Banking for the Future

Brought to you by Emirates NBD



19th July 2017

Emirates NBD

Today, Emirates NBD is viewed as the leader in digital and innovation in the region

5 success indicators for Digital Banking

Digital Adoption: at an all-time high of **53%**

Digital Migration: 92% of transactions are now conducted outside branches

Digital Activity: 77% increase in online / mobile & **23% decrease** in branch transactions in last 2 years

Digital Sales: reached **24%** for **loans and 14%** for **cards**

Digital CRM: straight-through processing of 65% across all service requests



And to achieve this, we have consciously invested in two areas of differentiation

Consumer convenience and experience

Impact of unique new channels and propositions

More product holdings



Branch only

Multi-channel

Higher customer satisfaction



20% higher NPS from our multichannel customers

More engaged, loyal and happier customers

Efficiency

Effects of end to end digital transformation

Customer on-boarding

50%

improvement in processing efficiency

Account servicing

70%

fully automated account maintenance

Additionally, reduction of paper with 50M less pages printed yearly

User convenience and experience: we are carrying out a significant transformation of our front-end customer experience

DirectRemit
International money transfer in 60 seconds

mePay
Peer to peer money transfer via mobile

Shake n' Save
Mobile-only account for impulse savings

eIPO subscription
via Online, Mobile and ATMs

InstaLoan
Online instant loan facility

Social Banking
account and transaction information using Twitter

Mobile Queuing Ticket
Reducing branch queue times

Remote Cheque Deposit
Scan cheque on mobile, first in the region

Fitness Account with Apple Watch
Take more steps, earn higher interest

Biometric Login
Smart Touch fingerprint login to mobile app

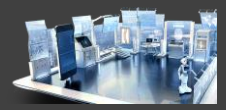
Host 2 Host
integration of company and bank systems

Interactive Teller Machine (ITM)
speak to a teller on video beyond banking hours



smartBUSINESS App
Mobile app for corporate customers

TimeSavers
Tablet based service at branches



Future Lab™
accelerating development of next gen ideas

ICCS Collect
digital warehousing and processing of cheques

Remote Cheque Printing
bulk printing any time on clients' premises

CRM Cockpit app
smart, paperless and instant banking

User convenience and experience: we are building the future of banking



EMIRATES NBD FUTURE LAB

- First Blockchain pilot with ICICI Bank
- Emirates NBD Edge Innovation Program
- Global Fintech hackathons
- Leading member of Fintech incubation and accelerator programs



BRANCH OF THE FUTURE

- Region's first AI powered humanoid, Pepper, greeting customers and providing product information
- Futuristic exhibits such as Connected Car, Virtual / Augmented Reality Shopping, Voice Banking

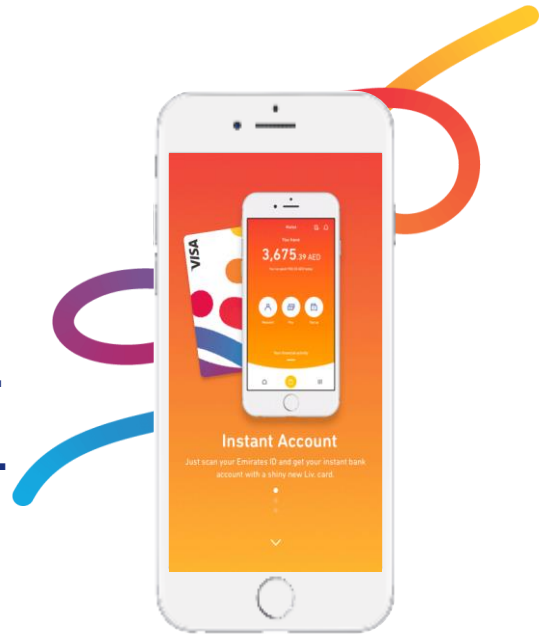
User convenience and experience: Liv. is our new lifestyle banking proposition for the new generation

