UK Retail Investor Roundtable

Brian Hartzer, CEO UK Retail & UK Retail Executive Committee

12 November 2010

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UK Retail background & situation assessment

Strategy & Key Initiatives:

- Strategy
- Products
- Channels

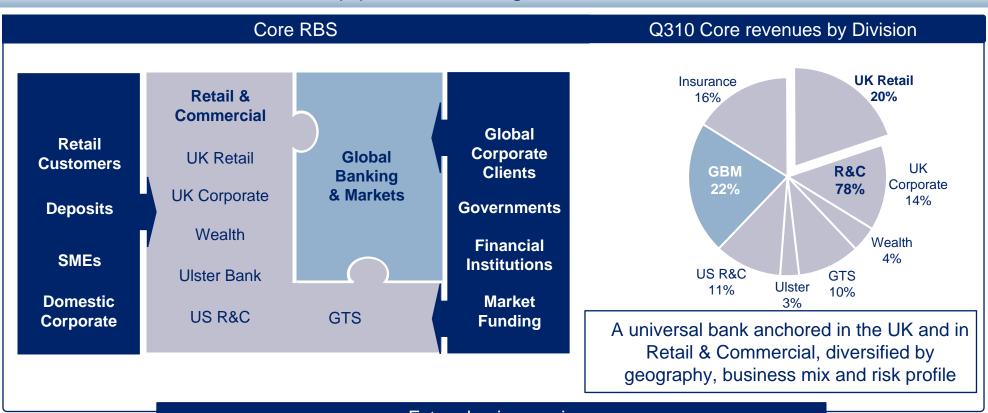
Financial Performance & Outlook

Summary

Core RBS



Future Group profile; a strong and balanced business



Future business mix

- Targeting 2/3 Retail & Commercial, 1/3 GBM¹
- Geographic split: UK c55%, US c25%, EU 10-15% & RoW 5-10%
- Leadership positions balancing business cycle, capital and funding intensity

World class aspirations, but lots to do ...



Current State

"World class" aspiration

Strong, Differentiated **Brand**

- One of the high street banks
- Growing reputation as a helpful bank
- Large, stable customer franchise with extensive footprint

Balance Sheet and Return Disciplines

- Loan to Deposit Ratio of 115%1
- Return on Equity 16%¹
- Cost:Income Ratio of 56%11

Customer Centric Service Experience

- Inconsistent customer experience
- Under-invested branch network

- Simple, transparent price and convenient product offerings
- Effective sales & service delivery through multiple channels
- People leadership

Highly efficient and well controlled operating model

- Large, complex range of products with many complexities and variations
- Customer data & marketing capability require improvement
- **Branch Centric**
- Service and product orientated
- Complicated access points
- Under-invested technology capability
- Leadership and Engagement Indices below UK Financial Services norm
- Risk framework in place
- Mid/top quartile risk performance
- Multiple regulatory issues

- The leading high street bank
- Distinctive Brand as the UK's most Helpful Bank
- Loan to Deposit Ratio of c.100%²
- Return on Equity >15%²
- Cost:Income Ratio <50%²
- "Famous" for our customer service; true customer needs based sales process
- Simple range of products, convenient transparent, with simple, robust processes
- Multi-channel
- Needs-based sales; service excellence
- Effortless
- Leadership and Engagement Indices performing at or above Global High Performing norm
- Effective risk mgmt. culture fully embedded in the business
- Top quartile risk performance
- Minimal regulatory distraction

Our scale and reach presents opportunity



Scale of UK Retail

Total Customers: 15.4m

- 12.2m current account holders

- 8.6m savings account holders

Branches: 2,200

FTE: 24,400

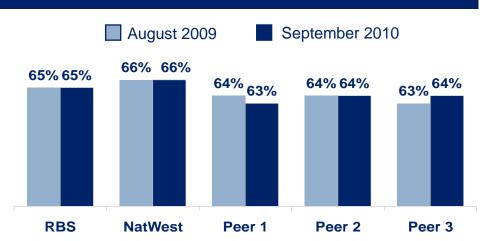
Loans and Advances (gross): £107.6bn 1

Deposits: £91.4bn 1

Current Share of wallet (SoW)²

Product	SoW ~ (Balances)
Current Account deposits	64%
Savings	22%
Mortgages	22%
Loans	34%
Credit Cards	27%
Investment	13%

Customer Satisfaction³



¹ Including Wealth, Loans and Advances: £123.1bn; Deposits: £126.2bn

² GFK NOP GB 6 months ending September 2010. Example to illustrate table: We have a 64% share of our customers' current account deposits.

^{3%} of current account customers in GB responding "extremely satisfied/very satisfied", Source: GFK Financial Research Survey September 2010

Executive team has been upgraded





Brian Hartzer
CEO



Les MathesonRetail Products



Helen Page Marketing



Susan Allen
Change and Business
Services



Sarah Deaves
Private Banking and
Advice



Satyendra Chelvendra
Consumer Distribution



Neil Fuller Risk



Finance



Louise Haggarty
HR

Note: CV's in Appendix

Agenda



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Financial Performance & Outlook

Summary

Our transformation agenda ...



