

# Erste Group – 9<sup>th</sup> Capital Markets Day

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**Driving digital change and innovation from strategy to execution**

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## Presentation topics –

### Driving digital change and innovation from strategy to execution

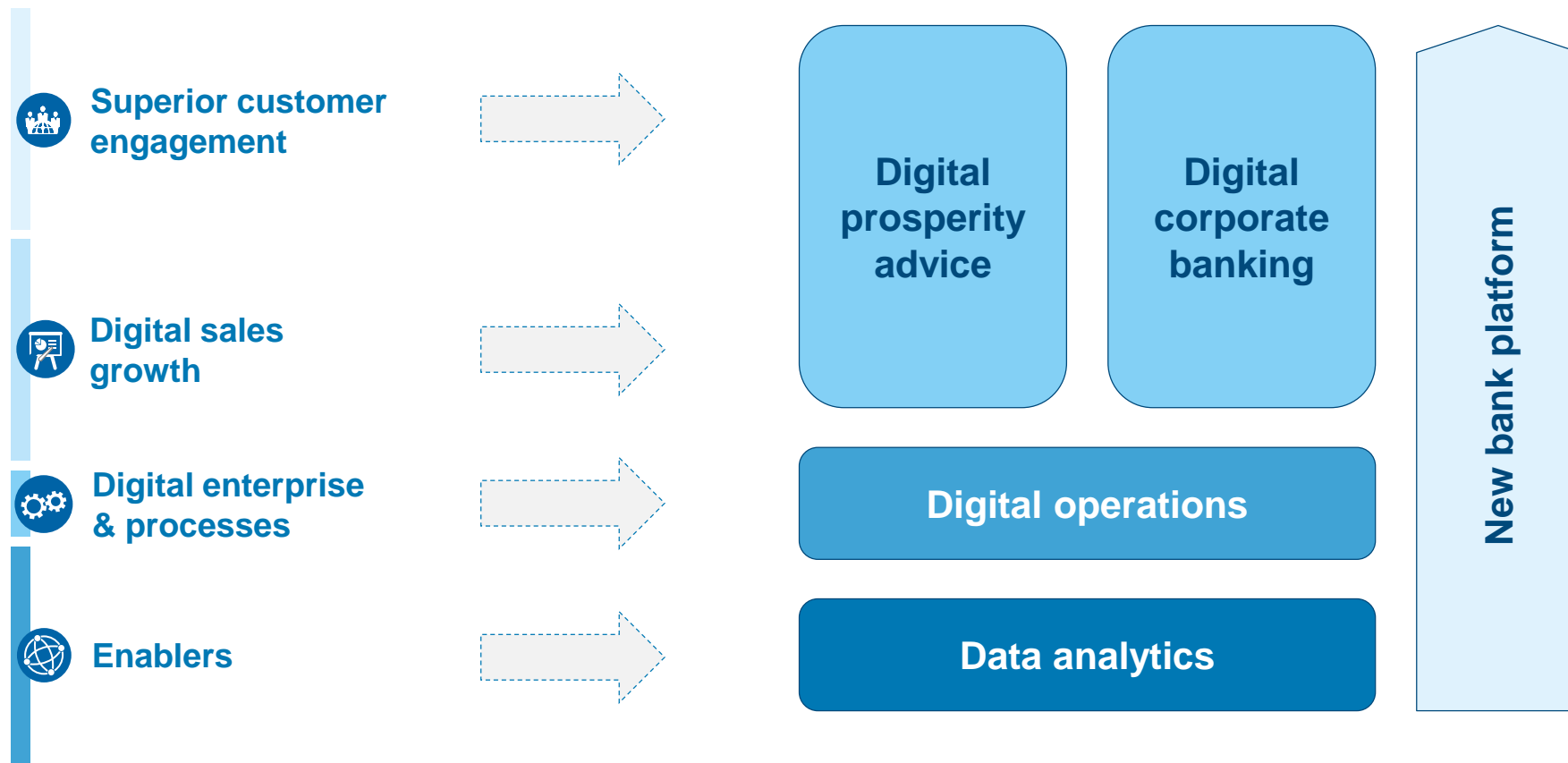
- Transformation agenda
  - Core principles
  - Strategic priorities
- Priority topics
  - Digital prosperity advice
  - Digital corporate banking
  - Data analytics
  - Digital operations
  - New bank platform
- Conclusion

