



# Consumer Banking is a strong pillar of PBC



# Strategy & Steering



- Market leader in Germany for Consumer Banking – with dense branch and agency network, huge mobile sales force and cooperations as well as leading direct banking offer
- Simple, focused, and attractively priced product offering – covering private, business, and corporate clients
- Leveraging the whole of Deutsche Bank for Consumer Banking – bundling all PBC's Consumer Banking activities based on Postbank's strength and leveraging Deutsche Bank's global products / expertise

# Postbank – A leading retail franchise in Germany







- ~ 14 million clients
- > EUR 185 bn retail CBV, thereof
  - EUR 79 bn retail loans
  - EUR 94 bn retail deposits
  - EUR 12 bn securities held by clients
- 4.9 million retail checking accounts
- ~ 1,100 branches
- ~ 20,400 FTE

# Postbank's second to none distribution platform



#### Branch network

- ~1,100 Postbank Finance Center
- ~4,650 partner-branches of Dt. Post
- Dedicated trained advisors in partner branches
- ~1 million customers daily (~75 % non Postbank customers)

#### Mobile sales force

- Largest bank-owned mobile distribution:
  - ~4,000 partners
- >800 Advisory centers
- Estate agents at BHW Immobilien

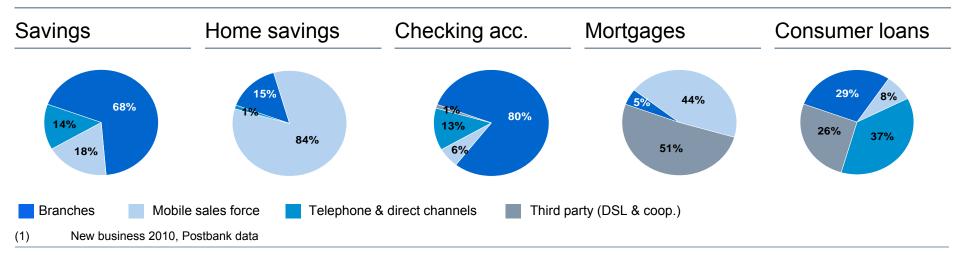
### Direct channels

- 24 m customer calls in 2010
- Expansion of agent contacts instead of voice portal
- 5.4 m onlineaccounts

# Third party

- Strong footprint in third party business via DSL Bank and cooperation partner (e. g. HUK Insurance Group)
- ATM's at 1,300 Shell filling stations ...
- ...and 180 OBI stores

### Channel's share of new business<sup>(1)</sup>



# Offering postal services is core part of Postbank's unique Consumer Banking model



# Multi-product offering

# Unique bank branches through multi product offering

- Product offering in Postbank branches consists of
  - Financial Services



Postal Services





Third-party products and services, e.g.,



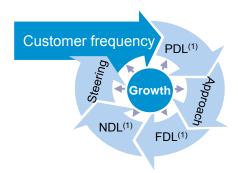




# High frequency

# Highest frequency in German retail banking

- ~ 1 m customers daily (~ 75% non-Postbank customers)
- Structured sales process ensures adressing of ~ 40% of customers with financial service offerings
  - ~ 350 k new customers p.a.
  - Strong ability to create high volume inflows, e.g., EUR 9 bn new savings in 2009



#### Cost structure

# Branch network costs co-financed

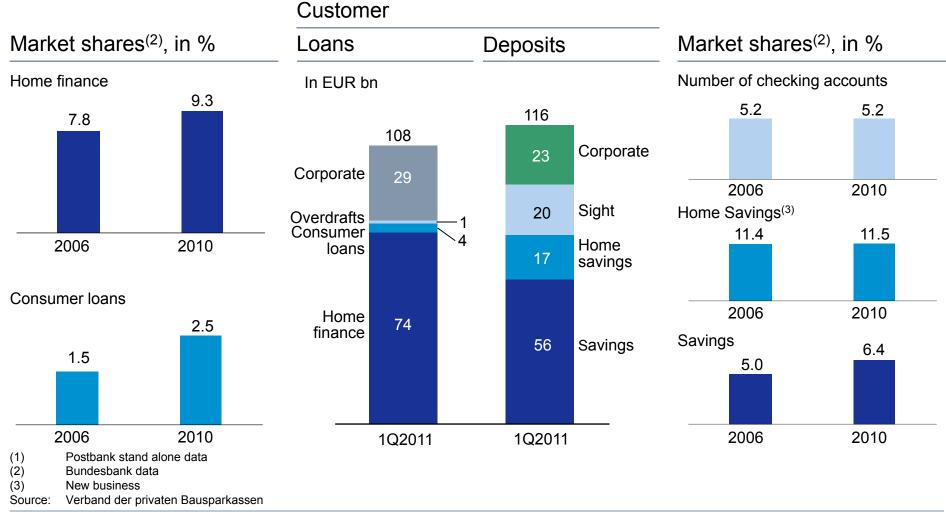
- Favourable cost structure of branch network due to
  - Remuneration from Deutsche Post EUR 440 m in 2010
  - Revenues from sale of third-party products
  - Advantageous personnel costs due to collective wage agreements deviating from financial services



(1)



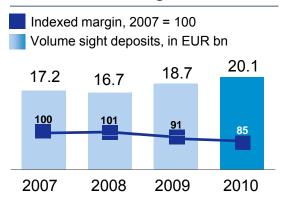
# Postbank's customer business is self-funded and has strong footprint in all major product fields<sup>(1)</sup>



