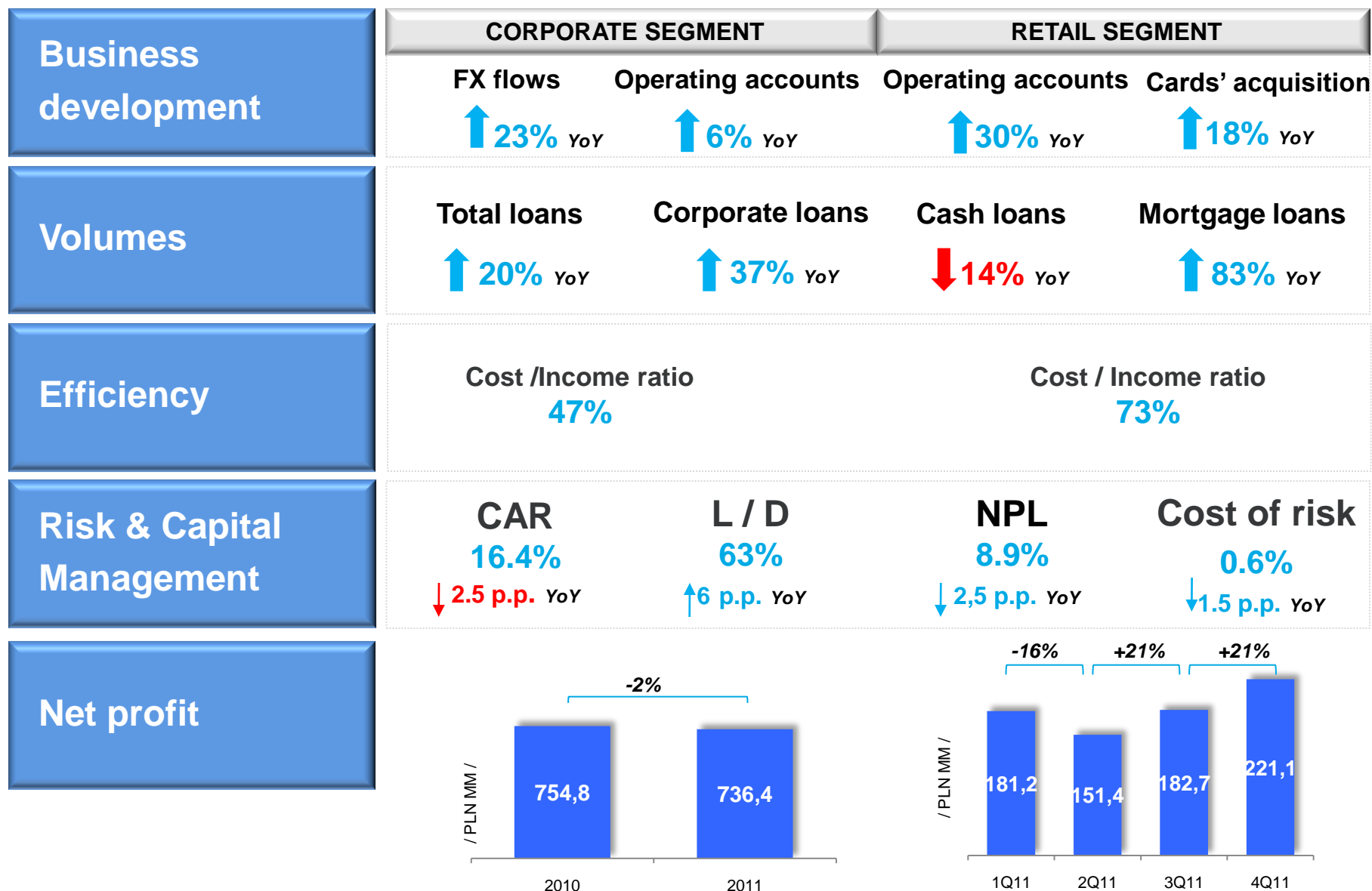


BANK HANDLOWY W WARSZAWIE S.A.  
Summary of 2011  
Strategic Directions for 2012-2015

