



# UK Personal & Business Banking Investor Seminar

24<sup>th</sup> September 2018

# Today's speakers



**Les Matheson**  
*CEO*

- Appointed in March 2014
- Joined RBS in 2010 as MD of Retail Products & Marketing
- Prior roles include Group Executive at St George Bank and CEO for Citibank Australia



**Frans Woelders**  
*Chief Digital Officer*

- Appointed in May 2018
- Prior to joining RBS, Frans served as CEO Retail Banking at ABN AMRO
- Other ABN AMRO roles include Chief Information Officer and Head of Operations



**Lloyd Cochrane**  
*Product Director  
Homebuying & Ownership*

- Appointed in June 2013
- Prior to joining RBS, Lloyd was at Virgin Money, MD of Mortgage Products at Northern Rock as part of the turnaround team.



**Claire Baird**  
*Finance Director*

- Appointed in June 2018
- Joined RBS in 2001
- Prior roles include FD for Services & Functions, Director of Global Finance Services, and Head of Global Finance Services India & Singapore

# Agenda

UK Personal & Business Banking Overview – Les Matheson, CEO

Investing in Digital Capabilities – Frans Woelders, CDO

Home Buying & Ownership – Lloyd Cochrane, Product Director

Financial Performance – Claire Baird, FD

# Les Matheson UK PBB Chief Executive Officer



# UK Personal & Business Banking<sup>1</sup>



Delivering strong sustainable RoE driving the Group to its 2020 targets

Growing in chosen markets while maintaining conservative risk appetite

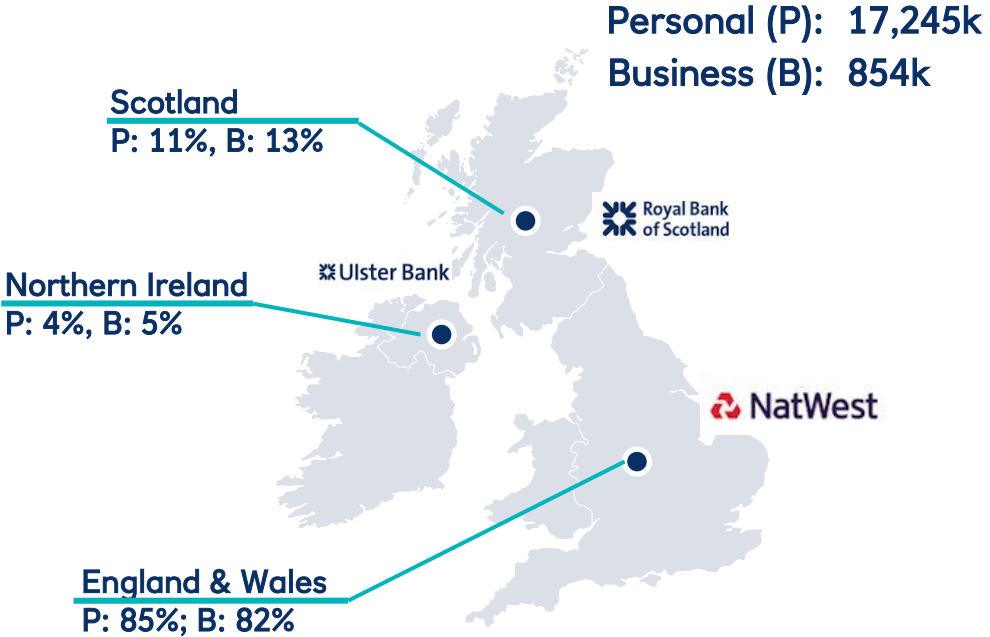


Strong market positions, established trust and clear customer vision

Reduced physical footprint, investing in digital capabilities and leading digital adoption

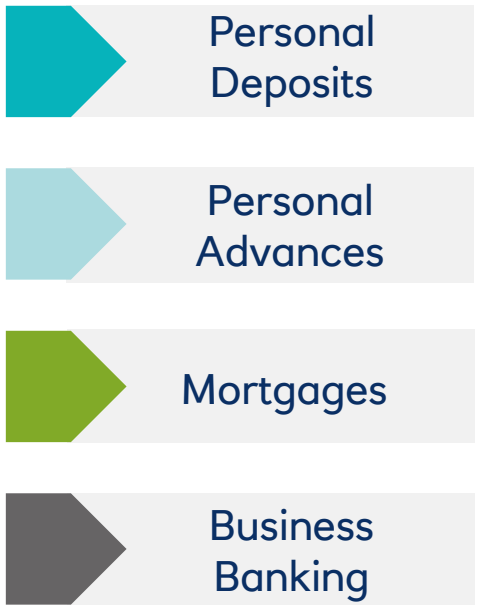
# UK PBB Overview

## Customers<sup>1</sup>



% of total customers

## Business Areas



Note(s): (1) Personal figures as at March 18, Business figures as at January 18

# We are driving from a position of strength

## Business Strength



### Commercial

- Growing operating profit
- Steady trajectory on cost reduction
- Strong and stable RoE



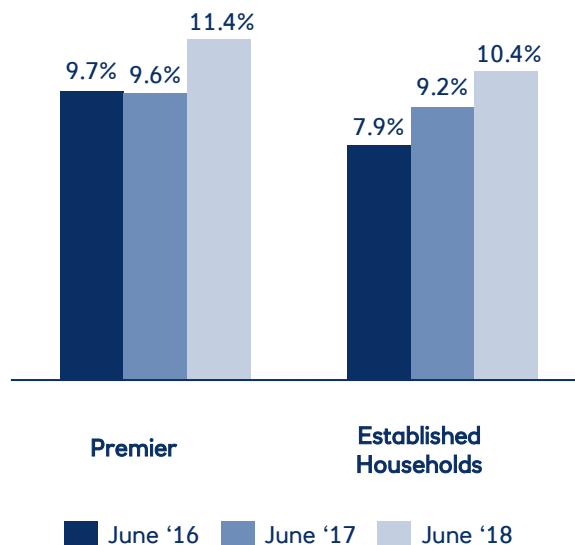
### Customer

- Customer scale and depth of relationship
- Market-leading digital adoption

## Customer Growth<sup>1</sup>

### New Business Market Share (UK PBB)<sup>1</sup>

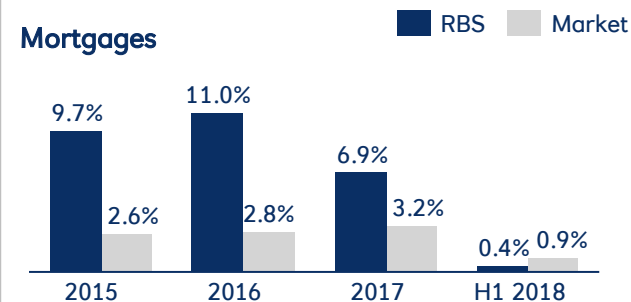
12mths ending June



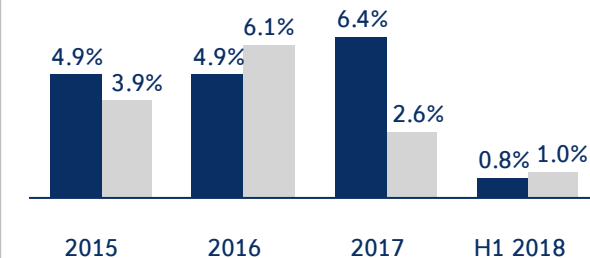
## Product Growth

### UK PBB balance net growth vs market<sup>2</sup>

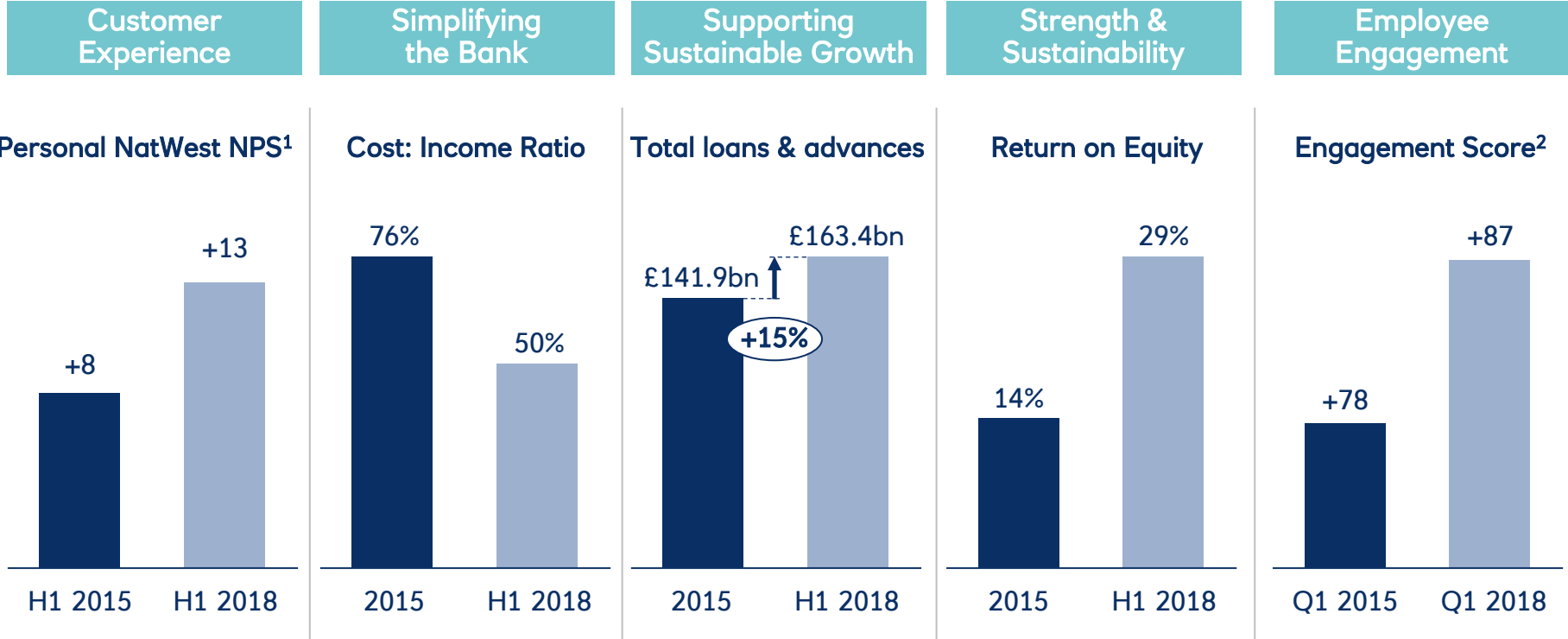
#### Mortgages



#### Personal Deposits



# We have made progress on our priorities...



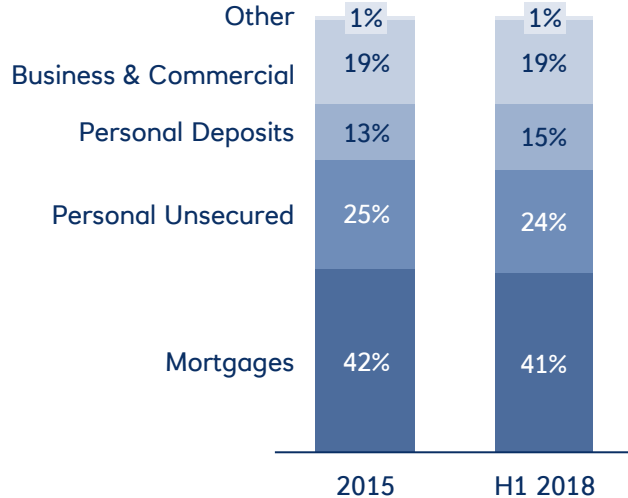
Note(s): (1) NatWest NPS; Source: GfK FRS 6 month rolling data Jan to June 2015 and 2018, England & Wales. Latest base size: 3103. Based on the question: "How likely is it that you would recommend NatWest to a relative, friend or colleague in the next 12 months for current account banking?" Base: Claimed main banked current account customers (2) Global Financial Services Norm = +82