Building the UK's most Helpful and Sustainable bank

Re-engage with our customers

- Strengthen our brands
- Redesign customer experience
- Dramatically improve complaint management
- Re-engage with the community

Restore the pride of our people

- Communicate UK Retail vision and strategy
- Embed Helpful Banking into the culture and leadership behaviours
- Invest in the development of our people
- Implement reward and recognition programmes that support the strategy

Radically simplify the business

- Simplify our products and propositions
- "Lean" the business
- Rationalise and align IT platforms
- Build and leverage Direct Channels

Grow quality revenue

- Define segment growth priorities
- Actively manage customer value
- Improve risk/reward trade-offs
- Improve balance sheet strength

Underpinned by an effective risk management culture embedded in the business

... underpinned by deep customer insight



What Annoys our Customers

Time



Queuing



Opening hours



Decision times

Money



Expensive customer service calls



'Kicking you with fees and charges when you're down'



'One rule for them, one rule for us'

Personal Touch



IVR*/incomprehensible call centre representative



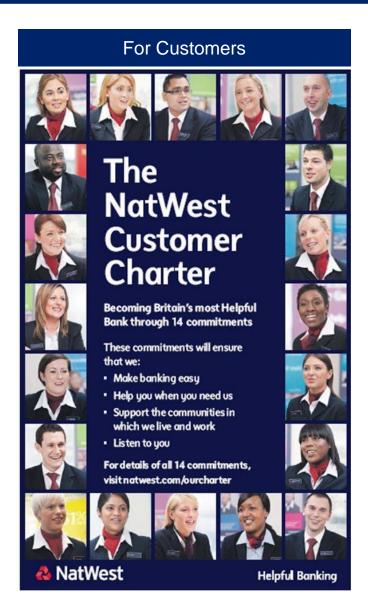
Customers = sets of figures



Policies over personal discretion

Customer Charter brings "Helpful" to life





For staff



I am professional



I am proactive



I simplify

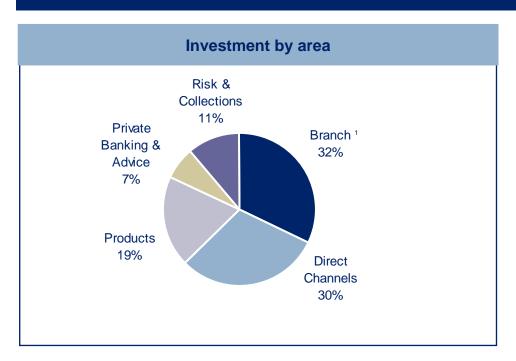


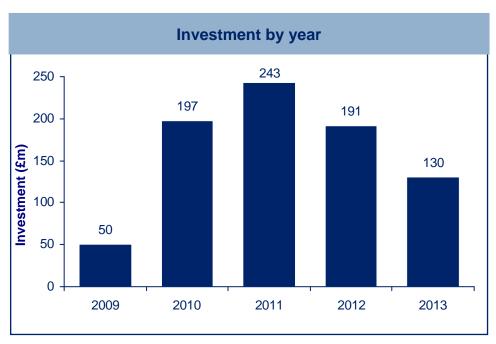
I care

A robust programme to deliver the change



c£800m total investment





- Comprehensive plan through to 2013
- CEO leads governance to drive execution
- 65 projects detailed in a Retail Strategy Playbook
- Greater than 1:1 payback on programme

- Phased delivery to manage risks
- 45 of 65 planned projects mobilised
- Benefit delivery on track

¹ Full cost of branch network upgrade still to be finalised.

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Summary

Product agenda will fix past issues



Simplify

- Products that are too complex
- Proliferation of products
- Too much system complexity
- Operational risk from lack of codified process and clear accountability

Manage Customer Value

- Incomplete data on disparate systems: no overall view of the customer
- Decisions made from a product, not a customer, perspective
- Disjointed customer communication

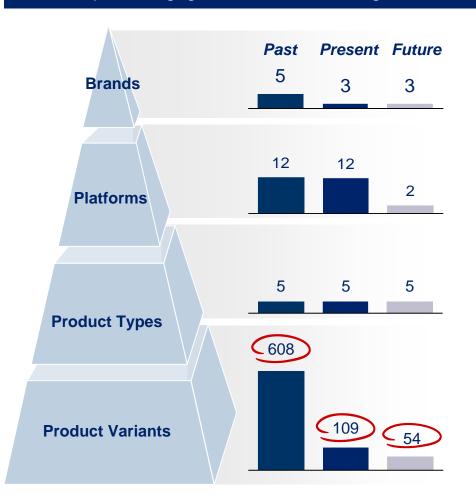
Deepen Customer Relationships

- Front line managed for volume not value
- More single-product selling than competitors
- Weak on-boarding minimal attempts to engage new customers post-sale
- Retention efforts too late in the life-cycle

Radically simplifying our business ...



Example: Mortgage Transformation Programme



But complexity is more than just number of products ...