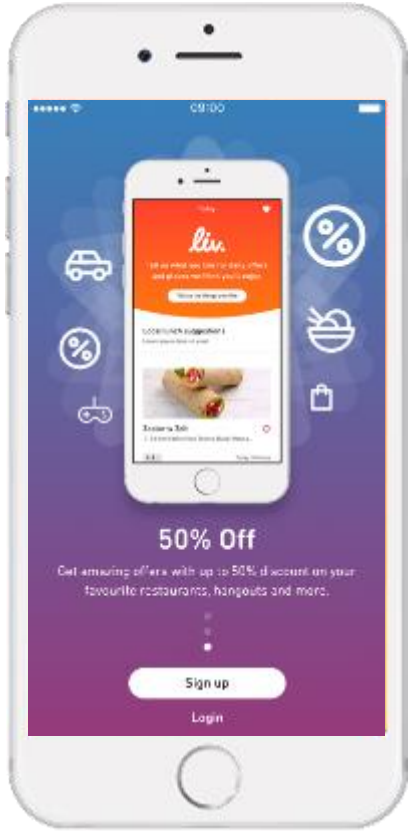
liv.

Live it.

Love it.

Bank it.





- **Liv.** is a **mobile only proposition** that has
  - No paper work
  - No sales calls
  - No inbound call center
- **Instant account opening** using Emirates ID card
- Allows customers to **set up** their **lifestyle preferences**, dining, fitness, activities
- **Curated events** and **activities** suggestions
- **Social pay option** to send and request money from friends
- **Track spends** by different categories, learn more about where you spend your money
- Credit card and lending products coming soon

User convenience and experience: we are launching unique new channels and propositions for the future

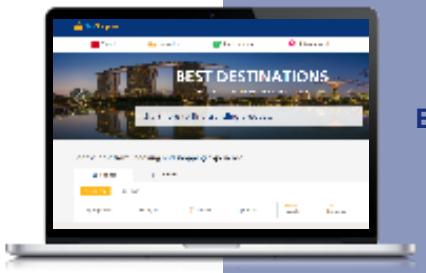


TABLET BANKING

Paperless banking for new products, requests



SKYSHOPPER: MULTI-CATEGORY API DRIVEN e-SHOP



Entertainment
Concerts, movies, attractions

International
International merchants, deliveries

Shopping
Fashion, electronics, grocery

Travel
Flights and hotels

New in July 2017

STATE-OF-THE-ART ONLINE BANKING WITH VIDEO CHAT (FaceBanking)



Personalization
Favorite accounts, profile pictures, nicknames

360 View
Spending, saving, investment portfolios

Digital Store
Product purchase, application tracking, offers

Online Advice
Video banking, Chats
Private Wall posts

FaceBanking video banking and online advice



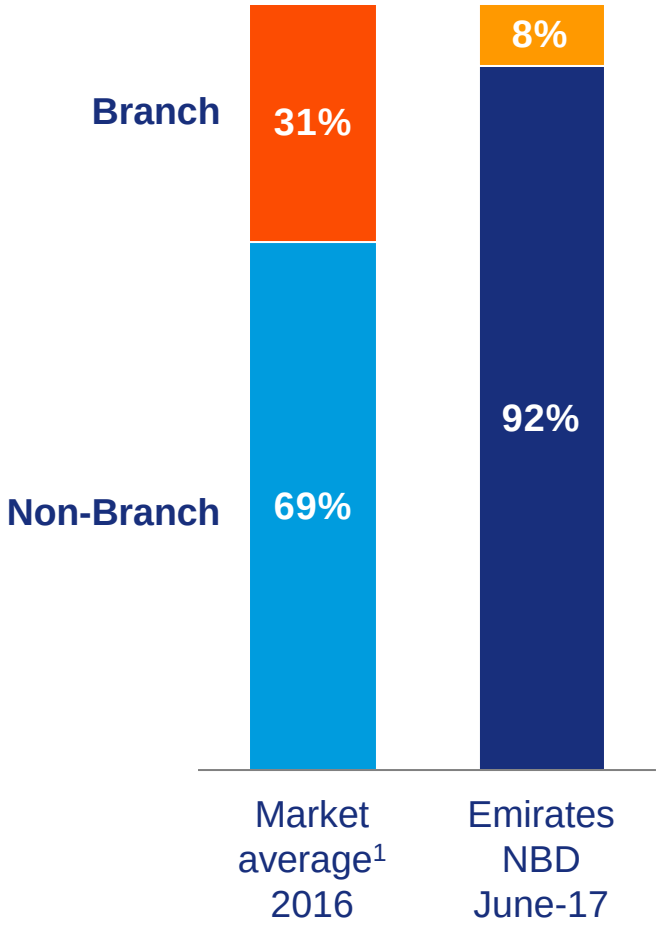
Also available on Mobile Banking App

- > Speak to a Personal Banking Advisor on video
- > Sign up for loan or obtain advice on products
- > Carry out live chat
- > Set up an appointment with your Relationship Manager
- > Carry out Private Wall posts and obtain assistance