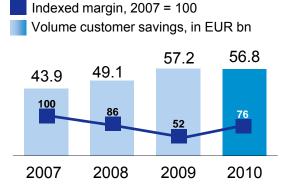
# Strong margin development in loan business and significant growth of deposit volume<sup>(1)</sup>





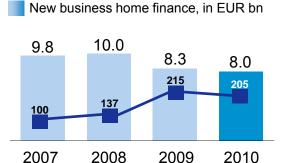


# **Customer savings**

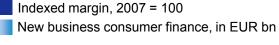


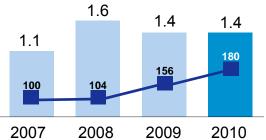
### Home finance (self-originated)

Indexed margin, 2007 = 100



# Consumer finance





### Comments

#### **Checking accounts**

- Significant increase of sight deposits due to higher share of main bank accounts
- Low interest rate environment challenging for margin development

#### **Customer savings**

- Volumes of record year 2009 conserved in 2010
- Adjustment of liability costs in 2010 led to margin increase
- Overall margins still below level of 2007/08 due to lower interest rate environment

#### Home finance

- Implementation of new asset-liability concept in 2009 led to significant increase of new business attractiveness
- Pricing adjustments in 2010 balanced margins and new business volumes

#### Consumer finance

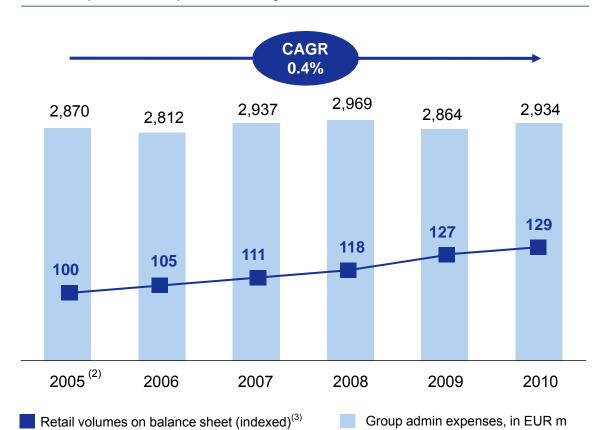
- Robust new business even after expiration of German car scrappage scheme
- Risk costs declined due to favourable macroeconomic environment in Germany

<sup>(1)</sup> Postbank stand-alone data

# Cost development is a critical success factor in Consumer Banking<sup>(1)</sup>



# Development of productivity



### Comments

- Cost containment is integral part of Postbank's business model
- Volume growth in customer business by 29% since 2005 achieved with cost growth significantly below inflation rate
- Efficient platform allows for growth at low marginal cost

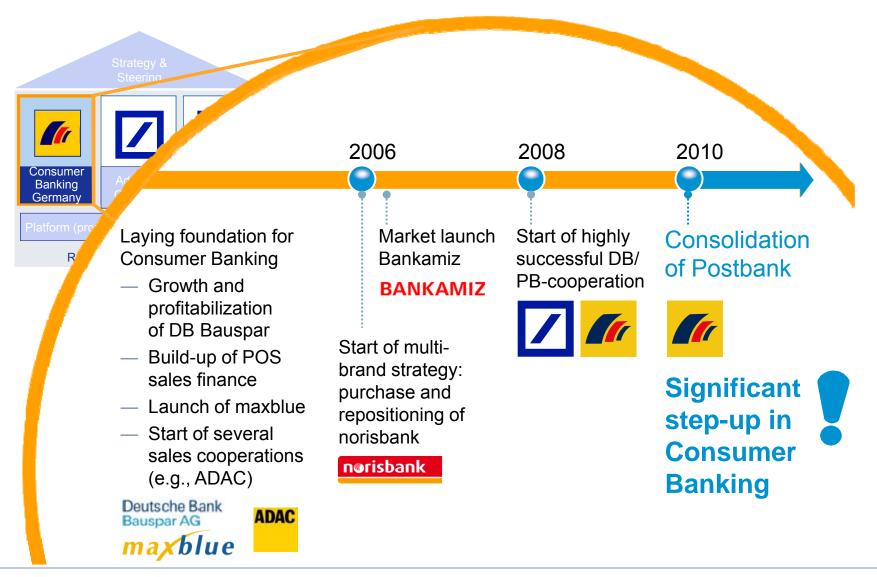
<sup>(1)</sup> Postbank stand-alone data

<sup>(2)</sup> Pro forma incl. BHW

<sup>(3)</sup> Incl. savings deposits, home savings, sight deposits, home finance, consumer finance, overdraft

# With Postbank acquisition into new dimension





# We can build on our successes



Successful turnaround

norisbank

Successful DB/PB sales cooperation

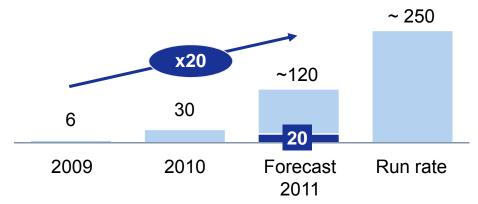


IBIT, indexed, 2007 = (100)