Efficient, accurate and compliant processes

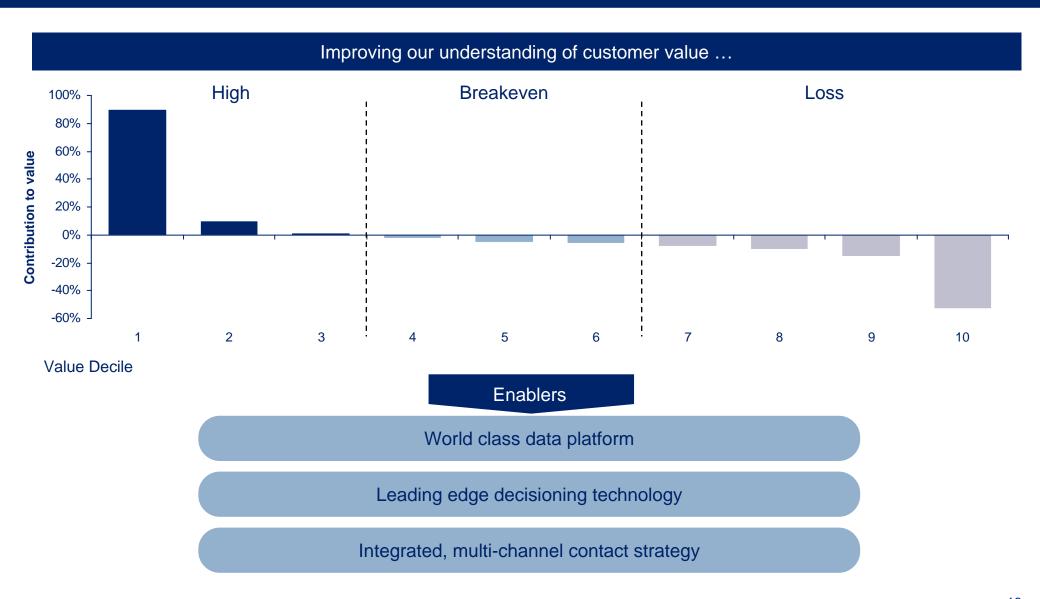
Investment in System Architecture

Best in Class Transparency

Simplicity, transparency and efficiency 'Easy to buy, easy to sell'

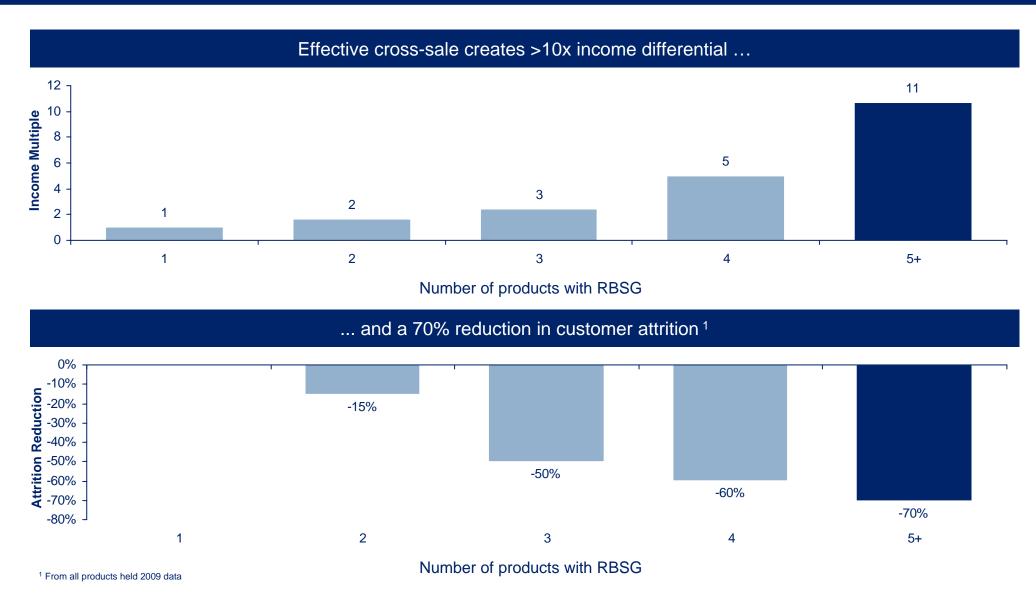
Managing Customer Value ...





Deepening customer relationships





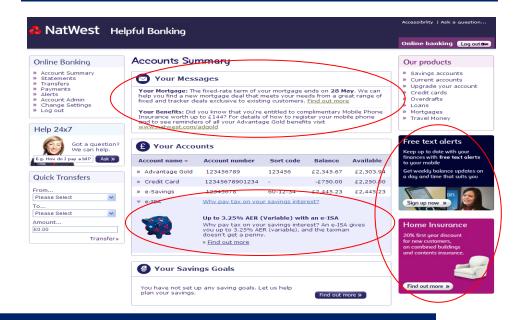
Customer Insight in action ...



1m Personal Annual Statements already underway ...



... personalised Internet Prompts already online



Examples of success...