# ...while maintaining a low risk profile

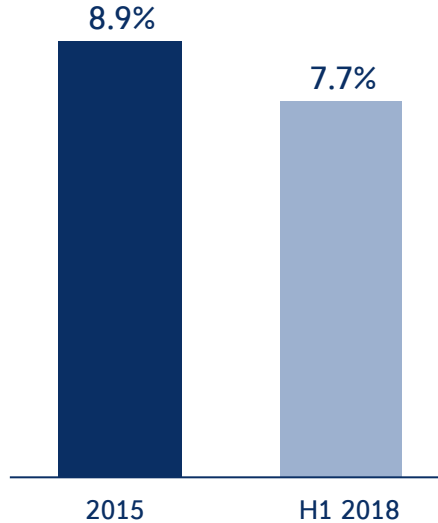
## Low income volatility with balanced portfolio

% income by portfolio



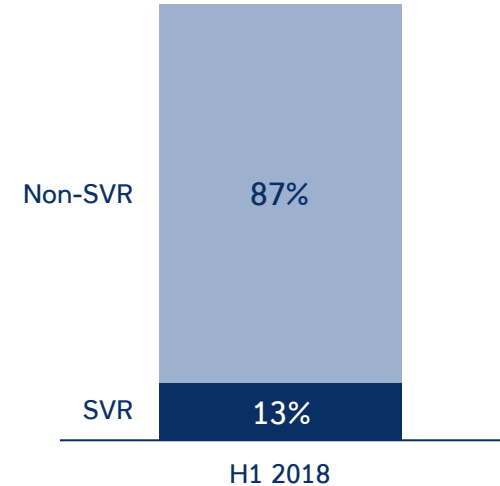
## Lower proportion of unsecured balances

% Personal balances that are unsecured



## Small proportion of SVR mortgages

% mortgage balances by type

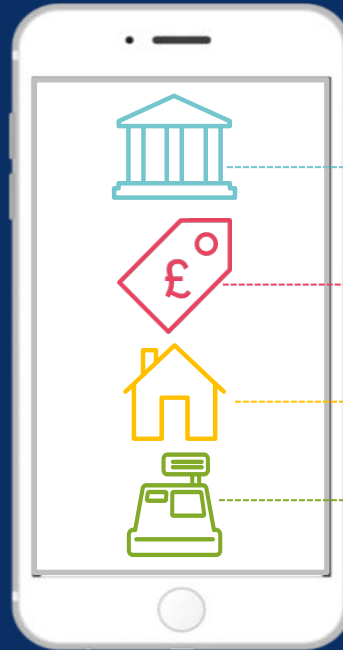


# We have a clear customer focused vision

## The UK's most trusted financial platform

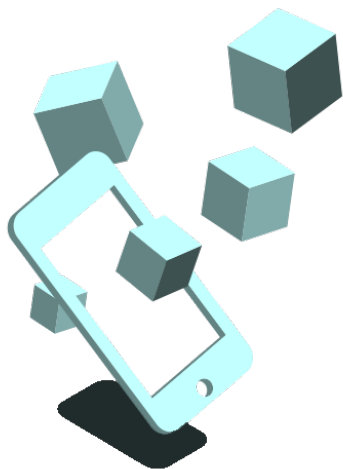
*Acting as the gateway to all of our customers' financial needs*

**Effortless everyday,  
brilliant when it matters**



- Help me manage my everyday banking
- Help me manage my short-term borrowing
- Help me manage my home buying & ownership
- Help me manage my business

# Digital customer base & capabilities growth while reducing our physical footprint...



## Digital growth

6m Mobile App users (H1 2018)<sup>1</sup>

Mobile Payments<sup>2</sup> up 26% on H1 2017

Mobile App logins up 20% on H1 2017

Digital sales in UK PBB up 27% on H1 2017

## Physical reduction

Physical Branches down from ~1,930 (2014) to ~850<sup>3</sup>

Branch counter transactions down 7% on H1 2017<sup>4</sup>

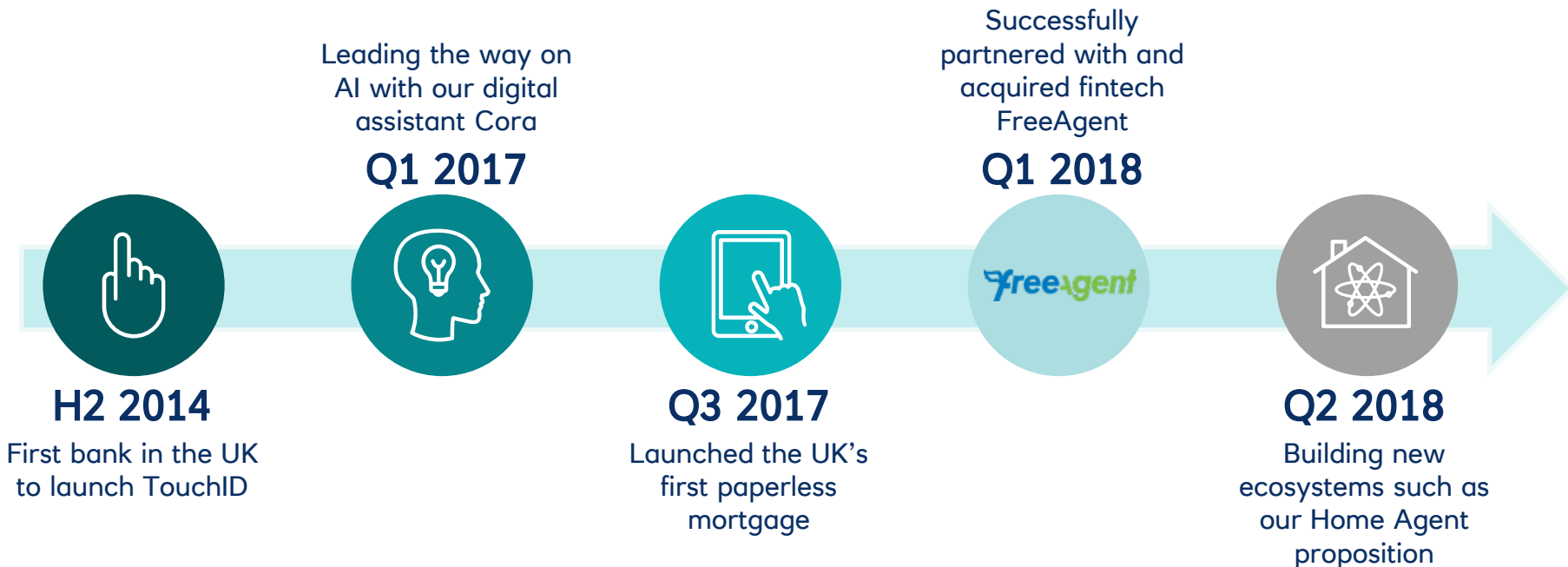
Cheque usage down 16% on H1 2017

Protect and grow income

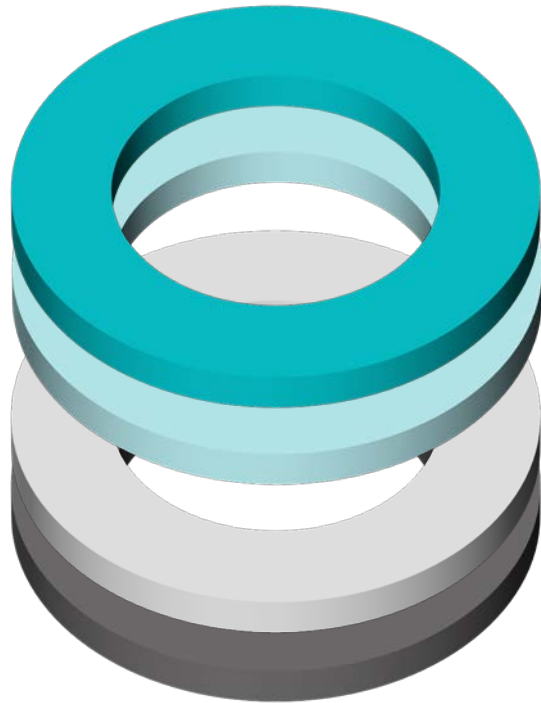
Lower cost, more resilient, and better controlled

Better customer experience

# ...and delivering market-leading innovation into the hands of customers



# We are investing in delivering long-term sustainable growth...



## Customer Propositions

Innovative digital propositions using Open Banking APIs

Paperless Mortgage

## Digital Capabilities

Building & connecting to ecosystems

Mobile platform investments

## Simplification

Expansion of Artificial Intelligence/ Cora

Physical footprint reduction

## Strength & Sustainability

Core Banking Platform modernisation

Technology resilience

Future<sup>1</sup>

Previous<sup>1</sup>

# ...and are adapting how we work to remain competitive

Digital first, customer led, agile at scale



# UK Personal & Business Banking<sup>1</sup>



Delivering strong sustainable RoE driving the Group to its 2020 targets

Growing in chosen markets while maintaining conservative risk appetite



Strong market positions, established trust and clear customer vision

Reduced physical footprint, investing in digital capabilities and leading digital adoption