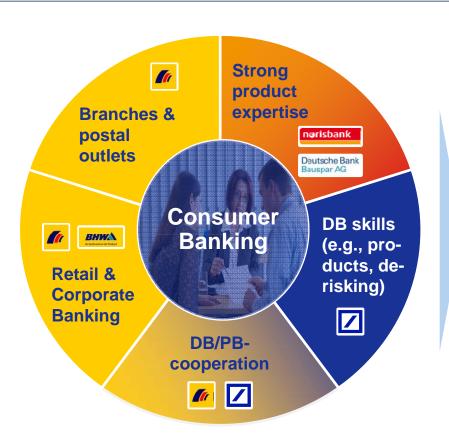
- Leverage cross-selling potential and product expertise of Global Markets (e.g., fixed income / certificates)
- Benefit from risk and methodology benchmarking in various product areas
- Contribution of international fund know how (e.g., grundbesitz-europa / high yield / DWS products)
- Gain strong momentum in direct banking opportunities and insurance / pension business



# Our strong Consumer Banking business model is based on key value drivers ensuring future growth

Our business model ...

... is based on key value drivers



- Experience from long-standing and highly successful DB/PB cooperation
- Benefit from expertise of global investment bank and distribution network with unparalleled reach
- Leverage know-how from norisbank success (number of customers up by 50% within two years time)
- DWS as leading retail asset manager
- DB Bauspar is well-positioned as home savings bank in Germany

# Significant market opportunities for Consumer Banking



In German retail and midcap banking

Within the Consumer Banking segment

# Positive economic outlook: GDP growth of >2.5% p.a. in 2011/12<sup>(1)</sup>



# Trend towards 'no-frills': Share of banks offering free current accounts increased by 20 ppt



Positive market outlook: Growth of 5% p.a. expected<sup>(2)</sup>



Increasing price sensitivity: Almost half of customers with high price sensitivity



Increasing interest rates:
1-year Euribor +40 bps in 1Q2011



Trend towards direct channels: Direct channel share in Consumer Banking products expected to quadruple by 2015<sup>(3)</sup>

financial transparency.



<sup>(1)</sup> Source: OECD

<sup>(2)</sup> CAGR 2010 - 20 for revenues after risk cost; Source: McKinsey Global Banking Pools

Based on average direct channel share of sales of current accounts, savings products, and consumer finance between 2010 and 2015

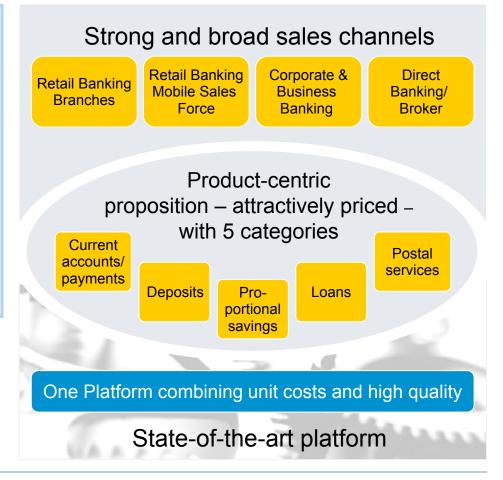
# Our target model



We know the key success factors ...

- 1 Well-known and trusted brand
- 2 Access to clients
- Focused best-in-class product portfolio with attractive pricing
- 4 Superior sales management system
- 5 Low unit cost
- 6 Leading risk management

... and have built our target model around them



Further detailed

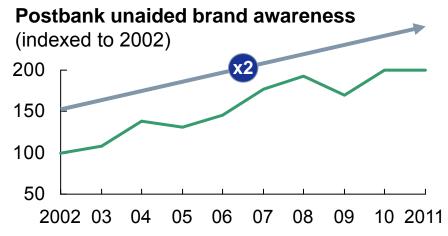
# Brand and access key success factors





#### Well-known and trusted brand





# Access to clients(2)



~1,100 Postbank branches Leading online offer with with ~1 m walk-ins per day



~140,000 unique visitors per day



~4.000 mobiles sales agents with 12,000 customer visits per day

financial transparency.



Sales-oriented call center with ~65,000 calls per day

<sup>(1)</sup> Aided brand awareness (2) Refers to Postbank only

# Best-in-class products and superior sales management



- Focused best-in-class product portfolio with attractive pricing
- Best of Postbank/DB products top rated in consumer magazines
- Continuously top positions in pricing leagues tables for core products
- Alignment of product and business portfolio within P4F program initiated

- 4 Superior sales management system
- Highly efficient top-down sales management process
  - Weekly call of board member starts topdown cascade of comprehensive KPI set
  - Daily briefing and target setting for all sales employees via sales board in branches
- Daily (real-time) monitoring enables highprecision sales steering





















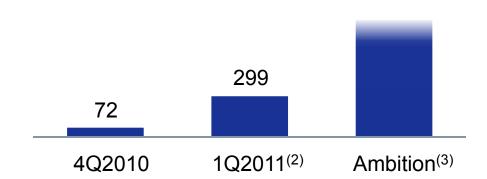


# Profitable growth in 2011 and beyond



### Income before income taxes

Postbank<sup>(1)</sup>, in EUR m



### Cornerstones for profitable growth in 2011:

- Leverage strong economic background to further grow along 5 key product categories
- Realize revenue synergies, e.g., increased sale of DB products, joint sourcing with DB Group
- Continue alignment of product/business portfolio

# Strategic outlook

# Continue on growth trajectory and improve profitability

- Further strengthen sales platform
- Gain market share in current accounts, savings and loans