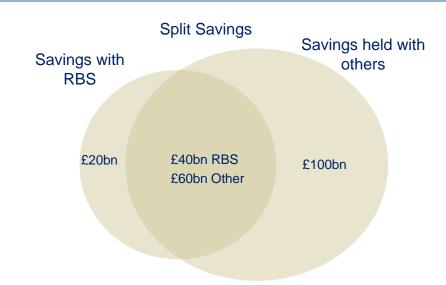
Customer Response:

- 95% of customers liked the Personal Annual Statement (PAS)
- Over 10,000 follow-up conversations held, per month, and growing
- Over 2,000 customers booked in for a full Customer Review, per month
- First stage internet prompts live (July 2010), 14,000 incremental sales achieved to date

Opportunity to grow Savings and Mortgages

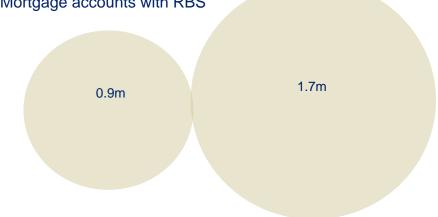


Total Deposits Slow market growth forecast ... Q3 2010 Y-o-Y RBS £91bn (£60bn savings) +7% Market Total £985bn +2% ... but we have £160bn opportunity among existing customers



Deposit holdings of RBS customers

Mortgages Outperformed a flat market with balance growth of 11% ... Q3 2010 Y-o-Y RBS £89bn + 11% Market Total £1,241bn +1% ... significant opportunity within our existing base Mortgage accounts with others Mortgage accounts with RBS



Mortgage holdings of RBS customers

Investments & Pensions

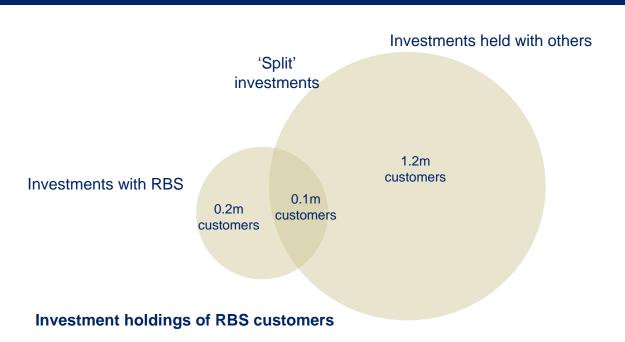


Market funds under management grew 17% in 2010 ...

	Q3 2010	<u>Y-o-Y</u>
RBS	£5.4bn ¹	+8%
Market	£543bn	+17%

Source: Sept YTD 2010 IMA website

... 1.5m of our customers hold investments, but only 300k hold them with us



¹ Represents our Investment Management Service assets under management (excludes structured products, pensions and financial planning investments data)

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Strategy & Key Initiatives:

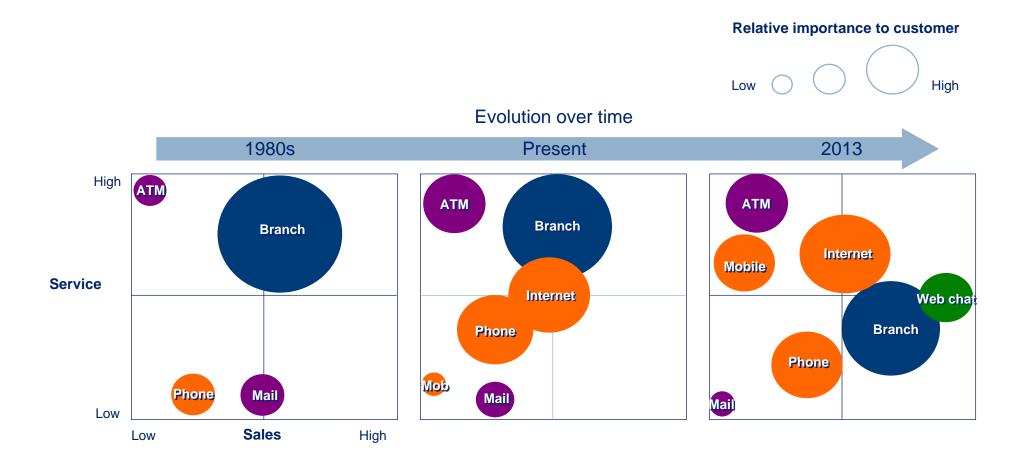
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Financial Performance & Outlook

Summary

Channel usage mix continues to evolve

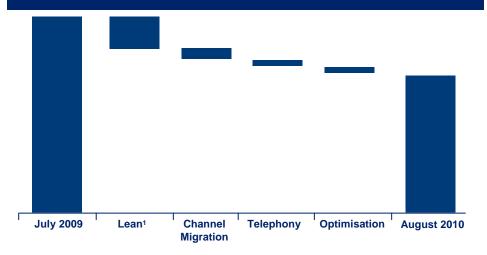




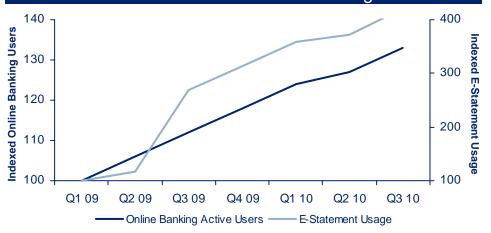
We're already making progress ...