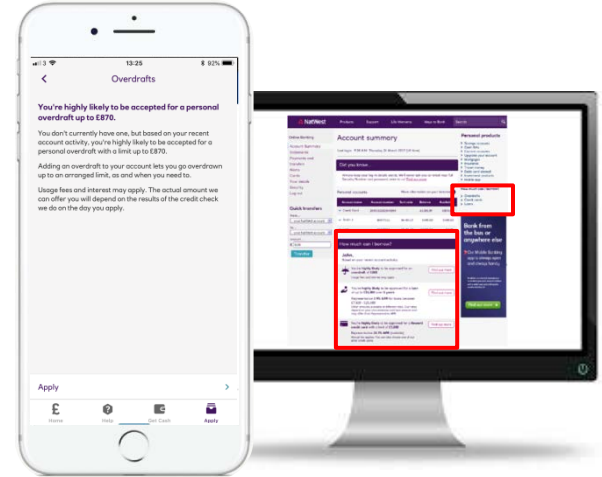
# Frans Woelders UK PBB Chief Digital Officer





# Helping customers adopt digital banking...

Using data to proactively engage customers across all frontline channels

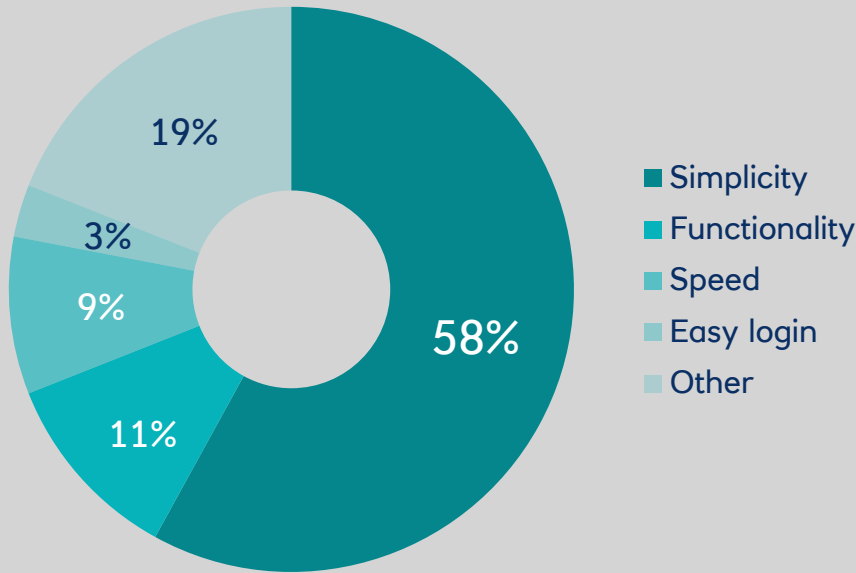


- Web, mobile and email campaigns to drive adoption and usage
- Segment targeted
- In-branch & contact centre customer insight prompts
- >850 TechXperts, minimum of one accessible in every branch
- Digital training given to >5,000 frontline staff
- >5m personalised customer insight prompts displayed in-app every day
- 'Always on' product offers reaching >2m customers a month with personalised lending messages
- >35k per month linked product sales

# ...and delivering the experience customers want...

Simplicity and an intuitive user experience are key to adoption and continued digital engagement

Drivers of NatWest app advocacy<sup>1</sup>



We continually refine our app's user experience:

- Clean, uncluttered, easy to understand
- Quick access to most used features
- In-app help and support

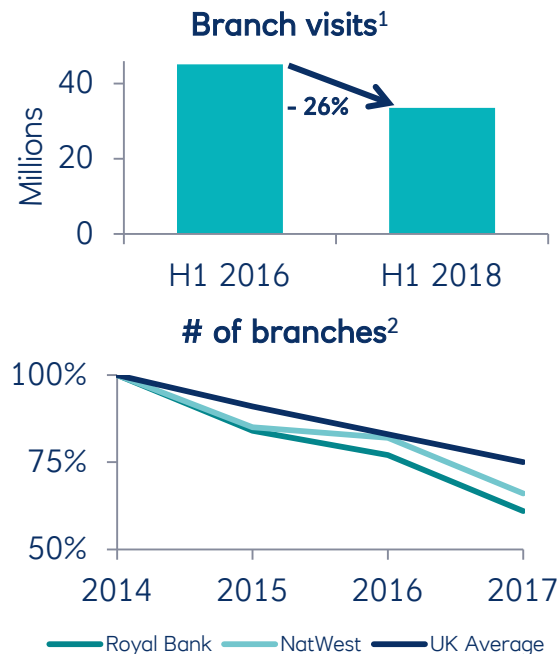
We co-develop app functionality with customers and involve them in testing throughout the development lifecycle

Voted by customers the Best Banking App 2 years running<sup>2</sup>



# ...while transforming our assisted channels

## Adapting to changing customer behaviours



**97%**  
Transactions and enquiries through self-serve channels<sup>3</sup>

## Adding value in different ways

Testing new formats and experiences for assisted self-serve



**400k**

Secure messages per month<sup>4</sup>

**9m**

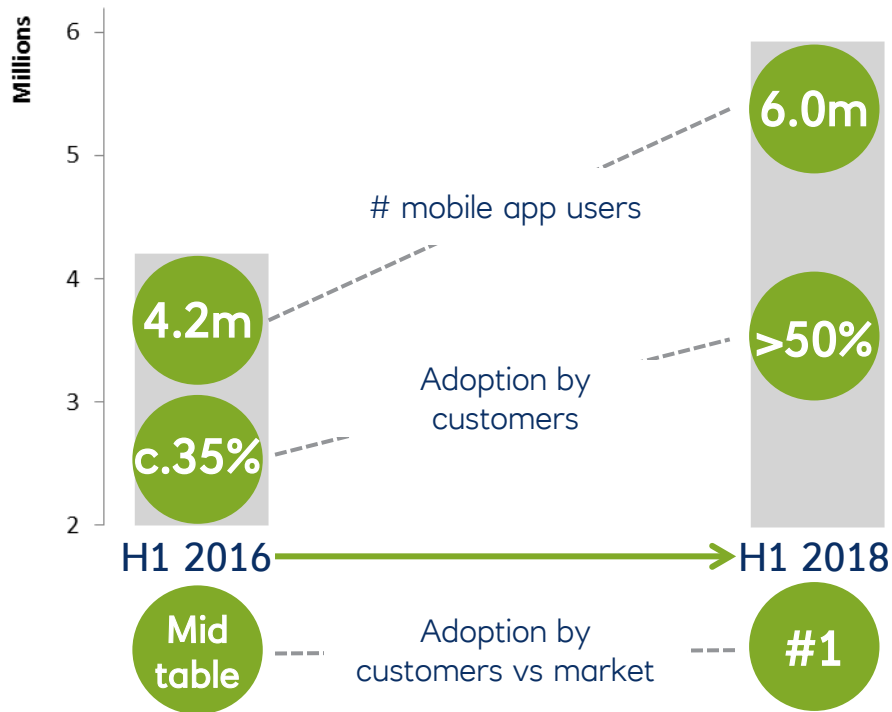
Staff prompts to provide helpful customer insights<sup>5</sup>

**45k**

Customer feedback followed up<sup>6</sup>

# More customers are choosing to bank digitally...

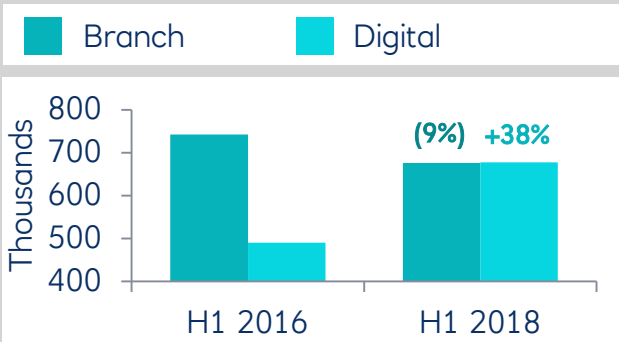
## Leading the way in mobile adoption<sup>1</sup>



## Meeting more needs through digital channels<sup>2</sup>

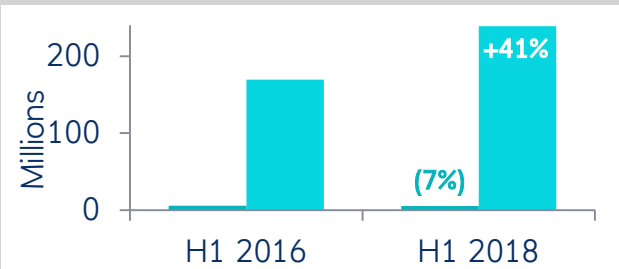
### Sales

volume fulfilled



### Funds transfer & 3<sup>rd</sup> party payments

volume by channel



# ...engaging deeply with our brands

Digital propositions which benefit both customer and bank

Mobile active customers vs.  
non mobile active<sup>1</sup>



# of interactions

x 6.2



# of products per  
customer

+ 29%



Brand NPS

+ 16

On average, mobile banking customers  
log-in once every day

Saving time & money for customers & the bank

**Pay someone new<sup>2</sup>**

|                     | Branch                                                                                            | Telephony                                                                                        | Mobile app                                                                                    |
|---------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Travel time         | 10-30 mins                                                                                        | -                                                                                                | -                                                                                             |
| Wait time           | 0-10 mins                                                                                         | 0-10 mins                                                                                        | -                                                                                             |
| Transaction time    | 3.30 mins                                                                                         | 6.29 mins                                                                                        | 0.57 mins                                                                                     |
| Total customer time | <br>13-43 mins | <br>6-16 mins | <br><1 min |
| RBS marginal cost   | <br>£0.86      | <br>£1.39     | <br><£0.01 |

# Aligning customer experience and cost efficiency

Applying innovative technology to help customers self-serve with confidence

Cora – our digital assistant,  
powered by artificial intelligence



>500k conversations with  
customers per month<sup>1</sup>



Can answer questions on over  
200 topics (and is learning more)



Helping both Personal and  
Corporate customers



Available in the mobile app  
as well as online

We are actively exploring extended  
use cases for Cora, e.g.:

- Answer questions on customer transactions
- Carry out simple transactions
- Voice interface (phone, smart speaker)



# Transforming experience through customer led design



16 questions  
(down from 120)