# Complete alignment with DB

- Fully leverage DB's Consumer Banking assets (incl. norisbank and DB Bauspar)
- Reap potential from cooperation and know-how transfer
- Continue work towards joint efficient platform

#### Focus on core businesses

Continue successful de-risking efforts

<sup>(1)</sup> Postbank as recorded in Deutsche Bank's accounts, i.e. incl. PPA effects, noncontrolling interest and other transaction-related components

<sup>(2)</sup> Excluding cost-to-achieve of EUR 40 m

<sup>(3)</sup> Ambition for a Full Year result



# **Advisory Banking Germany**



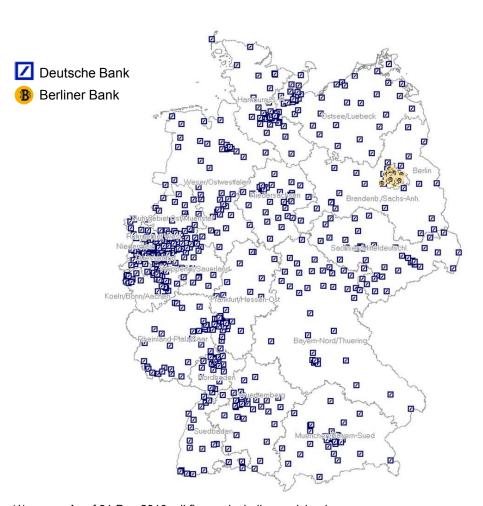
# Strategy & Steering



- Market leader in Germany for Advisory Banking
- 11,500 qualified advisors dedicated to their customers
- Provision of fully fledged product and service offering addressing needs for mass-affluent to affluent clients including SMEs and self-employed

# Advisory Banking Germany – A strong pillar for PBC





- ✓ Advisory Banking Germany<sup>(1)</sup>
- ~10 million clients
- ~ EUR 240 bn CBV
- ~ 930 branches with focus on metropolitan areas and wealthy regions
- ~ 15,000 FTE, thereof:
  - ~2,400 Private Banker
  - ~1,300 Business Banker
  - ~4,300 Personal Banker
  - ~2,500 Product Advisory Specialists
- ~1,500 Mobile Sales Force Advisors exclusively offering DB products
- ~ 35,000 DVAG financial advisors offering Deutsche Bank products

(1) As of 31 Dec 2010, all figures including norisbankNote: CBV = Client Business Volume = Invested assets.

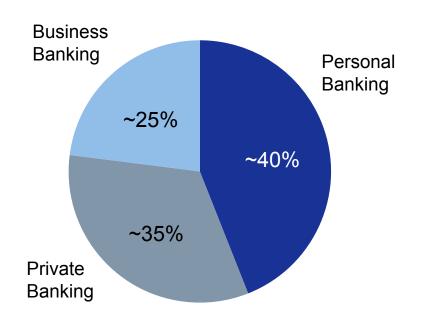
CBV = Client Business Volume = Invested assets, sight deposits and loans, FTE = Full Time Equivalent

# Dedicated advisors are focussed on three customer groups



# Revenue mix by advisory proposition

Advisory Banking Germany, FY2010



Total revenues: EUR ~ 4.1 bn

# **Personal Banking**

- Retail and mass-affluent clientele
- Standardised high-quality products
- Focus: Old-age provisioning, daily banking, asset accumulation solutions

# **Private Banking**

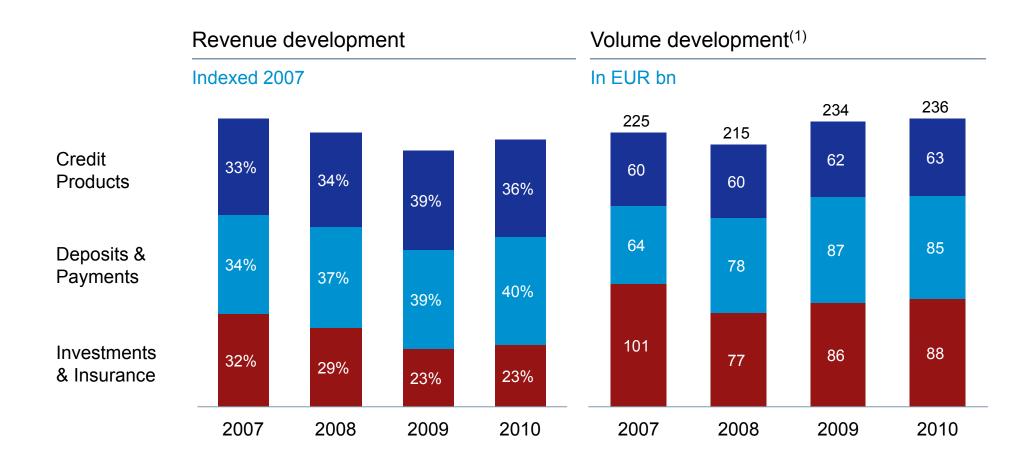
- Affluent and upper affluent customers (AuM ≤ EUR 2 m)
- Tailored advisory based solutions
- Focus: Asset allocation & management solutions, mortgages

# **Business Banking**

- Small & medium sized enterprises; selfemployed
- Fully fledged product suite including cash management, deposits, investments, business finance products