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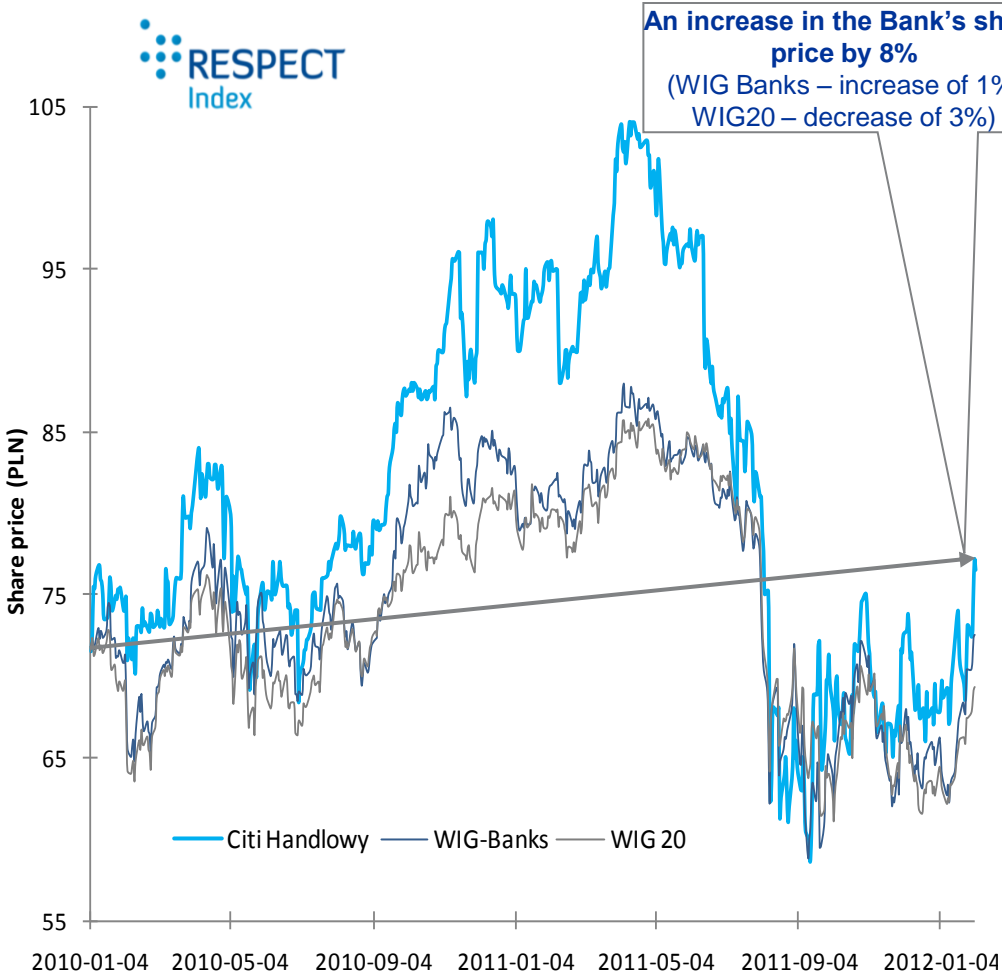
*March 19, 2012*

# 2011 results – executive summary

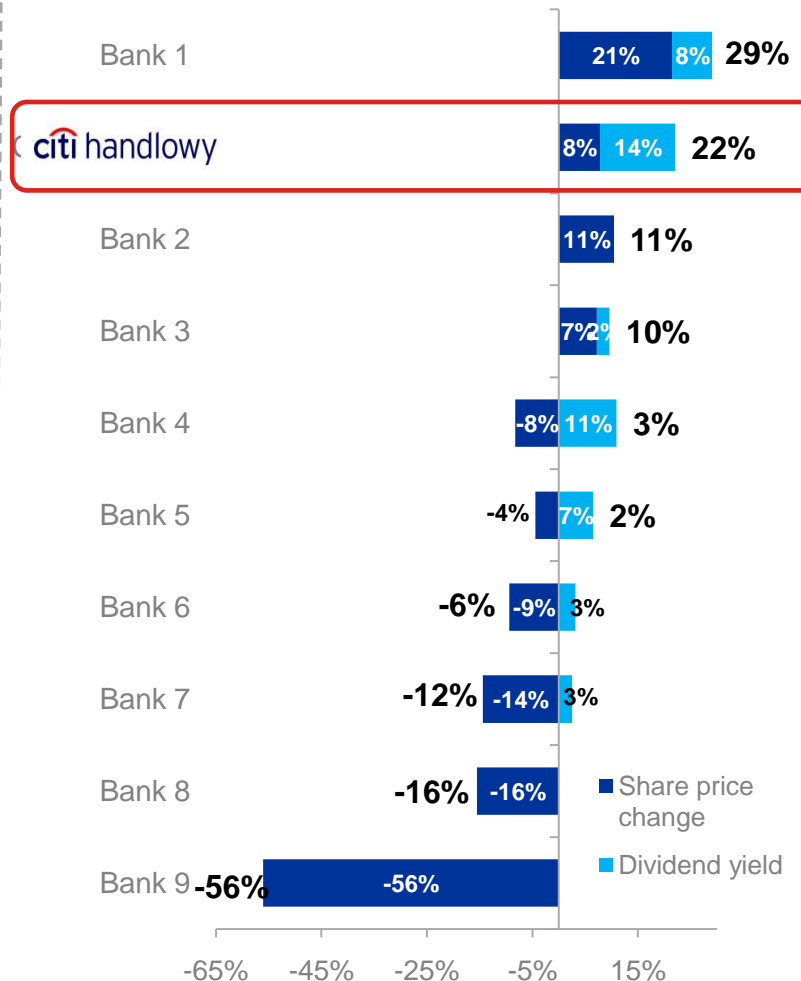


# Citi Handlowy share price from 2010

Citi Handlowy share price (net, excl. dividend) vs.  
WIG-Banks and WIG-20 indices



Return on investment in Bank's shares in 2010-2011



Note: Change of share price based on close price as of 01/02/2012 and 4/01/2010 Dividend yield based on dividend paid in 2010 - 2011.