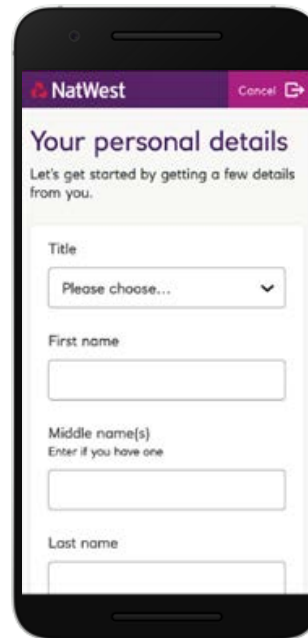
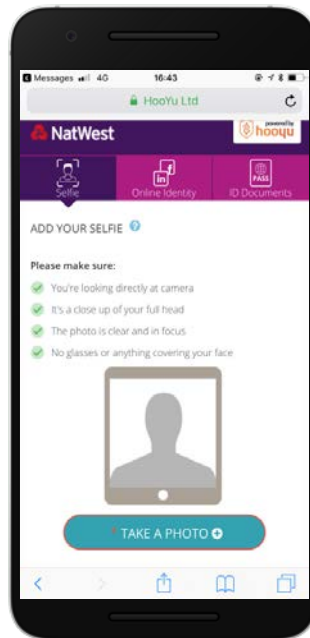
6 mins to open  
(down from 16)



93k accounts  
opened<sup>1</sup>



100% paperless  
fulfilment<sup>2</sup>

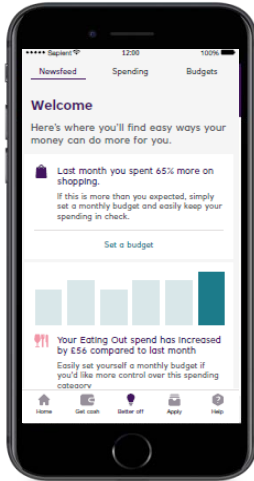


- Available for all new to bank customers
- Built **mobile first**, but adaptable to any device or channel
- End-to-end **automation**
- Piloting instant **in-app identity verification** with partner HooYu
- One of the first UK high street banks to provide **account number at end of every application**

# Strengthening customer relationships

Customers find managing their financial lives a challenge and want help. We are testing two different kinds of solution, harnessing the power of data

## Personal Financial Manager

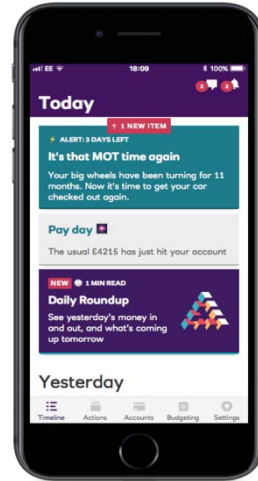


Data driven financial insights that are simple to understand and effortless to act on

- Spend categorisation
- Personalised insights
- Personalised product offers

Deployed through core app to >6m customers

## Broader Ecosystem



Chat-based AI enabled financial assistant

- Pro-active life admin support
- Personalised insight & actions
- Personalised partner offers and introductions

Deployed as a standalone app



# We are organising around the customer and positioning ourselves for the future

We are taking advantage of opportunities in a rapidly evolving world



## Digital first technology platform

- Open architecture – API based
- Flexible, enables modular expansion
- Simple connectivity, including 3<sup>rd</sup> parties
- Future proof for emerging technologies



## Quickly identifying winning bets

- Customer research and testing
- Rapid prototyping
- Agile design and delivery
- Many candidates; selected winners



## Working with the right partners

In-house

Partner

Acquire

We are working with FinTechs and are already building our capability

Runpath



ThreatMetrix

FreeAgent



# Key messages

1

**Proactive, digital-first journeys designed around the customer**

2

**Help more customers do more of their everyday banking digitally**

3

**Deepening customer engagement**

4

**Reducing cost and growing digital sales and service**

5

**Positioning ourselves to take advantage of opportunities in a rapidly evolving market**

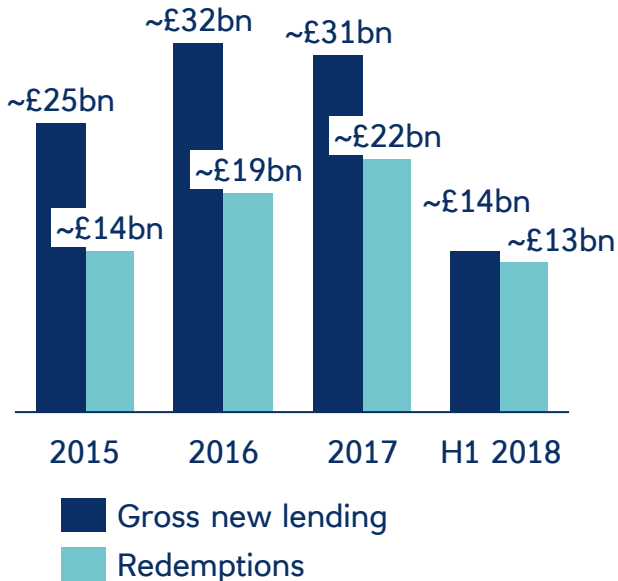
# Lloyd Cochrane Product Director, Home Buying & Ownership



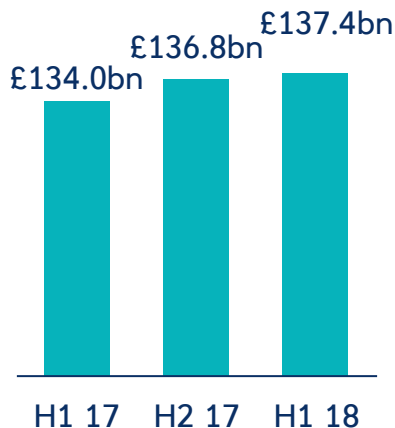
# Business performance

Strong growth but margins under pressure due to increasingly aggressive competitor pricing

## New business flow and stock movements

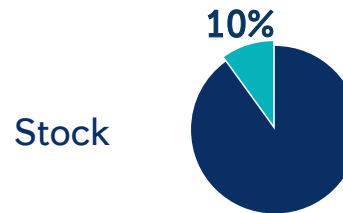
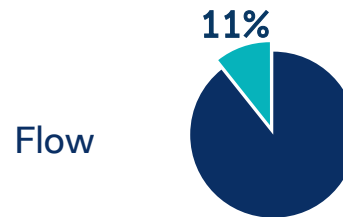


## Stock growth



## Market share<sup>1</sup>

H1 2018

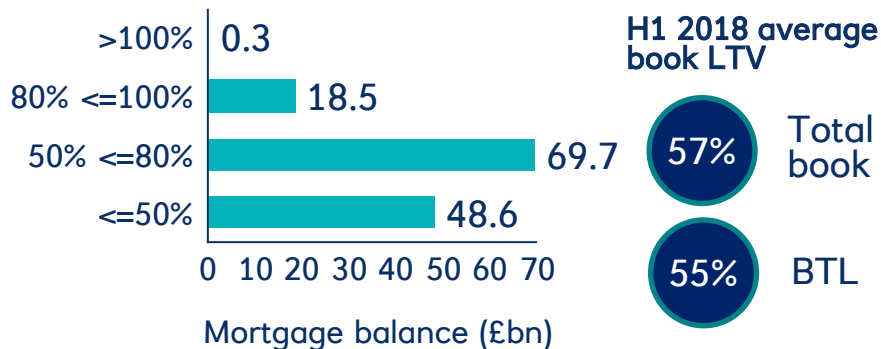


## Competitors<sup>2</sup>

| 60% LTV         |                                                                                      |              |             |           |
|-----------------|--------------------------------------------------------------------------------------|--------------|-------------|-----------|
| 2 Year Fixed    |                                                                                      |              |             |           |
|                 |                                                                                      | Initial Rate | Product Fee | Cash Back |
| 1 <sup>st</sup> |   | 1.70%        | £299        | £0        |
| 2 <sup>nd</sup> |   | 1.49%        | £995        | £0        |
| 3 <sup>rd</sup> |   | 1.49%        | £999        | £0        |
| 4 <sup>th</sup> |   | 1.54%        | £995        | £0        |
| 5 <sup>th</sup> |   | 1.54%        | £999        | £0        |
| 6 <sup>th</sup> |   | 1.89%        | £995        | £1,000    |
| 7 <sup>th</sup> |   | 1.39%        | £1,499      | £0        |
| 8 <sup>th</sup> |   | 1.65%        | £995        | £0        |
| 9 <sup>th</sup> |  | 1.96%        | £995        | £0        |

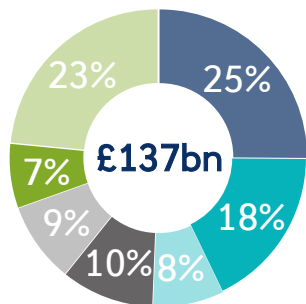
# UK PBB Mortgages Overview

## Book LTV



## Geographical split

### Regional spread by value



### Weighted average LTV

|                |     |
|----------------|-----|
| South East     | 55% |
| Greater London | 51% |
| Scotland       | 59% |
| North West     | 62% |
| South West     | 58% |
| West Midlands  | 59% |
| Rest of UK     | 61% |

## BTL vs. Owner occupied mix

FY 2017

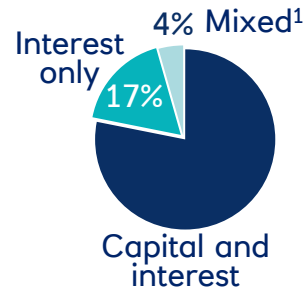


H1 2018

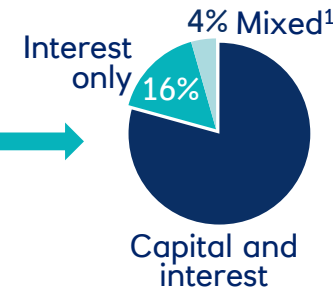


## Interest only vs. Capital & interest

FY 2017



H1 2018



# Driving customer advocacy

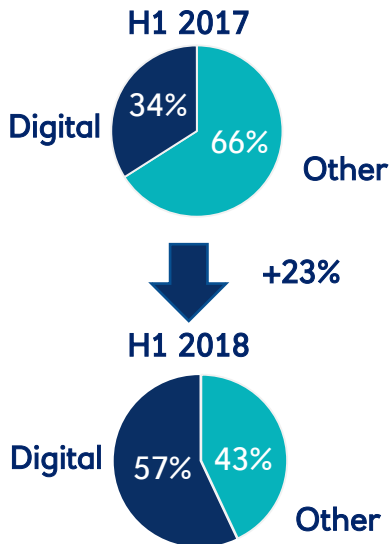
Delivering journey improvements through paperless mortgages and digital switching