Efficiency: Our digital transformation of the operating model

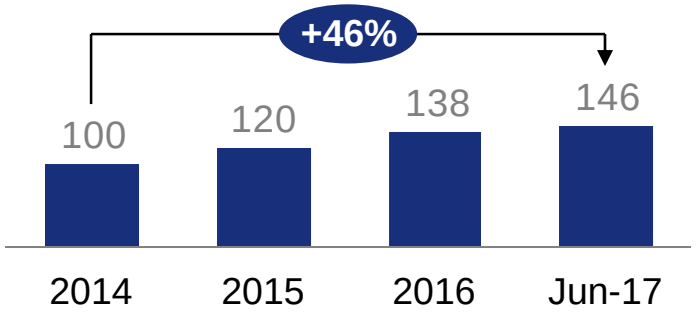
X% YoY

Transaction mix

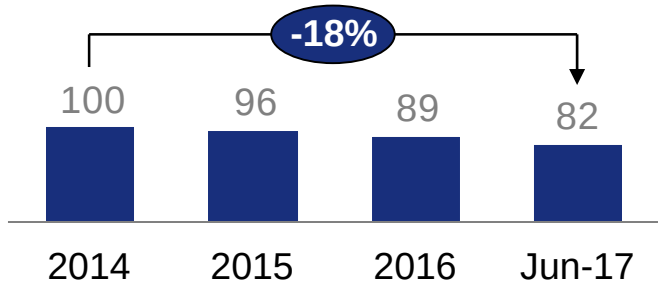


Customer activity levels (indexed)

Online / Mobile (including non-individuals)

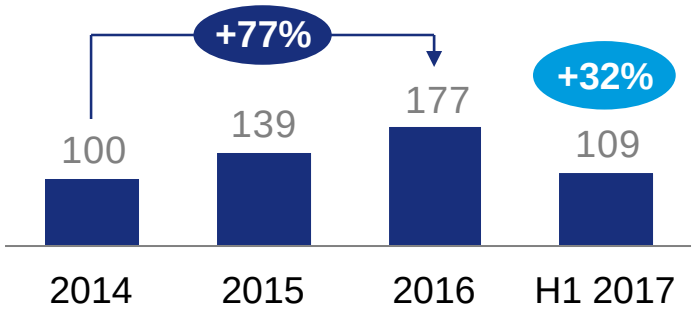


Branch Active Customers

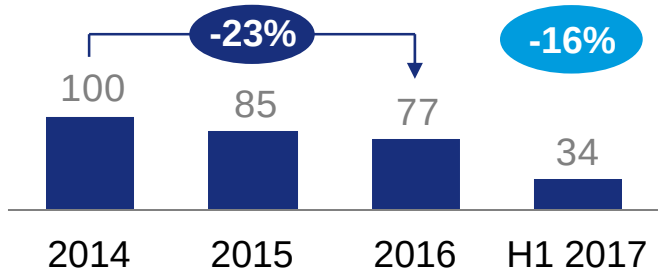


Transaction volumes (indexed)

Online / Mobile (including non-individuals)