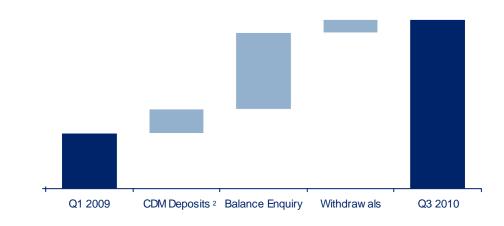




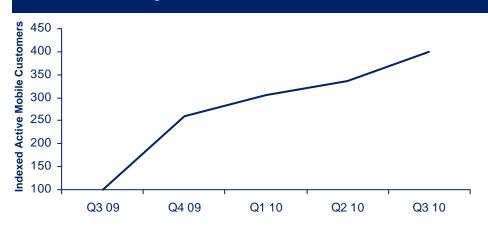
35% growth in Online Servicing and 400% increase in E-statement usage ...



Significant increase in automated transactions ...



and 400% growth of active Mobile Customers



¹ Lean: RBS standard re-engineering process focused particularly on reducing waste 2 CDM: Cash Deposit Machines

We are investing to reshape our Branch network



Format

Flagship Branches



Major (Full Service) **Branches**









Definition

- High profile in major cities/locations
- Full sales and service facilities for all segments
- Ambassador for the brand
- Centres of excellence for helpful banking
- Large outlet in key towns/conurbations
- Providing full service facilities to all segments and personal sales advice

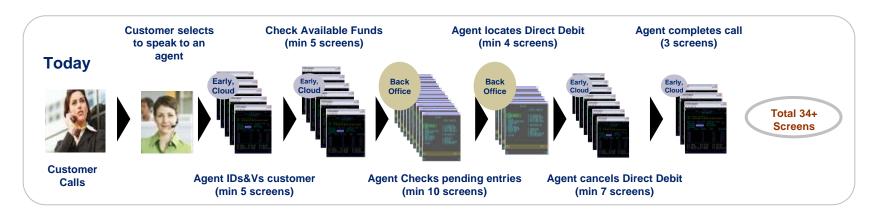
Local and community branches providing a range of core services

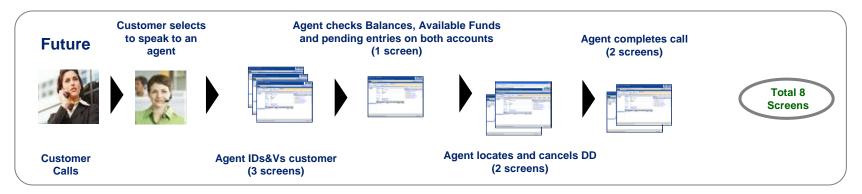
Upgrading Telephony infrastructure to ...



An example of enhancement to customer experience ...

Very Simple Call – Customer wishes to know available funds, pending entries on two accounts and then cancel a Direct Debit (DD).





Investing in Digital to drive ...



Sales Aspirations

- Re-engineer our online sales platform to support all channels
- Improve decision/sales prompts engine
- Targeted and personalised cross sales
- Re-engineer the fulfilment process
- Lead generation and handoffs into branch & telephony

- 2 x Sales Volumes
- 3 x Online Transactions
- 2 x Online Registered Customers

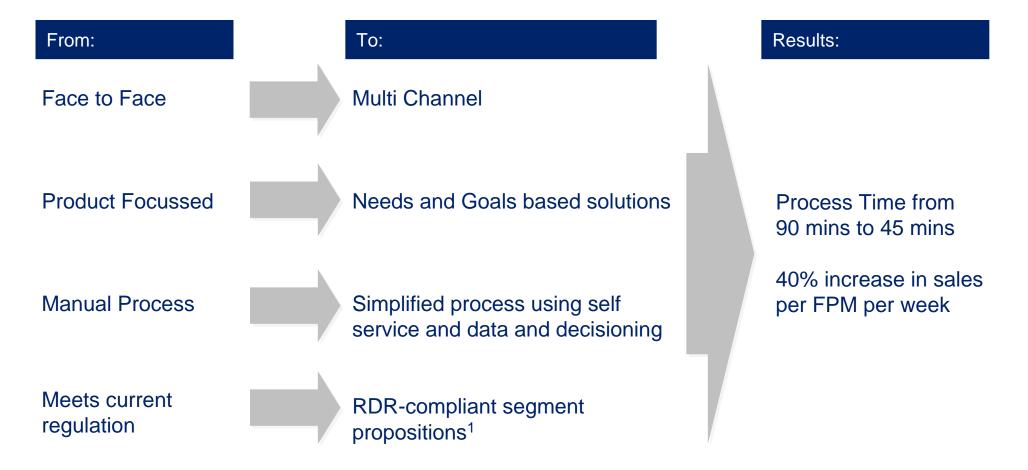
Service

- Major simplification of our payments process
- Mobile payments&transfers, enhanced secure messaging and alerts
- Simpler, secure authentication