## UK's 1<sup>st</sup> Paperless mortgage application

91% of all organic applications are paperless<sup>1</sup>



## Increased mortgage switching via digital channels

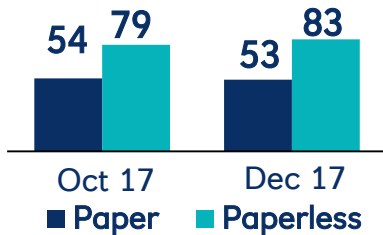


## Reducing application to offer time and delivering customer satisfaction

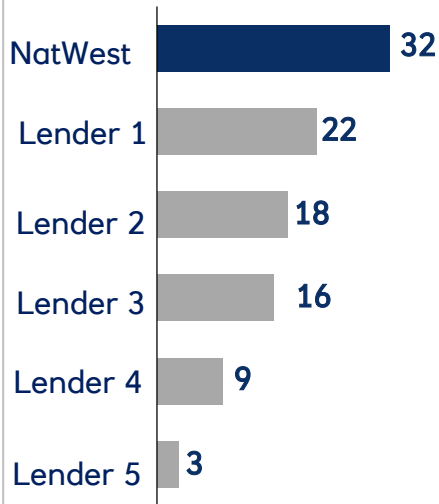


Average application to offer in 11 days – down from 23

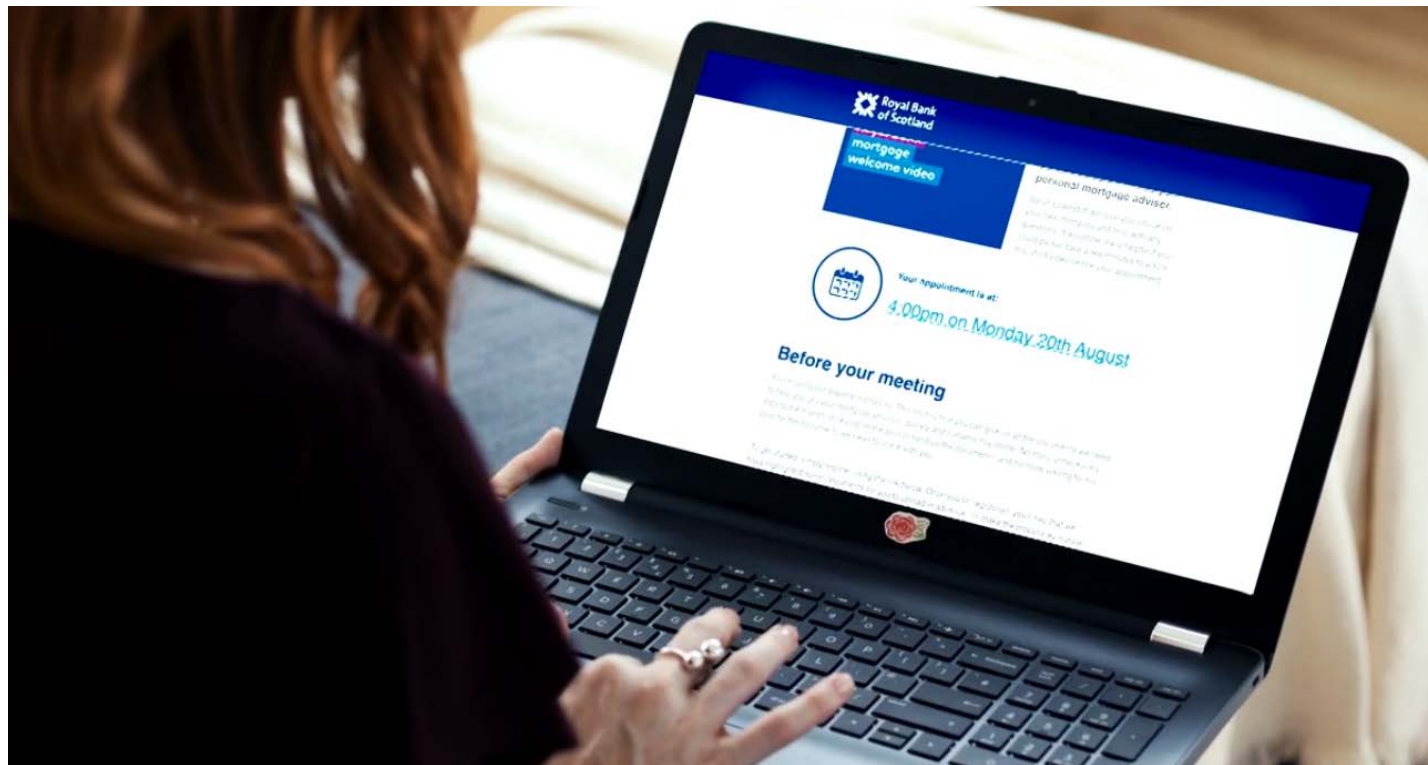
Paper vs paperless NPS<sup>2</sup>



## Resulting in market leading NPS for customers taking a new mortgage<sup>3</sup>



# Video



# Managing customer retention

Focussed on customer retention in an increasingly price competitive market

Product development

Ecosystem development

Contact strategy initiatives

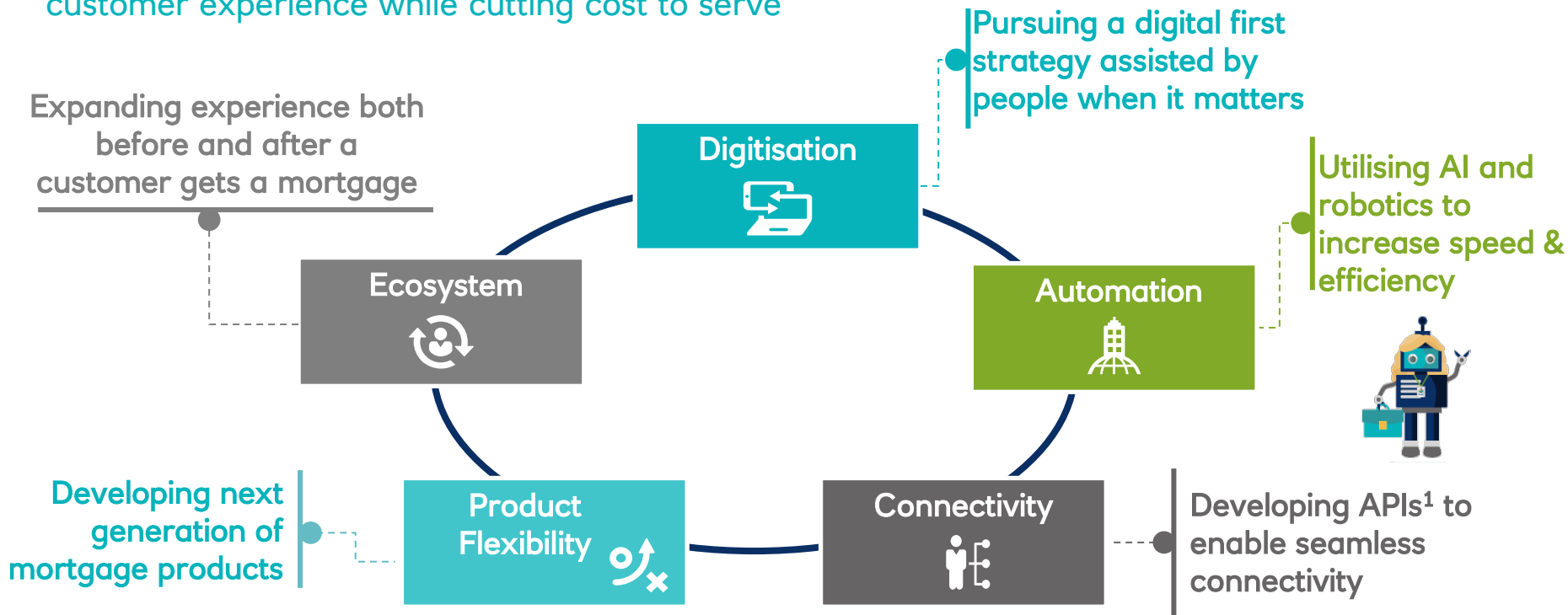
Pricing





# Innovation agenda

Our key areas of focus will position us to thrive in an evolving market context, improving customer experience while cutting cost to serve



# Home Agent

Moving from product and advice towards being a relevant and engaging customer ecosystem

Thinking of moving

Apply

Move

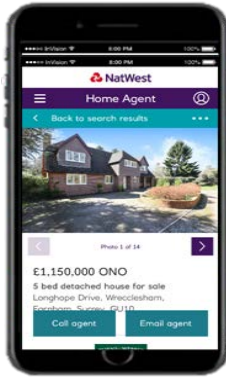
Manage and renew

Home Agent (current MVP - more upcoming features)

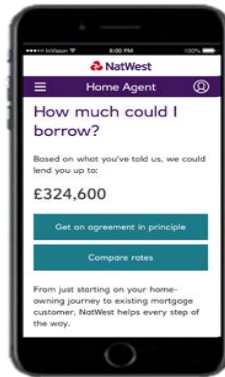
Post-MVP



Set my budget



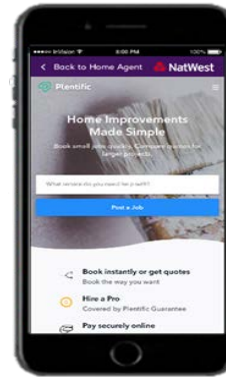
Find my next home



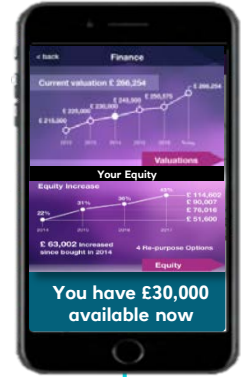
Apply and complete



Help me move



Improve my home



Track property value  
Manage my mortgage

Clear on the role we play in the home ecosystem by looking beyond mortgages and adding value for our customers

- Make it easier for the customer to **find, buy and manage their home**
- Focus on what the customer **owns, not what they owe**

- **Gateway** to required tools and experts
- Track progress and activity so the **customer knows what to expect and is in control**

# Key messages

1

Established top 4 mortgage lender with ~12% new business share. Targeting stock growth above market levels while continuing to reduce cost & manage risk