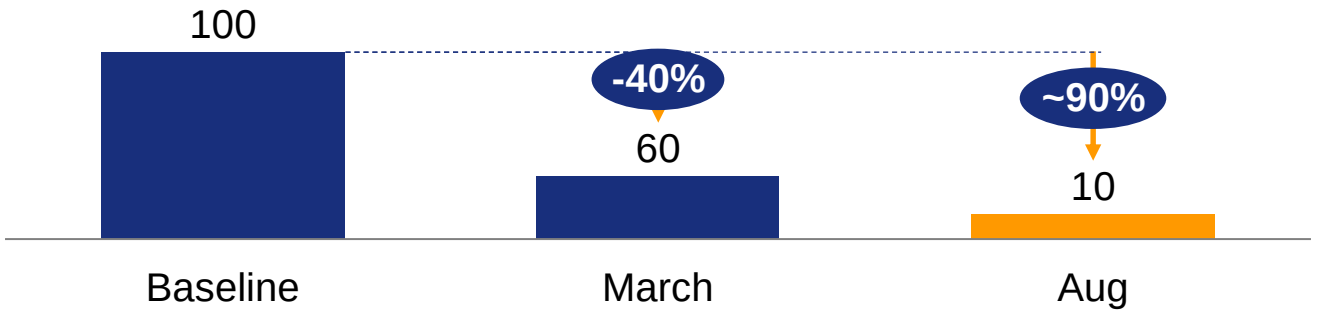
Branch Transactions

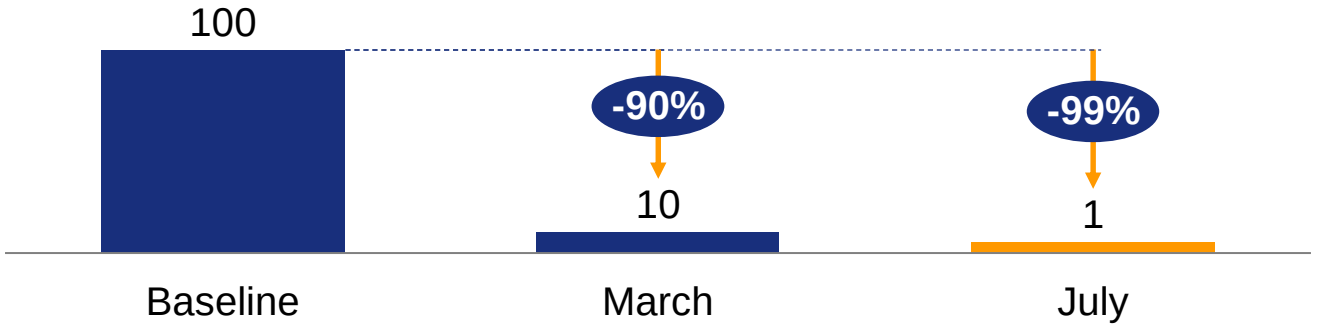


Note: McKinsey Retail Banking Consumer Survey 2016: average for North America and Europe. Non-branch channels include Online & Mobile Banking, ATM and Call Center. Transactions comprise financial transactions and requests

Efficiency: we have reduced our manual efforts on payments and remittances

Initiatives	Details
Inward and outward remittances	**Manual transfers processed at back-office every month** (indexed)
Payroll processing	**Manual payroll processing per month** (indexed)





Further examples of current efficiency initiatives

Customer information update: easy updates through mobile, ATM and online channels

Robotics:

20+ processes being automated

Driving customer benefits

- Instant money transfer and receipt
- Faster and more accurate credits
- Easier information update



Yet this is just the beginning

Winners in the new **tech-driven economy** will stand to gain immensely, however significant challenges remain:

- External: Rapidly **changing customer preferences** and technology expectations, constant emergence of **new business models** and **digital attackers**

- Internal: **Digital readiness** and **scalability of core IT platforms**, employee preparedness for the digital era

AED 1B

investment over 3-4 years

We are launching two major programs to accelerate our digital transformation

1. **Complete overhaul of our core IT platforms** *for digital readiness and scalability, while even further enhancing our IT capabilities*

2. **Rapid digital business building** *developing new, innovative digital propositions for the complete ecosystem: customers, business partners and staff*

Our aim is to become a world leader in digital, achieving several objectives through the journey

Re-defining customer experience

Positioning customers at the center of our vision to provide a personalized, on-demand digital experience

Extraordinary business performance

Leverage tech-enablement to deliver extraordinary business performance



Strengthen our technology leadership and become the first truly 'Agile' organization

Invest significantly in our IT, establish >30 agile teams and implement DevOps @ scale

Lead the transformation and innovation of the banking sector in the UAE

Establish an innovation ecosystem to help take our region to the next level