# Economic Environment

## Macroeconomic Forecasts for Poland

	2011	2012 P	2013 P	2014 P	2015 P
GDP growth (YoY)	4.3	2.7	2.4	3.1	3.4
Private Consumption	3.1	2.2	2.5	3.5	3.6
Fixed Investment	8.7	5.6	1.0	2.7	3.0
CPI (YoY, avg)	4.3	3.7	2.6	2.5	2.5
Policy interest rate	4.50	4.50	4.50	4.75	4.75
USD/PLN rate (avg)	2.96	3.40	3.23	2.97	2.93
Fiscal deficit (% of GDP)	-5.6*	-3.4	-2.4	-1.8	-1.6
Export (USD YoY)	15.9	-14.4	18.3	19.4	16.8
Import (USD YoY)	16.3	-16.3	20.3	21.5	16.2
Unemployment	12.5	13.2	11.9	10.8	10.4
Loans to individuals (YoY)	11.8	5.2	6.9	7.2	7.6
Consumer loans (YoY)	-2.3	0.9	5.8	5.8	6.0
Household loans (YoY)	19.2	7.0	7.4	7.8	8.2
Corporate loans (YoY)	18.5	4.3	3.9	6.0	7.6
Deposits of individuals (YoY)	13.9	7.7	10.4	10.6	10.9
Corporate deposits (YoY)	12.2	8.4	8.7	8.8	9.1
Loans/Deposits (%)	115	112	109	106	104

- Crisis in the euro zone as the main driver of GDP growth forecast deterioration as compared to 2011
- Lower labor market activity and weaker private consumption growth
- Uncertainty concerning the scale of slowdown of investments in the coming quarters
- Regulatory changes (*negative impact of Recommendation T on consumer loan volumes in the banking sector*)

Source: Eurostat, CSO, Ministry of Finance, Citi Handlowy.

\* Ministry of Finance forecast

# Strategic Directions for 2012-2015

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## Client segmentation

- Segmentation adjusted to Clients needs and scope of cooperation with the Bank

## Business model

RETAIL SEGMENT	CORPORATE SEGMENT
<ul style="list-style-type: none"><li>• Concentration of physical presence in largest cities and remote sales channels</li><li>• Focus on affluent customers</li><li>• Credit card</li><li>• Operating account</li></ul>	<ul style="list-style-type: none"><li>• Participation in landmark transactions</li><li>• Emerging Market Champions (in Poland and abroad)</li><li>• New client acquisition within SME segment</li><li>• Operating account</li></ul>

## Quality & Innovations

- Keep the highest quality standards – further customer satisfaction improvement (NPS >30% in 2015)
- Breakthrough innovations

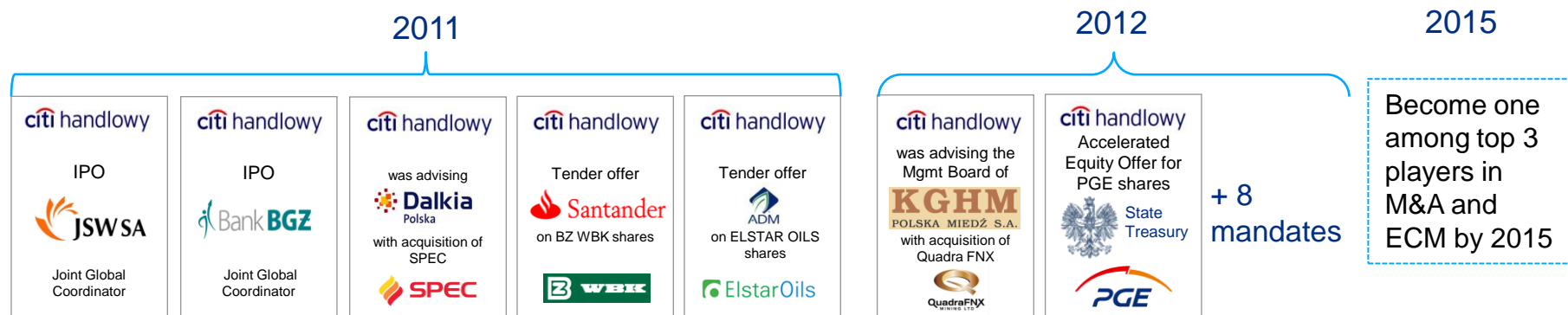
## Efficiency

- Intensified efforts aimed at increasing efficiency in retail banking through branch network optimization and distribution model redesign
- Cost / income ratio at the level of about 50%