2

Driving customer advocacy via high quality customer experience and service (highest 'Apply & Set up' NPS)

3

Successful delivery of digital journeys (e.g. Paperless application process and digitised switching service)

4

Innovating to establish UK PBB as a digital Home Buying and Ownership platform (Home Agent)

5

Focused on customer retention in an increasingly competitive market

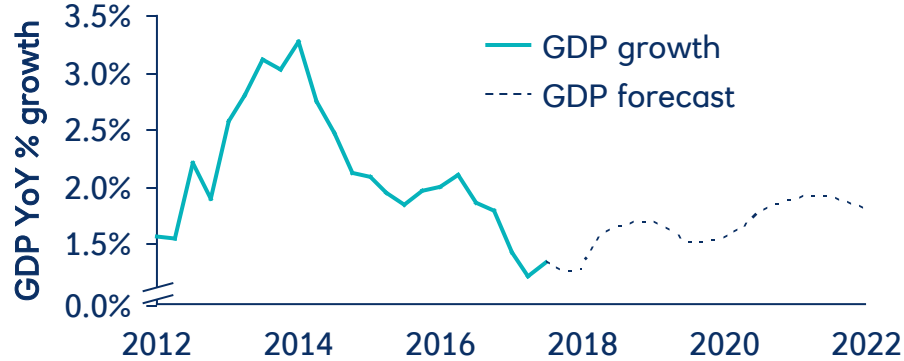
# Claire Baird

## UK PBB Financial Director



# UK Economy remains resilient

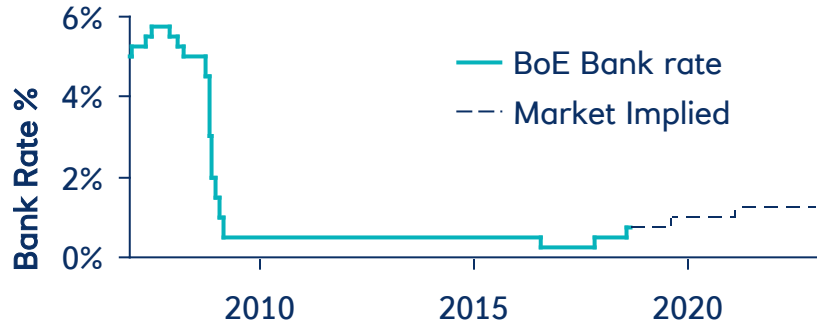
GDP growing, but very slowly<sup>1</sup>



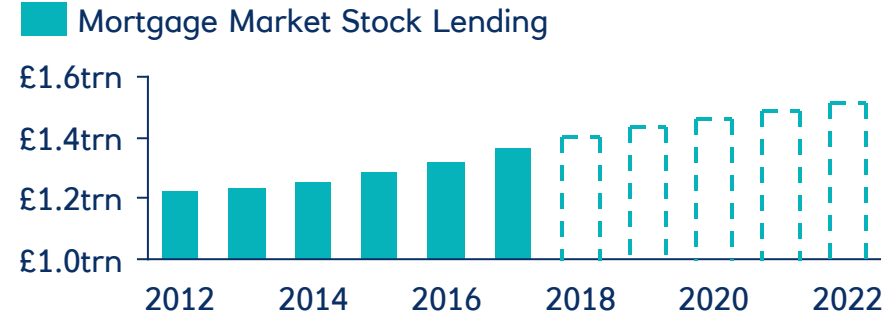
Unemployment at historically low levels<sup>1</sup>



Interest rates lower for much longer<sup>2</sup>



Housing market continues to grow<sup>2</sup>



# Consistently strong financial performance

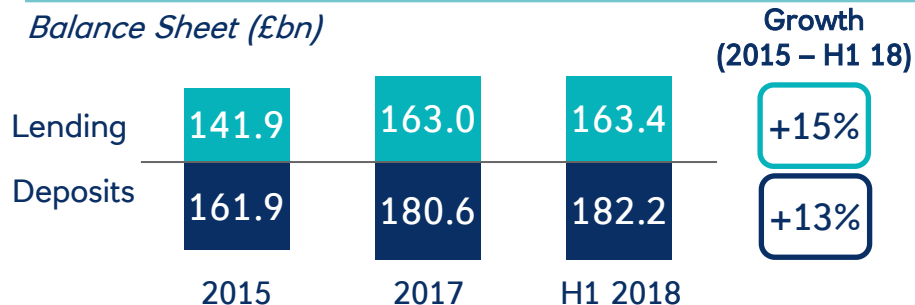
|                                | FY<br>2015   | FY<br>2016   | FY<br>2017         | H1<br>2018   |
|--------------------------------|--------------|--------------|--------------------|--------------|
| Income (£m)                    | 6,033        | 6,127        | 6,477 <sup>1</sup> | 3,161        |
| <i>NIM (%)</i>                 | 3.13%        | 2.97%        | 2.86%              | 2.81%        |
| Costs (£m)                     | (4,564)      | (4,276)      | (3,829)            | (1,582)      |
| <i>Cost: Income (%)</i>        | 76%          | 70%          | 59%                | 50%          |
| Impairments (£m)               | (8)          | (125)        | (235)              | (147)        |
| <b>Operating Profit (£m)</b>   | <b>1,461</b> | <b>1,726</b> | <b>2,413</b>       | <b>1,432</b> |
| Gross Loans and Advances (£bn) | 141.9        | 154.2        | 163.0              | 163.4        |
| Customer Deposits (£bn)        | 161.9        | 170.0        | 180.6              | 182.2        |
| Risk Weighted Assets (£bn)     | 43.2         | 42.3         | 43.0               | 43.4         |
| <i>Return on Equity (%)</i>    | 14%          | 16%          | 24%                | 29%          |

Note(s): Except and unless otherwise noted, all financial information in this presentation is for the Royal Bank of Scotland Group plc and prepared on a consolidated basis; (1) 2017 includes £185m debt sale proceeds

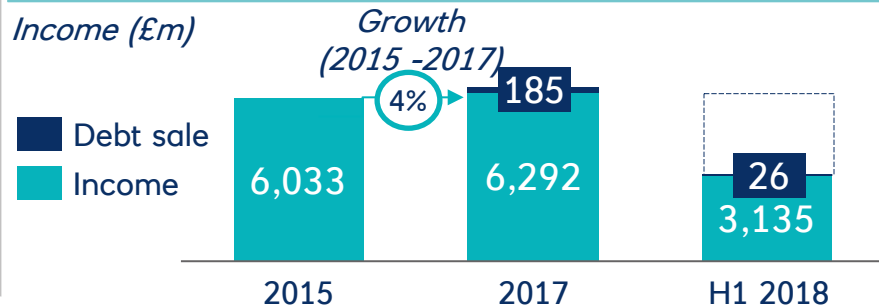
# Consistently strong financial performance

Strong Balance Sheet growth in a competitive environment. C:I ratio continues to improve as we simplify the bank

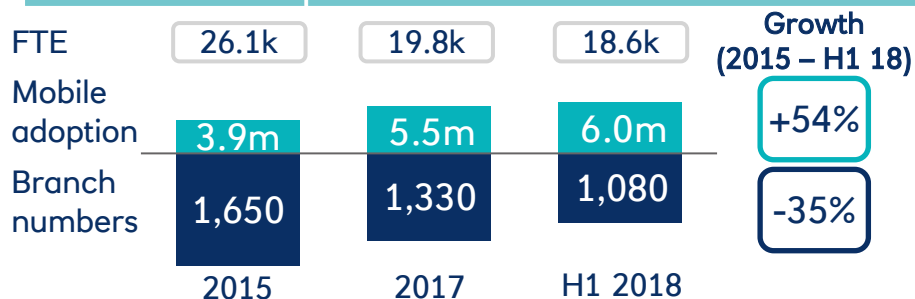
Above-market loan growth funded by strong deposit growth...



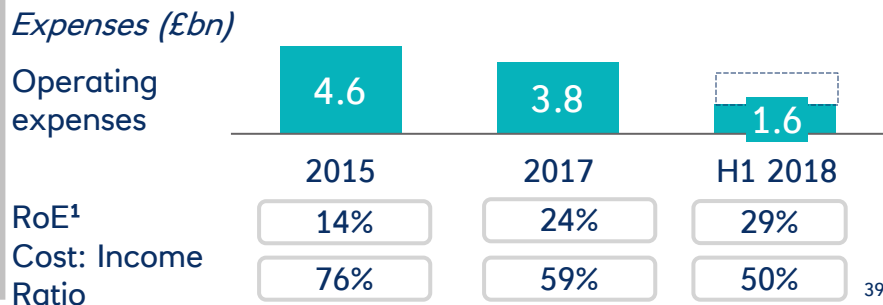
...maintaining income levels in a competitive environment...



... while increased digital adoption drives lower physical presence and headcount



Delivering positive operating jaws & strong and improving returns



Note(s): (1) Return on Equity presented including Strategic, Conduct and Litigation costs

# Cost Benefits from digital led strategy

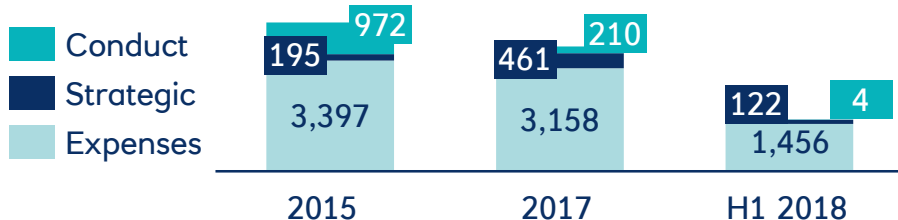
Customer transition from physical to digital supports cost efficiency

Reduced impact of legacy issues allowing focus on investing for the future

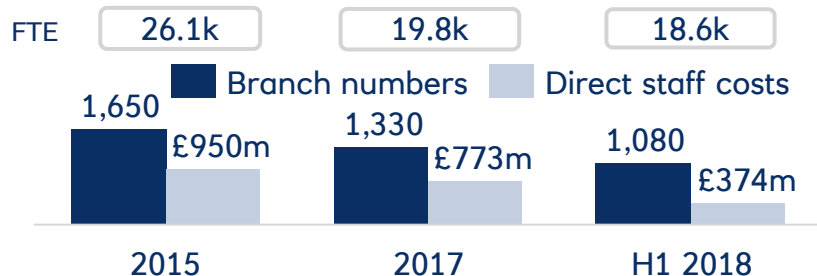
Digital adoption has increased resulting in lower branch numbers, headcount and lower staff costs...