Simplify our advice proposition





Agenda



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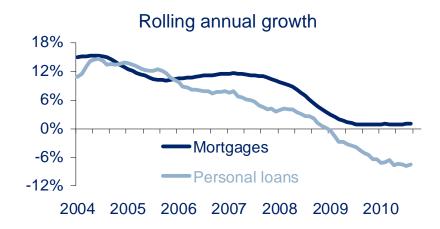
Financial Performance & Outlook

Summary

Re-balancing the economy remains a challenge



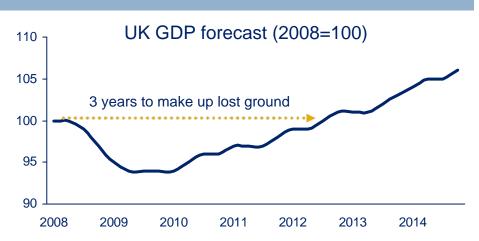
Households are borrowing less ..



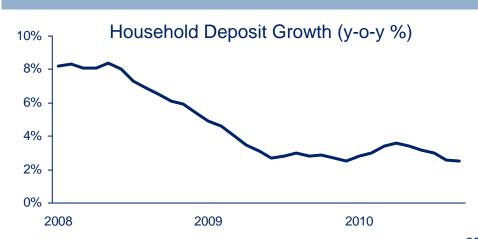
... which means the savings ratio is rising ...



... but slow GDP recovery means ..



... that total deposit growth remains low



Strong franchise remained profitable through the crisis ** RBS



	2004 ¹	2005 ¹	2006 ¹	<u>2007¹</u>	FY2008	FY2009	2010 YTD ²
Net Interest Income (£m)	2,868	2,929	3,012	3,041	3,187	3,452	2,990
Fee Income (£m)	1,679	1,854	1,919	1,993	1,751	1,495	960
Total Income (£m)	4,547	4,783	4,931	5,034	4,938	4,947	3,950
Total Costs (£m)	(2,972)	(3,010)	(3,026)	(3,081)	(3,196)	(3,039)	(2,198)
Impairment (£m)	(696)	(945)	(1,082)	(1,007)	(1,019)	(1,679)	(938)
Operating Profit (£m)	879	828	823	946	723	229	814
Secured Balances (£bn)	51	59	63	65	72	83	89
Unsecured Balances (£bn)	21	22	21	22	22	20	19
Total assets (£bn)	73	81	85	87	94	103	108
Total deposits (£bn)	60	64	69	76	79	87	91
L:D Ratio	118%	122%	119%	112%	116%	115%	115%
NIM	4.2%	3.8%	3.7%	3.7%	3.6%	3.6%	3.9%
C:I Ratio (adjusted)	65%	63%	61%	61%	65%	61%	56%
RoE	18%	16%	16%	17%	11%	3%	16%

RBS Retail has:

- Remained in profit throughout
- Normalised RoE above 15% through the cycle
- NIM operating in the 3.6%–4.2% range

Whilst:

- Rebalancing unsecured mix
- Growing market share of liabilities
- Maintaining strong L:D ratio despite secured emphasis
- In effect, moving from short term P&L to longer term focus

¹ Historic information 2004 to 2007, RBS estimated based on current UK Retail structure, cost and equity allocations. Indicative only.

² Nine months to 30 September 2010

Strong momentum; all key metrics improving



Market Share	Stock		Market Share	ı	New Busine	SS	
	2008	2009	2010 YTD		2008	2009	2010 YTD
				Current Accounts	17%	20%	19%
Deposits	8%	9%	9%	Savings	10%	11%	11%
Mortgages	5%	5%	6%	Mortgages	7%	9%	12%
Unsecured	15%	15%	16%	Loans	15%	12%	10%
				Cards	10%	10%	9%

Source: BOE data Source: GFK data

	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010	Q3 2010
Cost Income ratio (adjusted)	69%	61%	62%	55%	58%	56%	53%
Published NIM	3.46%	3.69%	3.47%	3.74%	3.66%	3.88%	4.02%
Asset Margin	2.10%	2.55%	2.53%	2.96%	2.91%	3.16%	3.33%
Liability Margin ¹	1.68%	1.37%	1.15%	0.94%	0.91%	0.87%	0.85%
Mortgage Growth (£bn)	1.1	3.3	3.7	2.9	1.6	2.1	2.2
Savings Growth (£bn) ²	0.5	2.7	1.4	1.2	1.4	1.2	1.5
Impairment Charge as % of loans	1.5%	1.9%	1.6%	1.8%	1.5%	1.1%	0.9%
RWA as % of assets	52.6%	55.6%	51.1%	49.8%	47.9%	46.5%	45.8%
RoE	1.0%	1.2%	3.8%	7.1%	8.0%	16.1%	23.2%
Headcount	27,892	26,881	26,074	25,452	2 4,837	23,983	24,361