# Transformation agenda – Digital strategy based on ten core principles

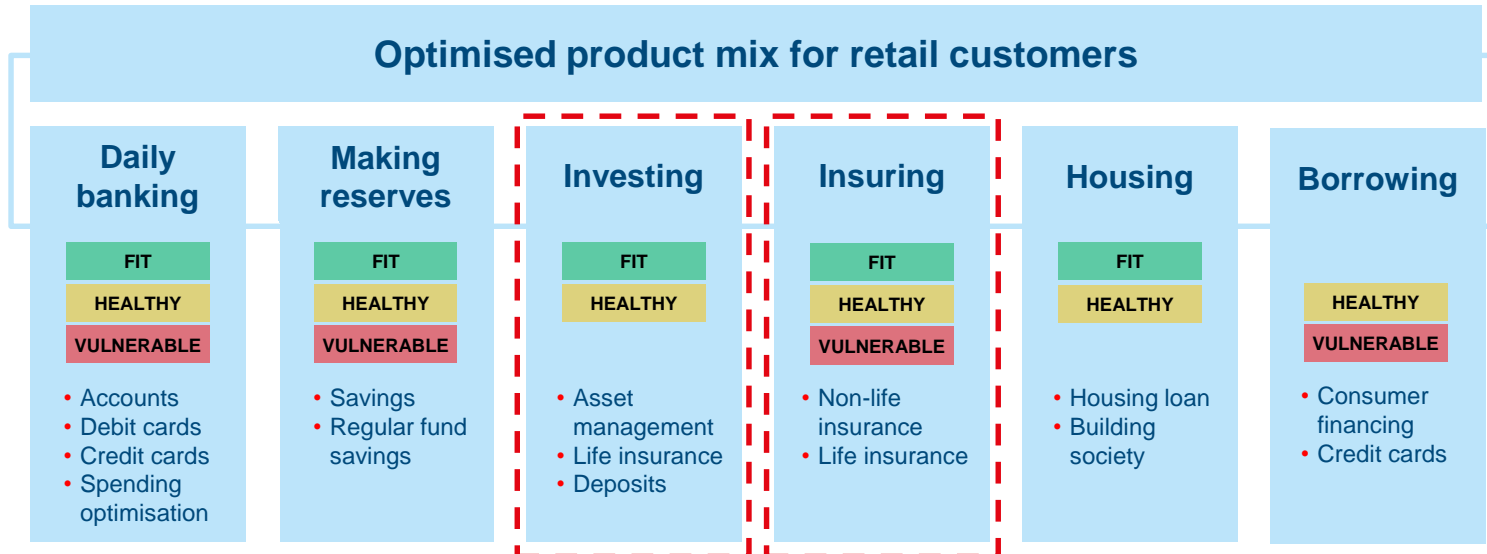


# Transformation agenda –

Driving digital change and innovation through a balanced set of priorities



# Priority topics: digital prosperity advice – Enabling digital asset management and bancassurance offerings



## Investment requirements

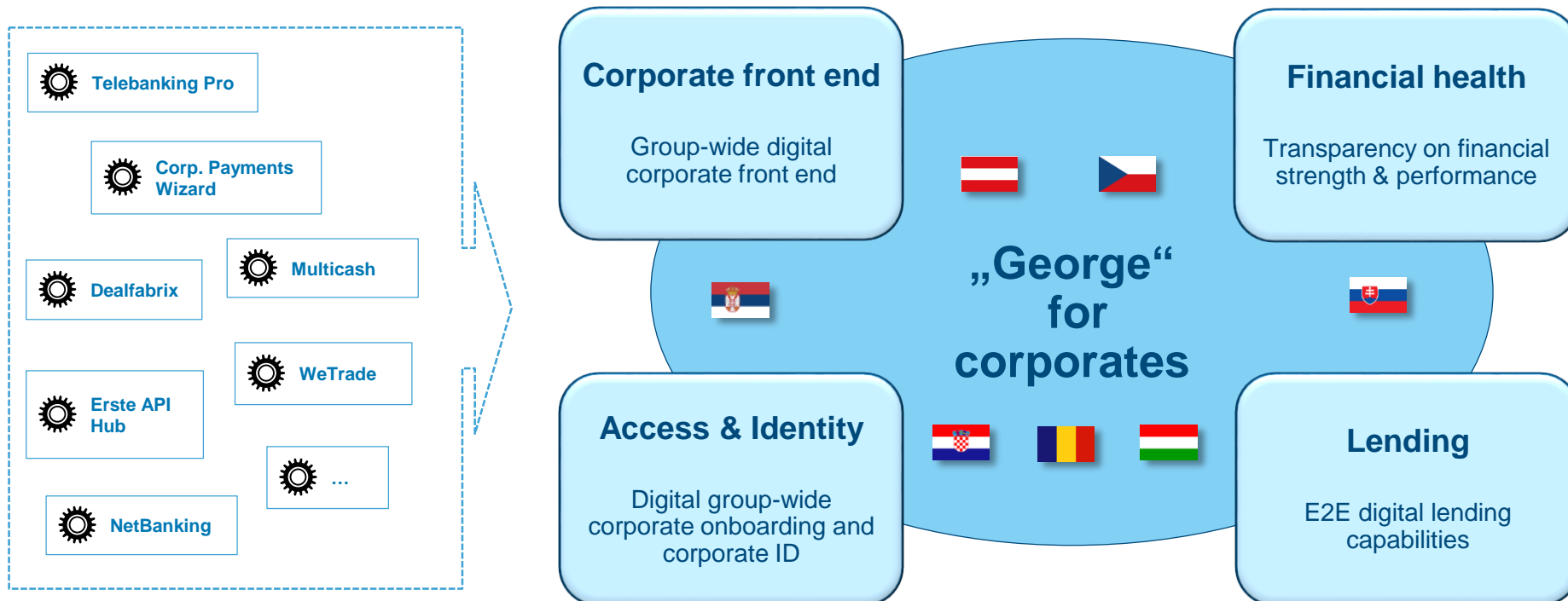
- Build-up digital sales capabilities in George
- Build-up data analytic capabilities to gain customer insights and create predictive models
- Implement advanced CRM-systems, connect them to all channels
- Implement suitable advisory tools in all relevant channels
- Invest into asset and fund management technology and consolidation of systems to simplify operational landscape and use synergies across locations

CDTO focus

# Priority topics: digital corporate banking – One corporate digital front end for our region



From local/fragmented solutions...\*    ... to group-wide capabilities



\*) exemplary

# Priority topics: digital operations –

## Driving radical digitalisation and creation of fully digital services



CDTO focus

### Simplify operations in Austria

- One third of Group operations costs in Austria (including Holding, EBOe & savings banks)
- 3 captive providers in AT give opportunity for simplification

### Centralise operations in support of Group businesses

- Group businesses (e.g. payments & cards, treasury markets) to be centrally driven but locally served
- Opportunities lie in creating common infrastructure, better pricing for larger scale and centralisation of some services (e.g. custody)