Total Operating expenses breakdown (£m)

C:I ratio



FTE



Increased levels of digital interactions as branch and telephony transactions decline



**Digital growth**  
6m Mobile App users (H1 2018)<sup>1</sup>

Mobile Payments<sup>2</sup>  
up 26% on H1 2017

Mobile App logins  
up 20% on H1 2017

Digital sales in UK PBB  
up 27% on H1 2017

**Physical reduction**

Physical Branches down from ~1,930 (2014) to ~850<sup>3</sup>

Branch counter transactions down 7% on H1 2017<sup>4</sup>

Cheque usage down 16% on H1 2017



# Short Term Borrowing

Strong growth in Personal Loans, with digital loans sales up from 38% of total in 2015 to 56% in H1 2018, partly offset by lower Credit Card balances as we remain out of the 0% balance transfer market

Reduced the level of unsecured lending exposure in credit cards with targeted growth in personal loans...

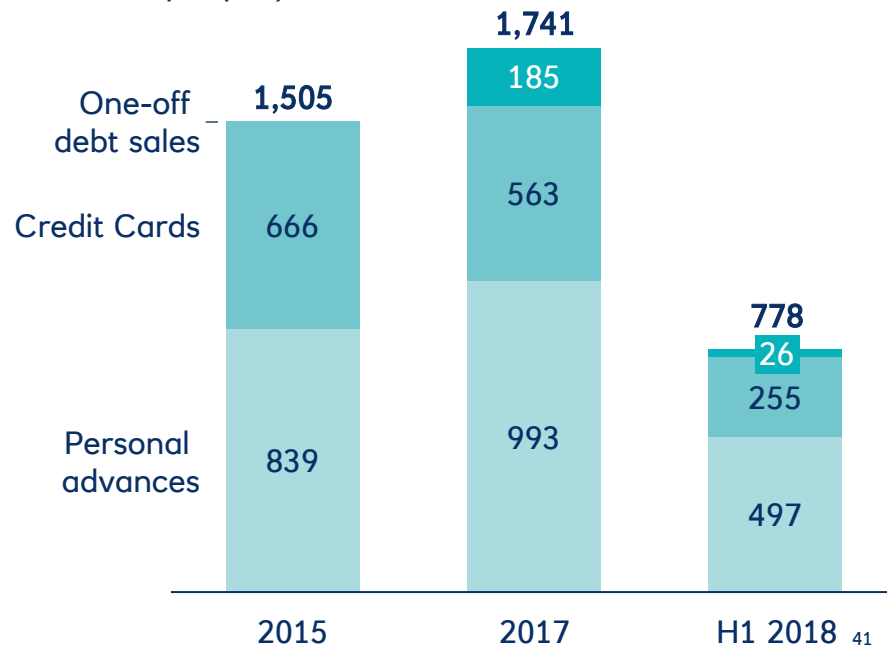
Balance sheet split (£bn)

Growth  
(2015 – H1 18)



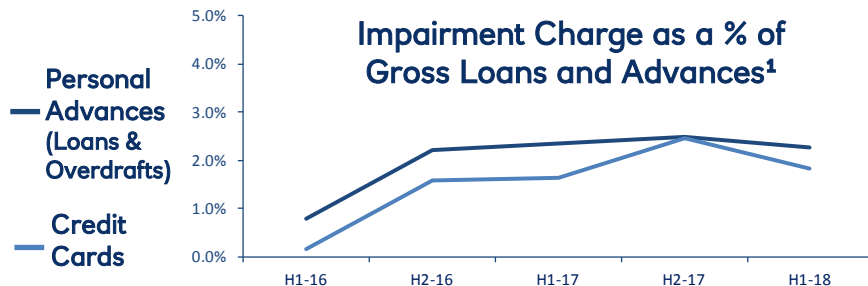
... leading to lower underlying unsecured income as we reduce the level of unsecured exposure...

Income split (£m)



...with risk metrics remaining stable and low impairment charges

Impairment Charge as a % of  
Gross Loans and Advances<sup>1</sup>

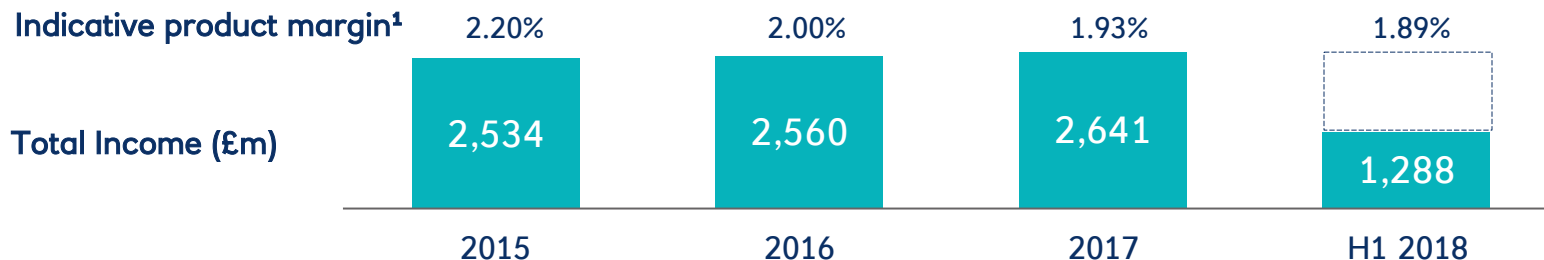


Note(s): (1) Calculated as impairment charge / (release) as a % of simple average L&A in the half.

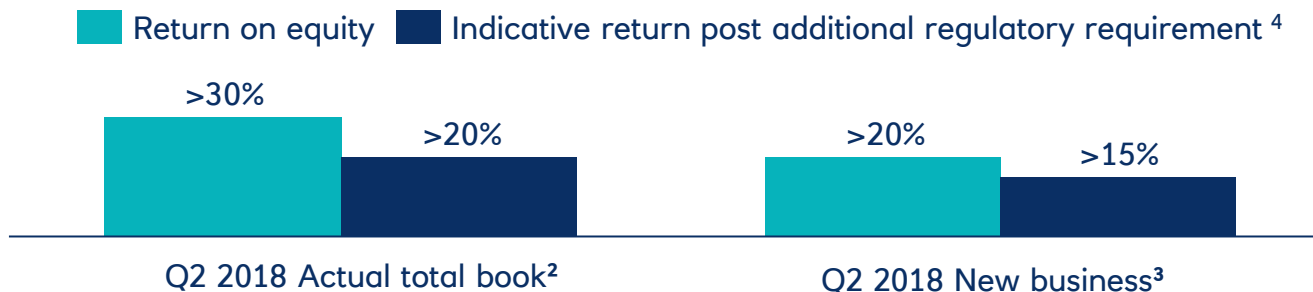
# Mortgage income level maintained

Mortgage market remains highly competitive with pricing pressure largely offset by strong balance growth

Intense competition and higher funding rates have led to a contraction in mortgage margins



We continue to make profitable returns on our mortgage book



# Strong and disciplined Mortgage growth

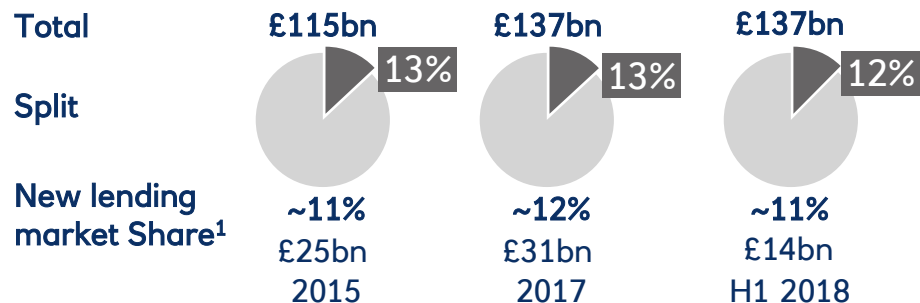
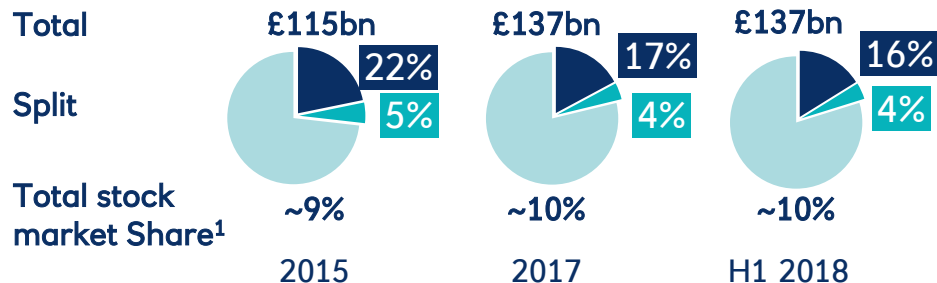
New lending share consistently ahead of stock market share, while maintaining risk discipline

Strong mortgage balance growth while reducing our exposure to higher risk segments...