# We shifted our business mix towards deposits and loans...





(1) Full year average volumes

Note: Numbers my not add up due to rounding



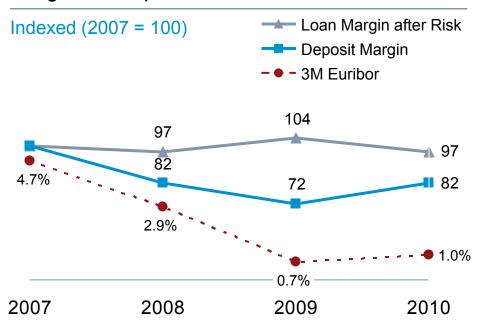
# ...and expanded business during financial crisis while maintaining profitability

## Growth of book business

#### Loans **Deposits** In EUR bn 149 148 138 124 62 63 60 60 87 85 78 64 2007 2008 2009 2010

- Successful deposit campaigns (2008-10) providing additional funding sources and up-selling potential
- Restart of loan growth (2009 /10) after tactical slow down

# Margin development



- Healthy portfolio structure with stable loan profitability throughout crisis
- Maintenance of solid deposit margins despite declining interest rates and deposit book growth

# New business success cases in savings and mortgages



# Sales success in deposits

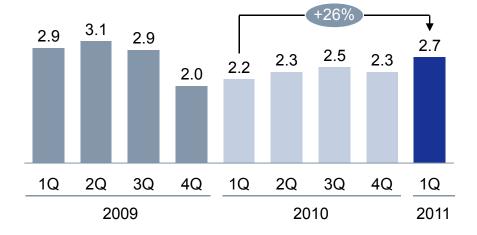
Accumulated fresh money, week-over-week, in EUR bn

# 10.0 0.4 18 Oct 2010 3 Jan 2011 11 Apr 2011

- Term deposits 2% marketing campaign
- EUR 10 bn fresh money within 28 weeks
- 40% fresh money from new customers

# Sales success in mortgages

Gross new business volumes, in EUR bn



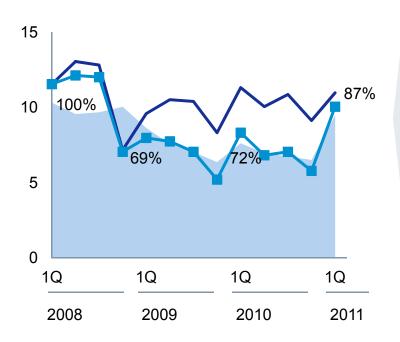
- +26% new business growth after tactical slow down of mortgage lending activities in 4Q2009
- Restart of nationwide TV spots and regional ads in 2010



# We learned from the crisis and optimised our business model for investment products

#### Investment income

- Transaction volumes, in EUR bn (lhs)
- Transaction margin (indexed)
- ---tx-Investment revenues (indexed)



#### Lessons learned from the crisis

- Broad qualification initiative conducted
- Investment experts hired
- Centralised market view & CIO established
- Emergency processes established: Recommendation for every customer within 24h after event (e.g. rating change, liquidity issues, etc)

#### Outlook

- Transaction volumes will recover, but ...
  - ... no pre-crisis margin levels
- We plan to achieve old revenue levels, but ...
  - ... generation of volumes will be key challenge



Note: CIO = Chief Investment Officer

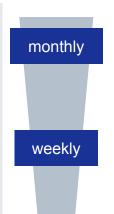


# We have a clear and structured communication process to our sales force and customers

# Sales organisation with well defined information cascade



- Sales Committee
   Meeting with Heads of
   Sales Region and
   Centre representatives
- Conf-Calls with Head of Sales Regions
- Regular Conf-Calls between Heads of Sales Regions and Market Regions
- Best practice exchange
- Monitoring of current initiatives
- Steering of sales activities



daily

# E.g. advisory campaign

#### Trigger

Declining interest rates in EU

#### Investment view

 PBC Chief Investment Officer recommends to sell long duration bonds

#### **Communication process**

- Provision of updated investment view via PBC intranet homepage
- Conf-Call with Heads of Regions and investment specialists to convey rational and investment alternatives
- Direct Conf-Call with specialized advisory sales force (~1,500 participants)
- Update of real-time client information system for sell list on customer basis

Note: Numbers include Advisory Banking Germany Sales Force only



# We deliver our commitment by a superior and externally proven premium advisory offering

#### Customer commitment



We are committed to act responsible and foresighted for the benefit of our customers in all financial matters, giving them confidence in making the correct financial decision, at any time!

#### External success stories





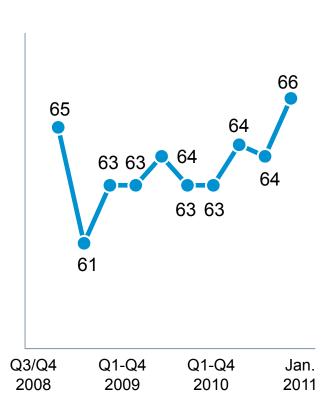






### Customer satisfaction

#### TRIM Index

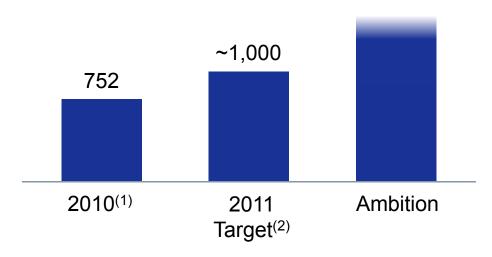




# In 2011, we capitalise on our strengths generating EUR ~1 bn IBIT and we will grow our business in the next years

## Income before income taxes

### Advisory Banking Germany, in EUR m



#### Cornerstones to achieve EUR 1 bn in 2011:

- Rebound of investment products
- Further growth in lending business
- Continuous deposit campaigns

