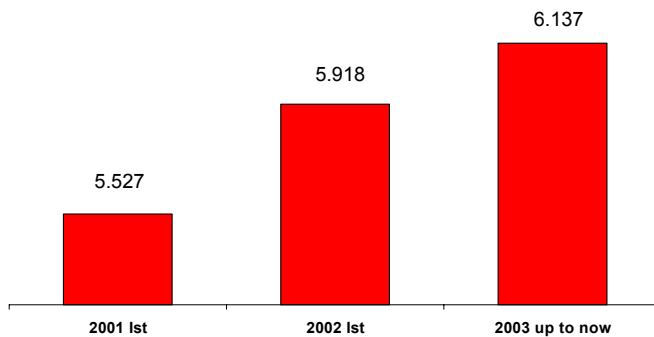
Innovations: Dax savings

Dax Sparbuch m €

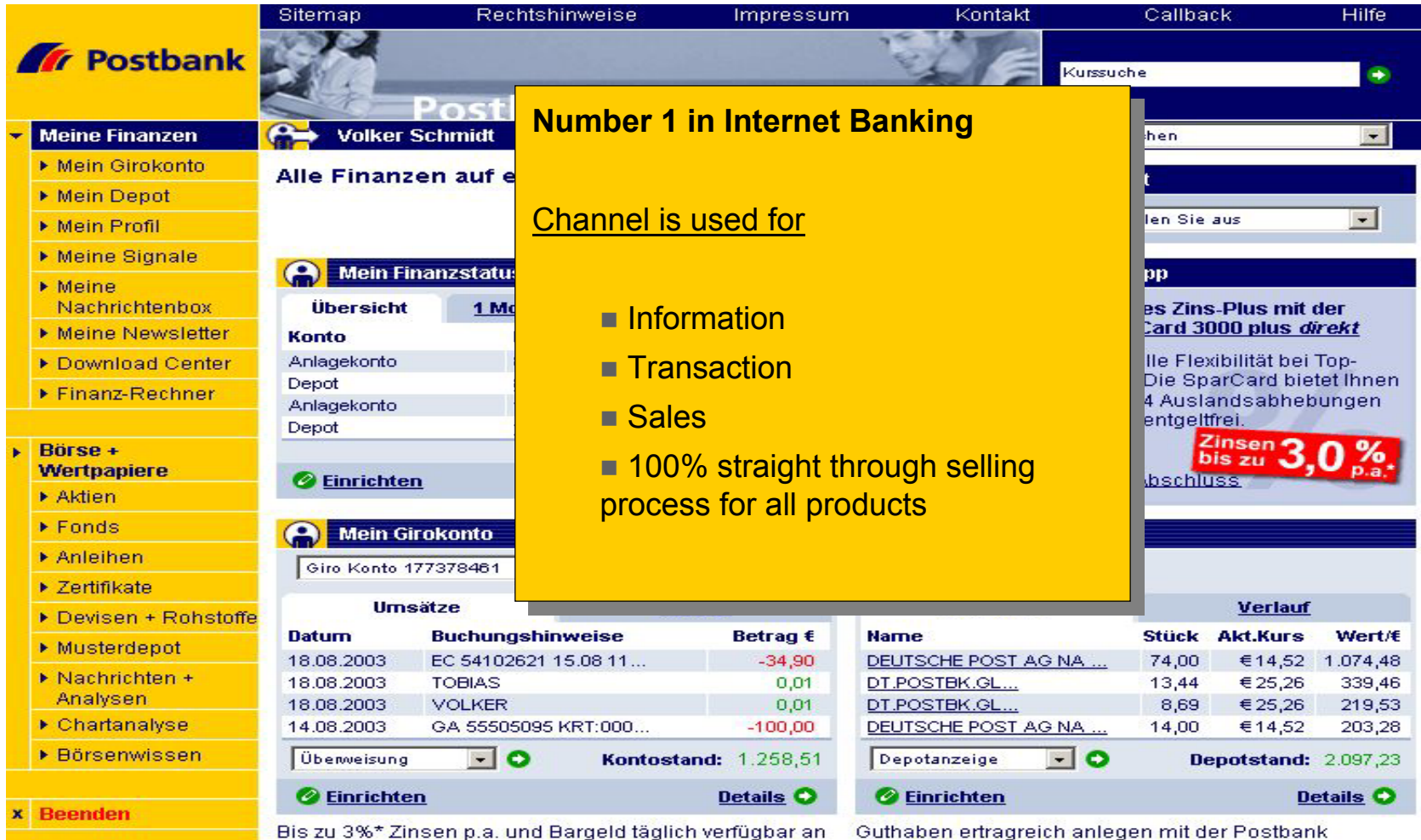


Number 1 in Cards

000



Market Leader in E-Finance



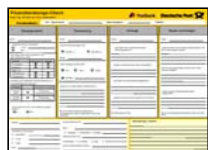
Number 1 in Internet Banking

Channel is used for

- Information
- Transaction
- Sales
- 100% straight through selling process for all products

The screenshot shows the Postbank internet banking interface for user Volker Schmidt. The left sidebar contains navigation menus for 'Meine Finanzen', 'Börse + Wertpapiere', and 'Beenden'. The main content area displays account information, including 'Mein Finanzstatus' and 'Mein Girokonto'. A table titled 'Umsätze' shows transaction history with columns for 'Datum', 'Buchungshinweise', and 'Betrag €'. Another table titled 'Verlauf' shows account activity with columns for 'Name', 'Stück', 'Akt.Kurs', and 'Wert/€'. A promotional banner for 'Zinsen bis zu 3,0% p.a.' is visible on the right side of the interface.