# Strategic Direction for 2012-2015 – money and capital markets

Rising Poland IB market share achieved through effective coordination and leveraging strength of Global Citi Franchise, Citi Handlowy expertise and strong position of DMBH on local market

Landmark transactions closed by DMBH and Investment Banking in 2011 and 2012



Market  
position

Dom Maklerski

# 1

11.1%

Market share of DMBH in equity turnover on  
WSE in 2011

2011 Euromoney FX Poll  
FX Volumes with corporate clients

# 1

1st position in the ranking of the prestigious  
magazine „Euromoney” in 2011

# Strategic Directions for 2012-2015 – Retail Banking

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Maximized **efficiency** and **returns** through :

- Re-positioning the liabilities business towards **affluent & emerging affluent clients**
- Continued concentration of physical presence in **G9 markets** and further development of **digital platforms**

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Priorities	Actions
<b>Focus on efficiency &amp; business model</b> – optimization of expense structure and delivery of revenue growth from <b>high yield products</b> and segments	<b>A) Business Model Re-design</b> <ul style="list-style-type: none"><li>- Continued operating accounts growth</li><li>- Development of remote channels</li></ul> <b>B) Branch Network Optimization</b> (share in 2011 Retail Banking results: deposits 7%, loans 35%, gross profit 17%)

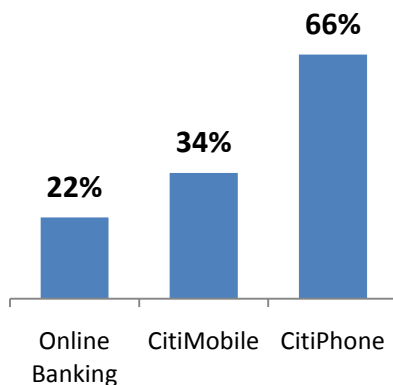
# The highest quality standards

Strategic goal:

- **NPS** result for the Bank **>30%**

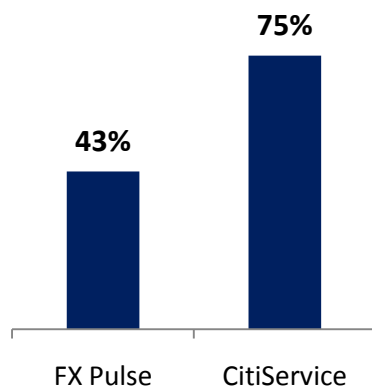
## Remote channels

### RETAIL SEGMENT



NPS results  
2011

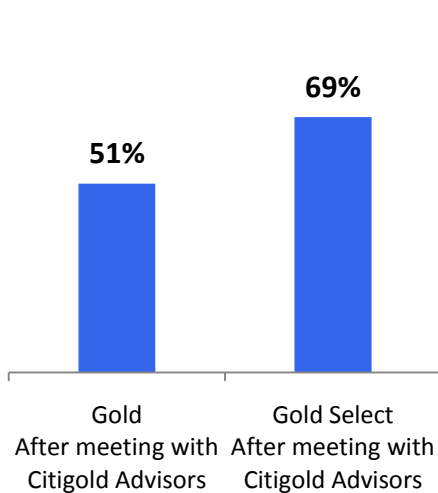
### CORPORATE SEGMENT



NPS results  
2011

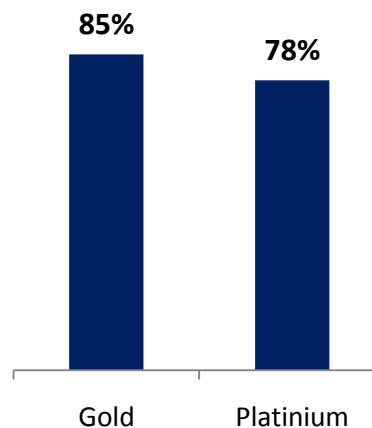
## Key customer segments

### RETAIL SEGMENT



NPS results  
2011

### CORPORATE SEGMENT



Satisfaction with  
cooperation with RM  
2011



# Breakthrough Innovations

## CitiFX Pulse



- Over 4K active users
- The Banker 2011 Award

## Citi Mobile



- 64K users
- FotoKasa – unique solution on the market
- 3rd place in the Newsweek ranking

## City Travelards/ New Credit Cards



- 36K Citibank MasterCard World® Cards, 27K City Travelards, 6K WizzAir Cards
- Europrodukt Award for Citibank MasterCard World® Card

## Market recognition

18 innovation awards in 2011 including 4 international recognitions