¹ Margin on retail deposits only

² On £60bn of savings balances, not total deposits

Income performance & outlook



		Margin		Volume		Fees	
Product	2010 YTD Income	09 & 10	Outlook	09 & 10	Outlook	09 & 10	Outlook
Mortgages	1,427	A	->	A	->	\rightarrow	\rightarrow
Loans	321	A	-	*	*	-	\rightarrow
Cards	711	A	\rightarrow	\rightarrow	\rightarrow	\rightarrow	->
Overdrafts	376	A	\Rightarrow	\rightarrow	\rightarrow	-	\rightarrow
Current Accounts	848	-	~	-	-	\rightarrow	-
Savings	(17)	-	\rightarrow	A	A	N/A	N/A
Investments/Other ¹	284	\rightarrow	->	\rightarrow	->	\rightarrow	->
	3,950						

Overall we expect steady top-line growth, with costs and impairment losses falling slightly

¹ Headline numbers will be impacted by change to JV in 2011

Transformation programme reinforces existing strengths



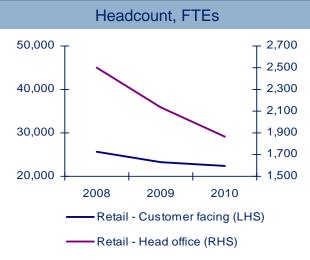
"Engine" Performing Strongly ...



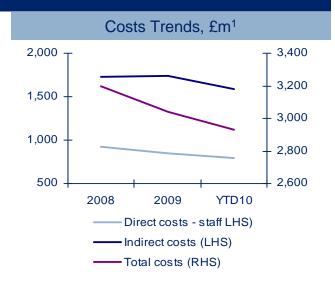
Growing Market share in deposits, ahead of competition						
Deposits	Spot HY Balance £Bn	YoY Movement £Bn	YoY %			
RBS	90	7	8			
Santander	128	9	8			
Lloyds	231	12	6			
Barclays	106	4	4			
HSBC	108	4	4			
Nationwide	121	(7)	(6)			
Northern Rock	18	(2)	(10)			
Total	801	27	4			
Market Total	995	32	3			
Other Players	194	5	3			

Headline Cost-to-Income ratio 100 Y 2008 80 Y 2009 H1 2010 60 40 20 RBS Barclays HSBC Santander Lloyds Nationwide (UK Retail (UK (UK (UK retail ex. (PFS (Retail) Banking) Retail) Barclaycard) Europe)

RBS 2013 target < 50%</p>

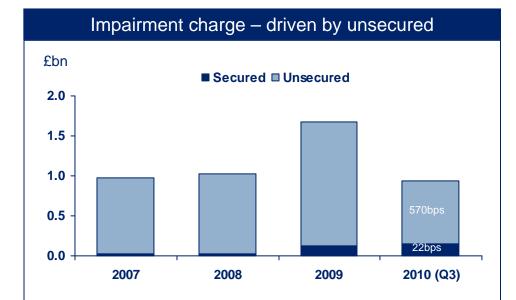


... whilst making inroads into efficiency

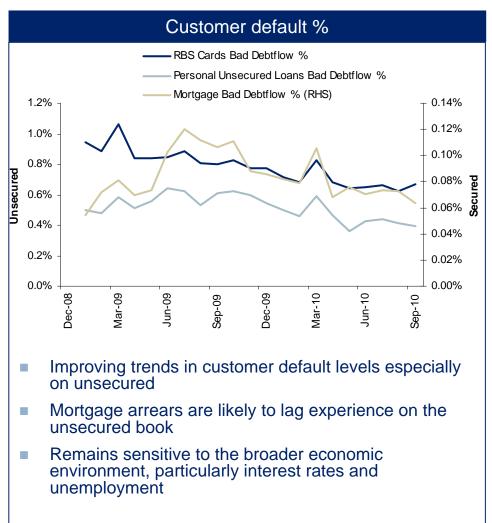


Impairments are improving





- 2010 impairments significantly lower than 2009
- Unsecured portfolios are 84% of charge, customer defaults are falling and recoveries have stabilised
- Outlook: impairments remain sensitive to changes in the broader external environment



Clearer risk appetite and strong controls



Risk Appetite

- Ensuring strategic decision making is taken with full understanding of risk appetite
- Risk appetite aligned to Group wide appetite
- Appetite validated through stress testing and assurance
- Business KPI monitored, reported and actioned to support risk appetite through relevant risk management governance

Investing in controls and fraud prevention

- Programme of enhancement of the Operational Risk framework to strengthen risk culture and more effectively manage and mitigate our Operational Risks
- Ensuring optimal three lines of defence model with clear roles and responsibilities
- Significant investment in strategic fraud prevention programme which will protect customer experience and minimise losses

Proactive regulator engagement

- Proactive engagement of regulators to inform regulator opinion setting
- Representing Retail with consumer bodies and understanding consumer concerns
- Active management of upstream Regulatory Agenda

Agenda



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Summary

Our priorities are clear



Deliver Customer Charter commitments to re-engage customers and strengthen our brand

Deliver key RTP¹ investments and projects to bring RBS capabilities to world class standards

Build sustainable revenue through improved sales effectiveness, share of wallet and product structures

Continue to drive cost efficiency across front and back office

Strengthen the balance sheet towards 100% Loan-to-Deposit ratio and careful risk management