### Digitise most important end to end customer journeys

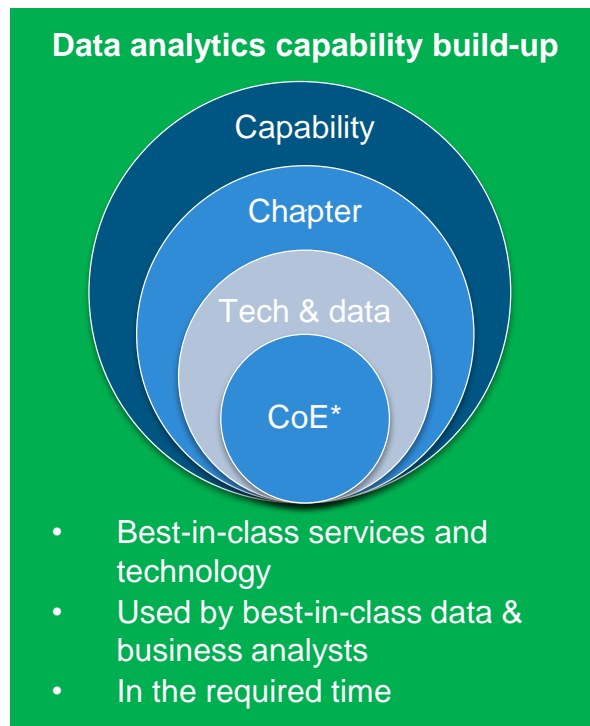
- Pilots underway in SLSP & EBOe, BCR already beyond pilot
- Scope is broader than Ops, includes branches, call centres and other sources of customer friction and internal cost
- Target is higher customer satisfaction



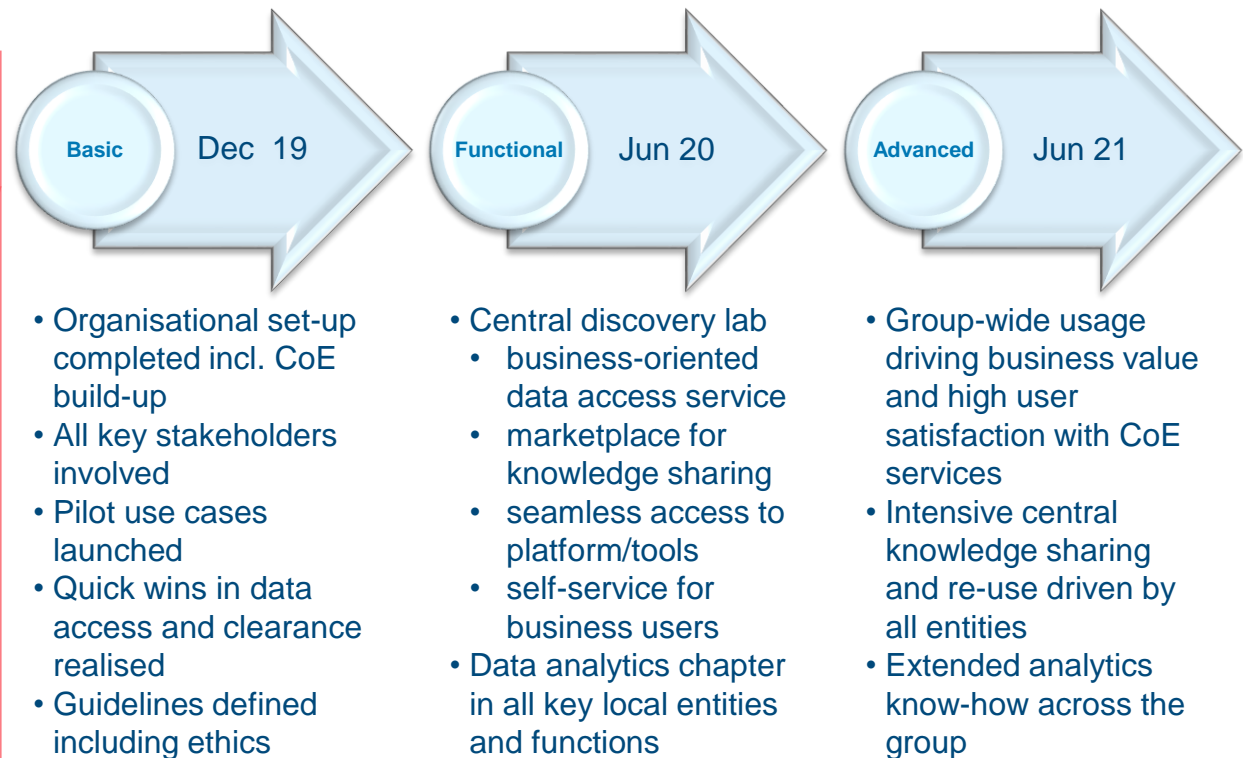
# Priority topics: data analytics – Productive analytics to support business