- Strategic outlook
- Realign business model towards Advisory
- Reap platform synergies from Postbank integration
- Realize benefits of lean sales force transformation program
- Exploit growth opportunities in the German market by investing in new advisors, branches and qualification

Advisory Banking Germany to be the leading premium advisory bank for private and business clients in Germany

<sup>(1)</sup> Excluding cost-to-achieve of EUR 42 m and Complexity Reduction Program & Other expenses of EUR 50 m

<sup>(2)</sup> Excluding cost-to-achieve and Complexity Reduction Program & Other expenses



# Advisory Banking International – a strong pillar for PBC



# Strategy & Steering



- Europe focuses on affluent clients in five major banking markets: Italy, Spain, Portugal, Belgium and Poland
- In China, PBC is the second largest shareholder of HuaXia Bank with a 19.99% stake
- PBC India focuses on advisory for affluent clients and on secured lending with 15 branches

# Advisory Banking International – a significant franchise





(1) All figures as of 31 Dec 2010

Note: CBV = Client Business Volume = Invested assets, sight deposits and loans, FTE = Full Time Equivalent

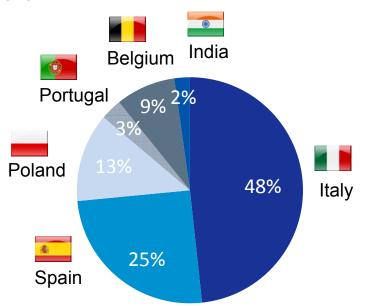
# Advisory Banking International – a diversified portfolio



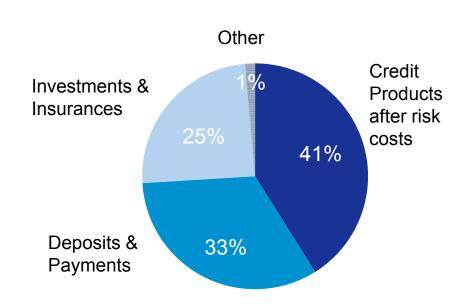
# Revenue split by country

Revenue split by product (after CLP)





FY2010



Total revenues: EUR ~1.7 bn

Total revenues<sup>(1)</sup>: EUR ~1.7 bn



In addition, Huaxia Bank is an important contributor to Advisory Banking International

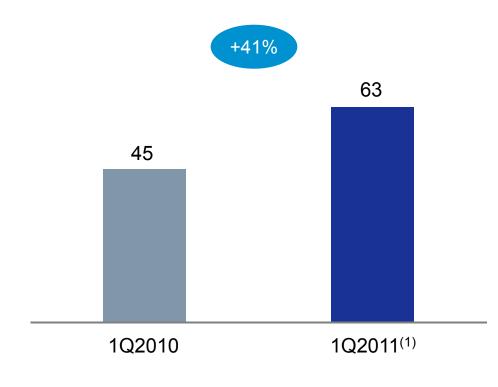
(1) Before credit loss provisionsNote: Excluding Huaxia Bank contribution

# Strong performance with significant contribution to PBC





### Advisory Banking International, in EUR m



## Key developments



- Common European governance since 2009
- Successful turnaround of all businesses
- Improvement of all levers (revenues, CLPs, costs) leading to significant IBIT growth
- Positive contribution of all countries in 2011

IBIT nearly x4 in 2010<sup>(2)</sup>



- Common administration with Europe since 2011
- China: HXB stake increase and reinforced cooperation
- India: strong profit improvement

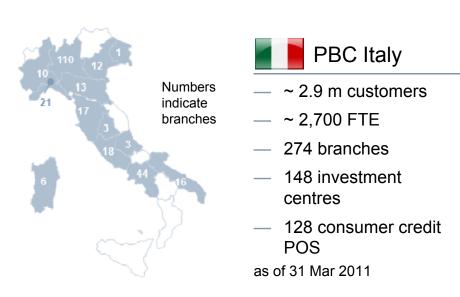
**Profitable set-up** 

<sup>(1)</sup> Excl. HXB one-off gain of EUR 236 m

<sup>(2)</sup> Compared to 2009

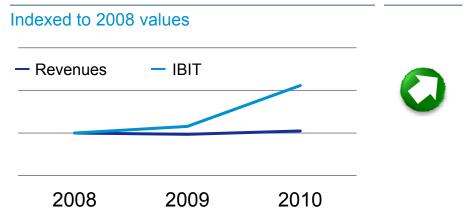
# PBC Italy – profitable advisory franchise





# IBIT more than doubled – all business lines contribute positively

Outlook



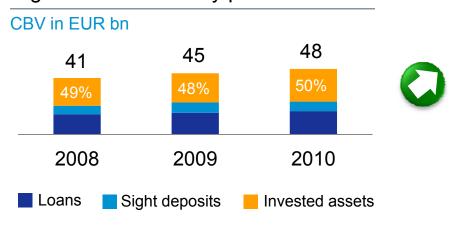
#### Deutsche Bank branch business...