Actively manage margin and capital usage to deliver sustainable ROE above 15% (TTC2)

Summary – the Retail Investment Case





Appendix

UK Retail Management CV's



Name	Title	Background
Brian Hartzer	Chief Executive Officer, Retail, Wealth & Ulster	Brian joined RBS in August 2009 from ANZ Australia, where he was Chief Executive Officer - Australia, as well as Global Segment Lead for Retail and Wealth. Brian joined ANZ in 1999 as Managing Director, Consumer Finance and later ran ANZ's Personal Banking division. Prior to joining ANZ, Brian spent ten years as a financial services consultant in New York, San Francisco, and Melbourne. Brian is a graduate of Princeton University.
Les Matheson	Managing Director, Retail Products	Les joined RBS as Managing Director of Retail Products in January 2010. Prior to joining RBS Les spent 12 years with Citibank, including the role of CEO Retail and Citigroup Country Officer for Australia, before moving to St George Bank as Head of Retail in 2008. Prior to working in banking, Les worked for Procter & Gamble and Kraft foods. During his career Les has lived and worked in numerous countries including Singapore, Japan, Switzerland, Belgium, Germany and Argentina.
Sarah Deaves	Managing Director, Private Banking & Advice	Sarah has been Managing Director of Private Banking & Advice since August 2009, which includes responsibility for the Group's financial planning joint venture with Aviva and a stock broking joint venture with TD Waterhouse. Sarah joined Coutts & Co in January 2002, initially as Chief Operating Officer, then becoming the first female Chief Executive in November 2002 where she remained until July 2009. Prior to joining Coutts she was Managing Director, Own Brand Businesses, RBSG with responsibility for Lombard Direct and Direct Line Financial Services
Satyendra Chelvendra (Chelvi)	Managing Director, Consumer Distribution	Chelvi worked with RBS as a consultant from September 2009, taking over as Managing Director Consumer Distribution in October 2010. Chelvi has 25 years experience in Financial Services, most of it at ANZ, although he spent the last five years as a retail banking consultant working with major banks around the world on their transformation programs. In ANZ, Chelvi successfully ran the branch network, telephone centres, transaction migration program, the online channel and established ANZ's Indian offshore IT centre. He was also a founding director of eTrade Australia, and acted as a Global Senior Advisor to BCG.
Helen Page	Managing Director, Marketing	■ Formerly Head of Marketing Communications of Abbey and Head of Marketing at Argos, Helen joined The Royal Bank of Scotland Group in August 2004 as Brand Director of NatWest. During 2005 Helen became Marketing Director of NatWest and RBS before assuming responsibility for all UK brands in 2006. Helen is now Managing Director, Marketing for UK Retail and has recently assumed responsibility for Retail External affairs, Internal Communications and Customer Experience and Complaints

UK Retail Management CV's (Cont'd)



Name	Title	Background
Susan Allen	Director, Change & Business Services	Susan joined the RBS group as a graduate trainee in October 1987 and has worked in a range of roles across the Group. Susan started in the branch network, moving into Correspondent Banking, Treasury and roles in both Head Office and Corporate Banking, including setting up an operations function in UK Corporate Banking. Susan moved to Business Services in early 2007 as Director of Corporate Service Operations, before taking on a role as Business Partner to the RWU division
Fiona Davis	Finance Director, UK Retail, Wealth and Ulster	■ Fiona joined RBS Group in 1987 as a qualified Chartered Accountant and has held various financial roles spanning Group Functions and Manufacturing. With her experience and knowledge of the IT, Project Appraisal and Group Function areas, she moved to the Retail division in August 2004 as Finance Director, Retail Banking. Fiona took up the role as Finance Director, Retail, Wealth and Ulster in 2009 leading the 290+ strong Finance team to provide challenge and support to the UK Retail, Wealth and Ulster divisions.
Neil Fuller	Chief Risk Officer, UK Retail	Neil joined the Natwest branch banking network 25 years ago and has spent the majority of his career in front-line facing roles from cashiering to Regional Managing Director. More recently he headed up Retail Operations and Retail Operational Risk for RBS UK. His previous two roles have been Director, Enterprise Risk and Director, Credit Risk. He is based in London and is currently the Chief Risk Officer, UK Retail Risk with overall responsibility for Consumer Credit Risk, Operational Risk, Regulatory Risk, Financial Crime and External Risk. The combined teams total c750 staff and are based primarily in Edinburgh, London, Birmingham, Bristol and Southend.
Louise Haggerty	HR Director, UK Retail, Wealth and Ulster	Louise joined the RBS group in 2000 as Head of Human Resources, Group Functions. In 2002 she moved to Manufacturing as Director, Human Resources before taking the role of HR Director, Retail Markets in March 2006. In February 2007, Louise moved to become HR Director for RBS UK, before being appointed into her current role of HR Director, Retail, Wealth and Ulster. Louise started her career at Indy Electronics, moving to Roche Pharmaceuticals and then Digital Equipment Corporation, where she covered various HR roles. Louise then spent four and a half years at the National Australia Group.