System based sales



- n FBC (all financial advisors)
 - financial check



- n Product matrix with top funds



- n ABC (all financial advisors)
 - investment check



- n Product information
 - | „Anlagekompass“
 - | „Anlagewelt“



- n eABC
 - | Rollout
 - | Target: 200 - 250 financial advisors for 2003

- n The investment counselling will be certified

- n Certification by TÜV

- n Target: certificates for all branches by end of 2003

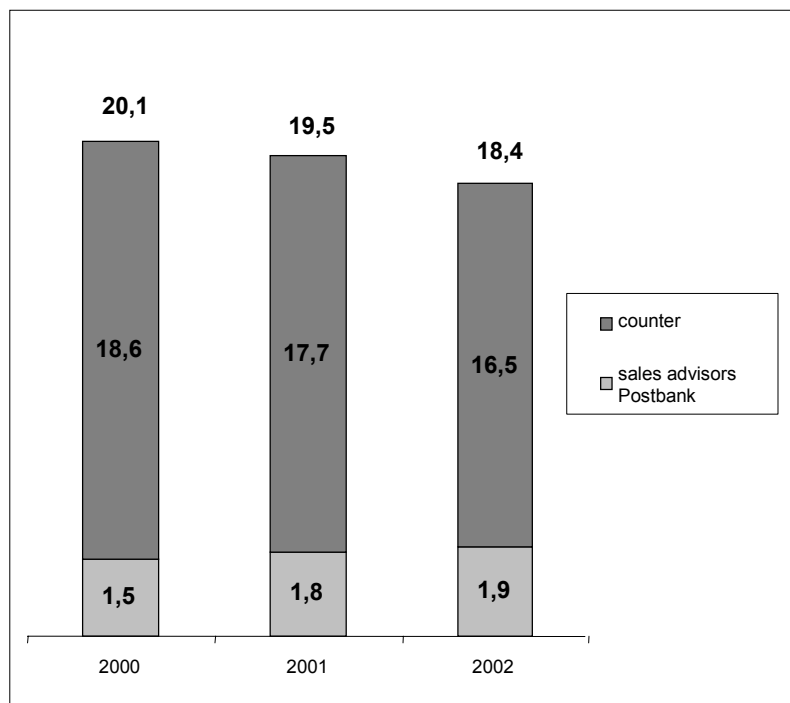
Products ✓

Tools ✓

NOW USE IT

Staff structure

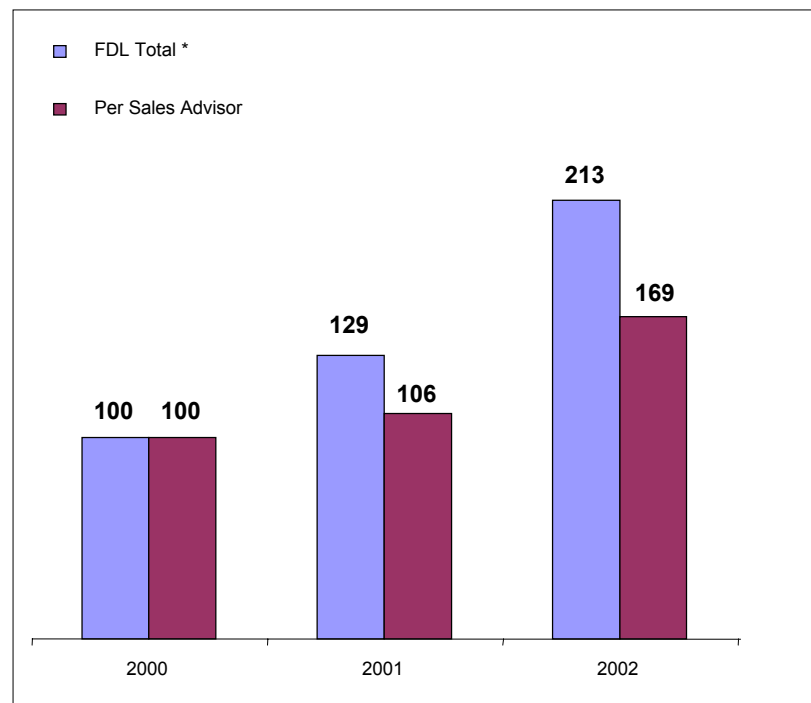
in 1.000 FTE's *



* DPAG and subsidiaries

Sales Performance financial advisors

base 2000 = 100



* recalculated on „switch“- fee base

First sales results in mobile services very promising

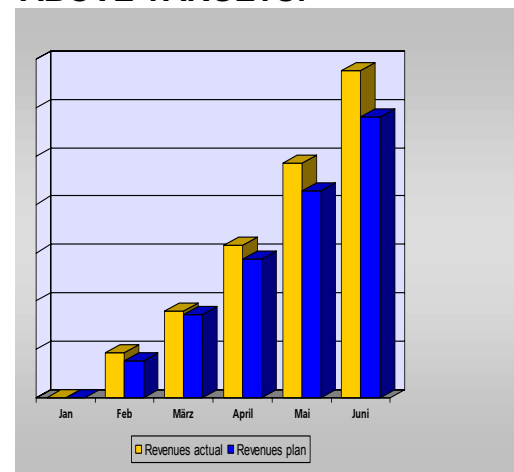
| Postbank | PB Vermögensberatung |
|---|--|
| <ul style="list-style-type: none"> ▪ high potential of attractive customers ▪ low cross selling ratio ▪ strong brand and market position | <ul style="list-style-type: none"> ▪ customer orientated advice ▪ profit based sales forces ▪ efficient processes |



- bind attractive customers via higher cross selling ratios thereby securing this target group
- higher degree of customer satisfaction and customer relationship/higher rate of recommendation
- increase of image in retail banking

Profit growth and enhanced customer loyalty

ABOVE TARGETS!





Positioning for the Future

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