- ✓ Branch profitability at all-time high (IBIT increased x2.7 in 2010 vs. 2008)
- ✓ Increase of branch network and advisors

# ... complemented by specialized channels

- Relevant market shares in specialized lines.
- ✓ Platform consolidation among business lines
- ✓ Profitable consumer finance portfolio

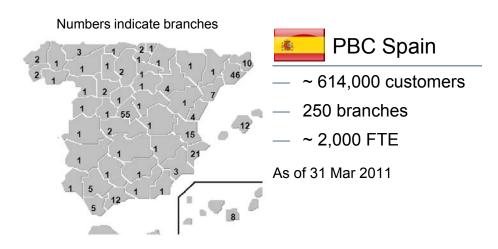
# High share of advisory products



Note: CBV = Client Business Volume = Invested assets, sight deposits and loans

# PBC Spain – remarkable turnaround in difficult environment



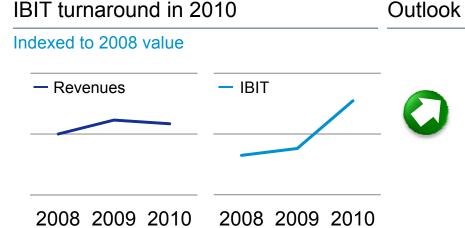




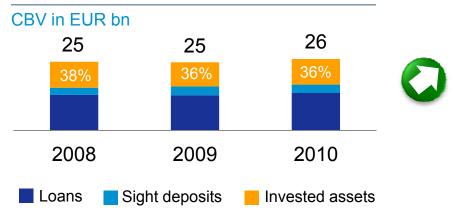
- Initiated sales measures boosting efficiency
- ✓ New Business Intelligence Unit

#### ... effective credit risk and cost measures

- ✓ CLPs reduced by ~50% in 2010 (vs. 2009)
- ✓ Focus on profitable lending and de-risked SME portfolio
- ✓ FTE restructuring



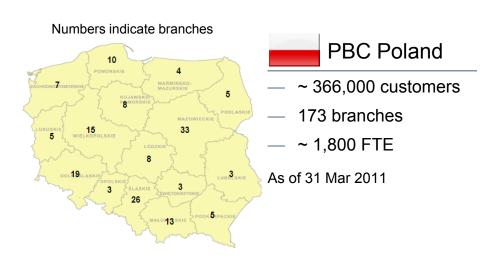
Advisory with bundled credit to profitable clients and de-risked SME portfolio



Note: CBV = Client Business Volume = Invested assets, sight deposits and loans

# PBC Poland – repositioning to 100% advisory model



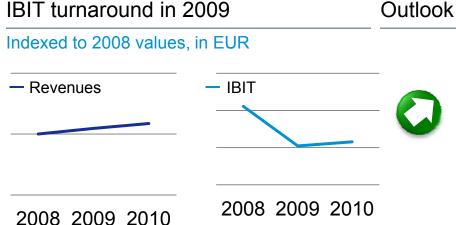




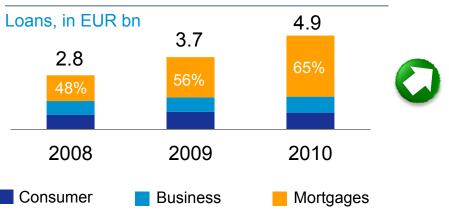
- Successful transformation of consumer finance to advisory
- ✓ Increased product range
- ✓ Steady decline in consumer finance risk costs (79% decline in 1Q2011 yoy)

# **Extraordinary performance of advisory banking**

- ✓ Strong new client acquisition
- ✓ IBIT x2.5 in 2010 vs. 2009



Profitable lending post consumer finance turnaround & de-risked SME portfolio



# Belgium and Portugal – leading local advisory franchises



# **PBC Belgium**

- ~ 310,000 customers
- 31 branches
- ~ 400 FTE
- ~ EUR 19 bn CBV
- 96% invested assets<sup>(1)</sup>

as of 31 Mar 2011

- Successful advisory brand, clear focus on affluent clients (~EUR 60k AuM per client)
- Consistent increase in sales efficiency, multichannel
- Positive CIR trend

# Continued profitable growth

Indexed to 2008 values

 Revenues — IBIT



Outlook

Outlook

2008 2009 2010

# **PBC Portugal**

- ~ 38,000 customers
- 51 branches
- ~ 350 FTE
- ~ EUR 4.4 bn CBV
- 39% invested assets(1)

Profitable despite difficult environment

- Successful investment products advisory (91% of invested assets from non-deposit products)
- Tactical shift in focus from lending to liabilities

## IBIT turnaround in 2009 / 10

Indexed to 2008 value In EUR





2008 2009 2010

2008 2009 2010

as of 31 Mar 2011

Note: CBV = Client Business Volume = Invested assets, sight deposits and loans

In % of CBV (1)

# Successful execution of our Asian agenda

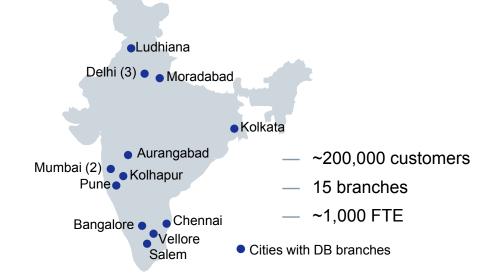






- ✓ Stake increase to 19.99%
- ✓ DB remains second largest shareholder
- ✓ Strategic cooperation in retail banking
- ✓ Reinforced influence to shape strategy