## Top strategic priority



## Roadmap for capability build-up



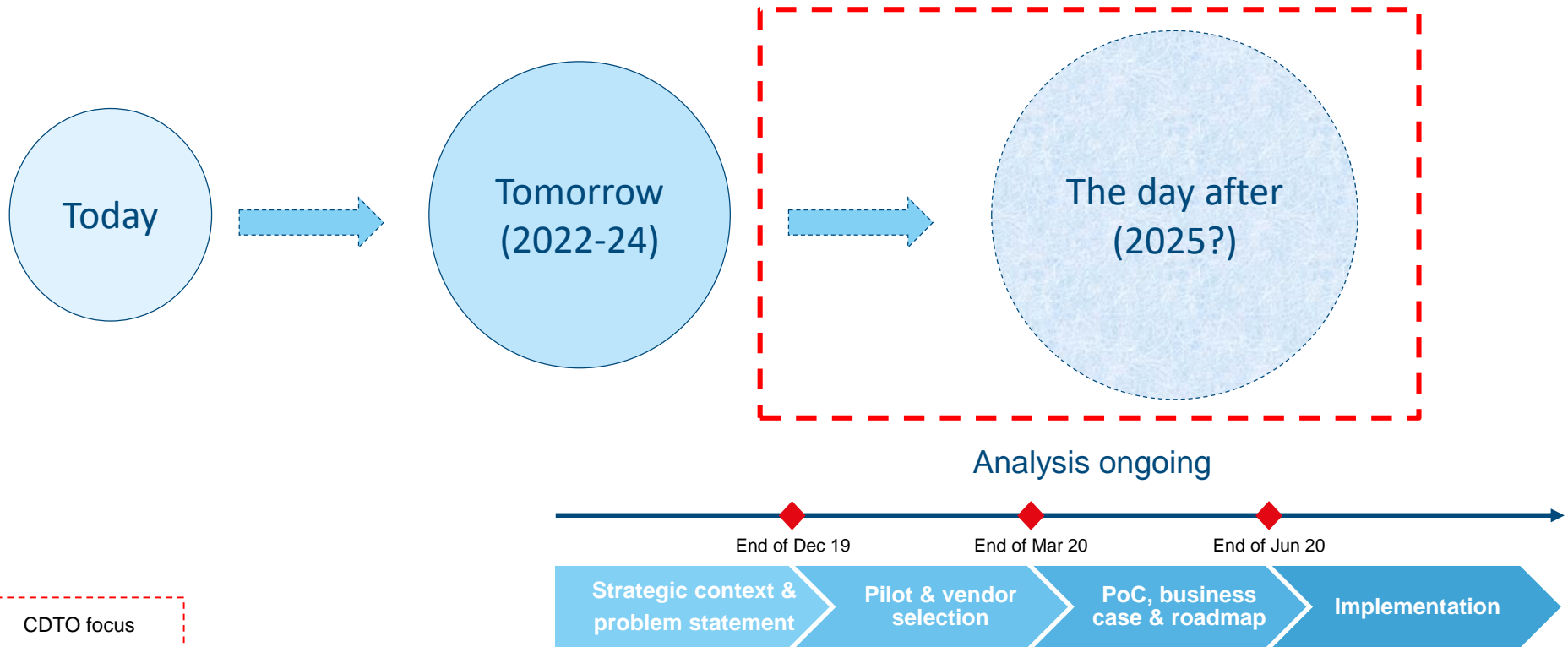
\*) CoE: Center of Excellence

# Priority topics: new banking platform – Define the blueprint for next generation banking platform



**Progressive IT modernisation**  
in all entities, next 3-5 years

Move to **next generation platform**  
combined with existing capabilities



## Conclusion – CDTO priorities

Digital advice to  
contribute to fee  
income growth

**ONE**  
Corporate  
digital front end  
for our region

Define the  
blueprint for  
next generation  
banking  
platform

Driving radical digitalisation and  
creation of fully digital services

Productive data analytics