## Balance Split (£bn)

*Low share of interest only and Buy to Let mortgages*

■ Interest Only ■ Mixed ■ Other



...while maintaining stable LTV risk profile

*Low concentration of high LTV customers*

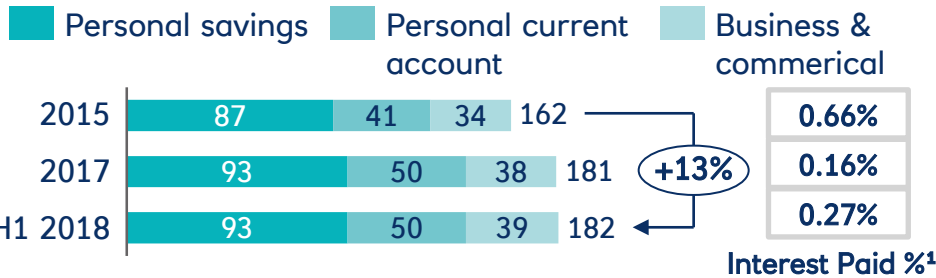


# Deposit funding structure a competitive advantage

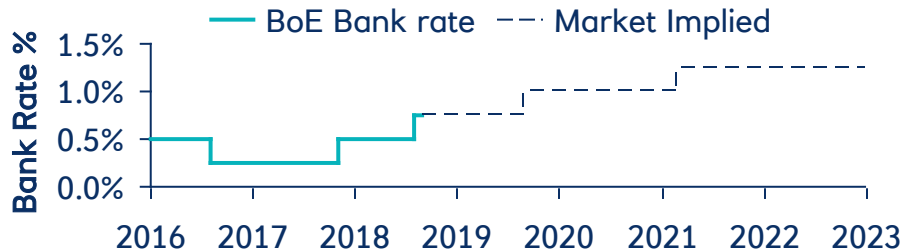
We are well placed to benefit from rising rate environment, with deposits a natural hedge to increased mortgage margin pressures

Strong current account deposit growth has provided an inexpensive funding base

Total Deposit (£bn)

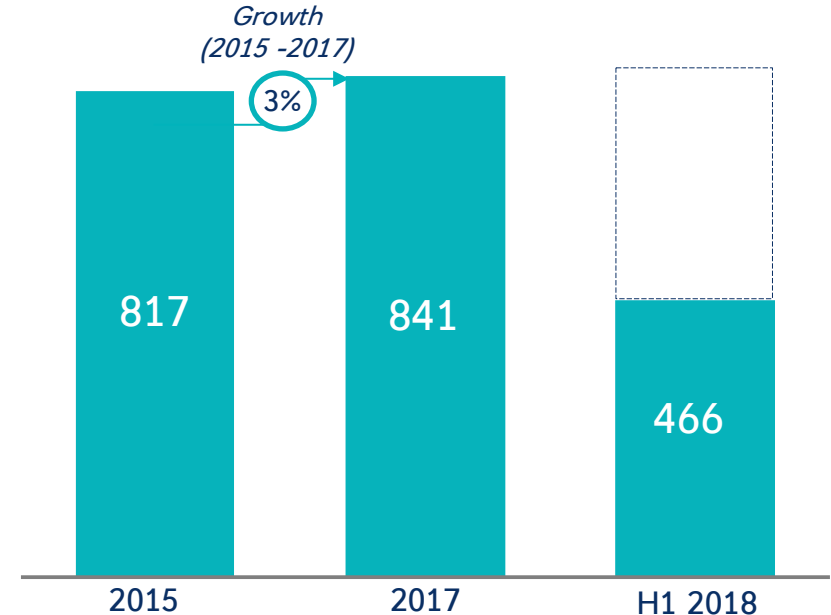


Rising rates support deposit income<sup>2</sup>



Personal Deposit Income

Total Personal Deposit Income (£m)



# Business Banking

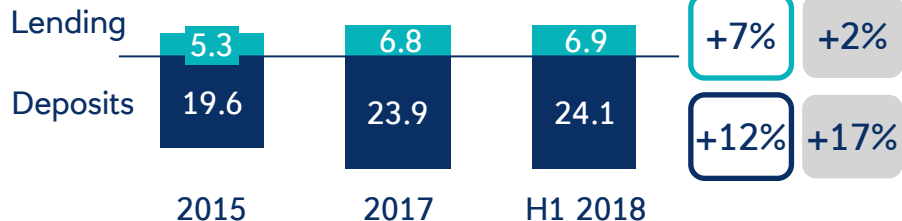
Lending growth supported by strong deposit base, with strong and improving financial performance

Lending growth ahead of market supported by very strong deposit base with an LDR of 29%

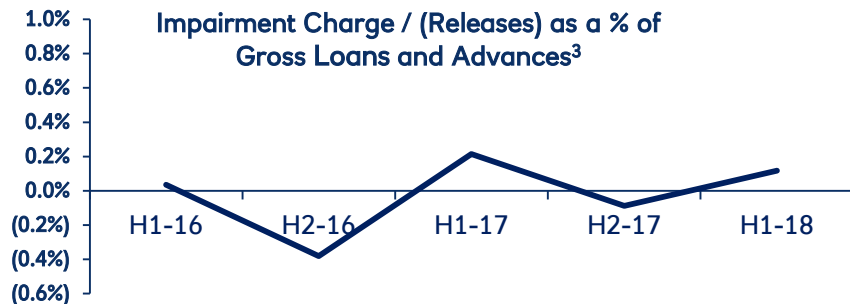
Balance sheet split (£bn)

Growth (2015 – H1 18)

UK PBB<sup>1</sup> Market<sup>2</sup>



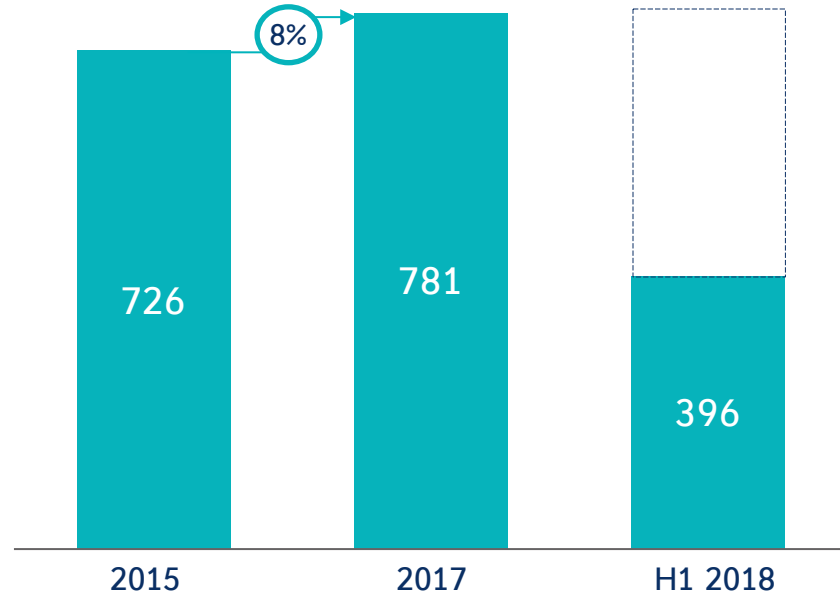
...and maintaining risk discipline



Income improves while keeping the cost base under control...

Income (£m)

Growth (2015 - 2017)



# Overall financials - Medium Term Outlook

Loan growth expected to continue to outperform the market, supported by strong funding position.  
Mortgage margin pressures expected to be largely mitigated by improved deposit returns

|                                | FY<br>2015   | FY<br>2016   | FY<br>2017         | H1<br>2018   | Medium Term<br>Outlook <sup>2</sup> |
|--------------------------------|--------------|--------------|--------------------|--------------|-------------------------------------|
| Income (£m)                    | 6,033        | 6,127        | 6,477 <sup>1</sup> | 3,161        | ➡                                   |
| Costs (£m)                     | (4,564)      | (4,276)      | (3,829)            | (1,582)      | ➡                                   |
| <i>Cost: Income (%)</i>        | 76%          | 70%          | 59%                | 50%          | ➡                                   |
| Impairments (£m)               | (8)          | (125)        | (235)              | (147)        | ➡                                   |
| <b>Operating Profit (£m)</b>   | <b>1,461</b> | <b>1,726</b> | <b>2,413</b>       | <b>1,432</b> | ➡                                   |
| Gross Loans and Advances (£bn) | 141.9        | 154.2        | 163.0              | 163.4        | ➡                                   |
| Customer Deposits (£bn)        | 161.9        | 170.0        | 180.6              | 182.2        | ➡                                   |
| Risk Weighted Assets (£bn)     | 43.2         | 42.3         | 43.0               | 43.4         | ➡                                   |
| Return on Equity (%)           | 14%          | 16%          | 24%                | 29%          | ➡                                   |

Note: Except and unless otherwise noted, all financial information in this presentation is for the Royal Bank of Scotland Group plc and prepared on a consolidated basis; (1) 2017 includes £185m debt sale proceeds; (2) Arrows and associated commentary represents management's current expectations and are subject to change, including as a result of the risk factors described in the Group's 2017 Report and Accounts and H1 2018 IMS

# Key messages

1

**Strong Return on Equity supported by robust pricing and profitability discipline**

2

**Targeted above-market lending growth supported by strong overall funding position**

3

**Deposit base provides a competitive funding and liquidity advantage and we are well placed to benefit from a rising rate environment**

4

**Transition from physical to digital supporting simpler customer journeys resulting in cost efficiency and an improving C:I ratio**

5

**Balanced risk appetite with disciplined risk management supporting stable default rates and low impairments**

# Questions





# Disclaimer

**The targets, expectations and trends discussed in this presentation represent management's current expectations and are subject to change, including as a result of the factors described in the "Summary Risk Factors" on pages 48 and 49 of the H1 2018 IMS for The Royal Bank of Scotland Group plc ("RBSG") and the "Risk Factors" on pages 372 to 402 of the RBSG Annual Report and Accounts 2017.**

## **Forward-looking statements**

This presentation contains forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995, including (but not limited to) those related to RBSG and its subsidiaries' regulatory capital position and funding requirements, financial position, ongoing litigation and regulatory investigations, profitability and financial performance (including financial performance targets and expectations), structural reform and the implementation of the UK ring-fencing regime, the implementation of RBSG's restructuring and transformation programme, impairment losses and credit exposures under certain specified scenarios, increasing competition from new incumbents and disruptive technologies and RBSG's exposure to political and economic risks (including with respect to Brexit), operational risk, conduct risk, cyber and IT risk and credit rating risk. In addition, forward-looking statements may include, without limitation, the words 'expect', 'estimate', 'project', 'anticipate', 'commit', 'believe', 'should', 'intend', 'plan', 'could', 'probability', 'risk', 'Value-at-Risk (VaR)', 'target', 'goal', 'objective', 'may', 'endeavour', 'outlook', 'optimistic', 'prospects' and similar expressions or variations on these expressions. These statements concern or may affect future matters, such as RBSG's future economic results, business plans and current strategies. Forward-looking statements are subject to a number of risks and uncertainties that might cause actual results and performance to differ materially from any expected future results or performance expressed or implied by the forward-looking statements. Factors that could cause or contribute to differences in current expectations include, but are not limited to, legislative, political, fiscal and regulatory developments, accounting standards, competitive conditions, technological developments, interest and exchange rate fluctuations and general economic and political conditions. These and other factors, risks and uncertainties that may impact any forward-looking statement or RBSG's actual results are discussed in RBSG's UK 2017 Annual Report and Accounts (ARA) and materials filed with, or furnished to, the US Securities and Exchange Commission, including, but not limited to, RBSG's most recent Annual Report on Form 20-F and Reports on Form 6-K. The forward-looking statements contained in this document speak only as of the date of this document and RBSG does not assume or undertake any obligation or responsibility to update any of the forward-looking statements contained in this document, whether as a result of new information, future events or otherwise, except to the extent legally required.