- Strong profit improvement driven by secured lending and affluent banking
- ✓ Break-even expected in 2011
- Regulatory approval for two new branches expected

<sup>(1)</sup> According to commercial bank assets 2009

<sup>(2)</sup> As of 19 May 2011

# Significant profit swing in Asia from 2011 onward





# Huaxia Bank net income, in EUR m



### Contributions of Huaxia Bank to PBC

### Contribution 2011, in EUR m

Source	Comment	Contribution	
1Q2011 OCI gain (one-off)	<ul> <li>Total costs of acquisition:         EUR ~1.6 bn</li> <li>Market value of stake:         EUR ~1.8 bn<sup>(1)</sup></li> </ul>	236	
FY2011 E equity pick- up	— 19.99% of net income	~90	

# Profitable growth in 2011 and beyond



### Income before income taxes

## Advisory Banking International, in EUR m



#### Cornerstones to achieve EUR 0.3 bn in 2011:

- 50% profit increase in Europe
- Huaxia Bank at-equity pick-up (before one-off impact)
- Break-even in India

# Strategic outlook

- Optimize current set-up
  - Maximize sales network productivity
  - Integrate customer service channels
  - Build scalable platform
  - Strict cost discipline (target CIR <60%)</p>
- Grow existing franchise to optimal size
  - Grow branch networks
  - Leverage influence in Huaxia Bank
- Analyze additional growth options incl.
   expansion to new countries

<sup>(1)</sup> Excl. Huaxia Bank one-off gain of EUR 236 m

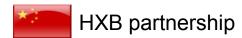




# Well-established advisory banking franchise in Europe and India, and strong strategic partnership in China As of 31 March 2011, in EUR bn



# Established franchise



	Italy	Spain	Portugal	Poland	Belgium	India		China
						1		
Branches	274+37	250	51	173	31	15	Strategic partner	<b>企</b> 华夏银行
Employees	~2,700	~2,000	~350	~1,800	~400	~1,000	DB stake	19.99%
Customers in 000	~2,900	~600	~40	~400	~300	~200	Invested since	2006
Loans	~17.1	~13.7	~2.4	~4.9	~0.0	~0.3	Local bank ranking	#13
Sight deposits	~7.0	~3.1	~0.3	~0.6	~0.6	~0.2	Customers	~ 10 million
Invested assets	~23.9	~9.4	~1.7	~2.8	~18.3	~0.7	Branches	> 390



# While delivering on its ambitions ...



Revenues of EUR >10 bn

Income before income taxes of EUR >3 bn

Cost / income ratio of <60%</p>

Pre-tax RoE of >20%

Top 5 retail deposit taker in Europe

#### **Assumptions:**

- Full run-rate, i.e. full synergies realized
- No further cost-to-achieve

- PPA effects fully amortized
- No material impact from non-customer bank

# ... PBC will contribute to the 'New Deutsche Bank'



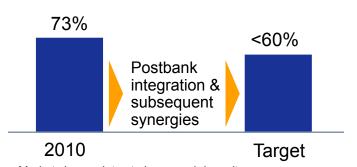
#### More balanced

PBC Total, income before income taxes, in EUR bn



#### More efficient

#### PBC Total, cost-income ratio



PBC Investor & Analyst Workshop

15 June 2011

#### Home market leader

#### German retail segment, FY2010

			Total	#1
IBIT, in EUR bn	0.8	0.9	1.7	private bank
Clients, in m	10	14	24	# 1 private bank
CBV, in bn	242	185	427	11% market share <sup>(1)</sup>

### Well capitalised

### TCD development<sup>(2),</sup> in EUR bn



<sup>(1)</sup> Market share relates to loans and deposits

TCD = Total Capital Demand = RWA + 12.5 x Tier 1 impact of Capital Deduction Items; 2013 ambition figure excludes TCD impact from Basel 2.5 / 3.; figures as of 30 June 2010 reflect Postbank stand-alone, thereafter as part of Deutsche Bank consolidated

# Cautionary statements



This presentation contains forward-looking statements. Forward-looking statements are statements that are not historical facts; they include statements about our beliefs and expectations and the assumptions underlying them. These statements are based on plans, estimates and projections as they are currently available to the management of Deutsche Bank. Forward-looking statements therefore speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

By their very nature, forward-looking statements involve risks and uncertainties. A number of important factors could therefore cause actual results to differ materially from those contained in any forward-looking statement. Such factors include the conditions in the financial markets in Germany, in Europe, in the United States and elsewhere from which we derive a substantial portion of our revenues and in which we hold a substantial portion of our assets, the development of asset prices and market volatility, potential defaults of borrowers or trading counterparties, the implementation of our strategic initiatives, the reliability of our risk management policies, procedures and methods, and other risks referenced in our filings with the U.S. Securities and Exchange Commission. Such factors are described in detail in our SEC Form 20-F of 15 March 2011 under the heading "Risk Factors." Copies of this document are readily available upon request or can be downloaded from <a href="https://www.deutsche-bank.com/ir">www.deutsche-bank.com/ir</a>.

This presentation also contains non-IFRS financial measures. For a reconciliation to directly comparable figures reported under IFRS, to the extent such reconciliation is not provided in this presentation, refer to the 1Q2011 Financial Data Supplement, which is accompanying this presentation and available at <a href="https://www.deutsche-bank.com/ir">www.deutsche-bank.com/ir</a>.