Digital Distribution Strategy 2018 - 2020

Investor Presentation

December 2017

Inside information, 7 December 2017 12:00



The urgency for digitalization is increasing as a result of competitive and regulatory pressures

Competitive threat of agile adopters

Consumer preferences and purchasing behaviors are changing as they are exposed to radically different digital customer experiences. **Convenience and speed** have become key differentiators **driving urgency for digitalization**.

Commoditization effect

Margin compression driven by intense competition and operational costs inflation due to regulatory changes, necessitate focus on efficiency in distribution and servicing to maintain profitability.

Removal of entry barriers

Regulatory changes are **opening access to previously exclusive bank-to-client relationships** and facilitating disintermediation by innovative players.



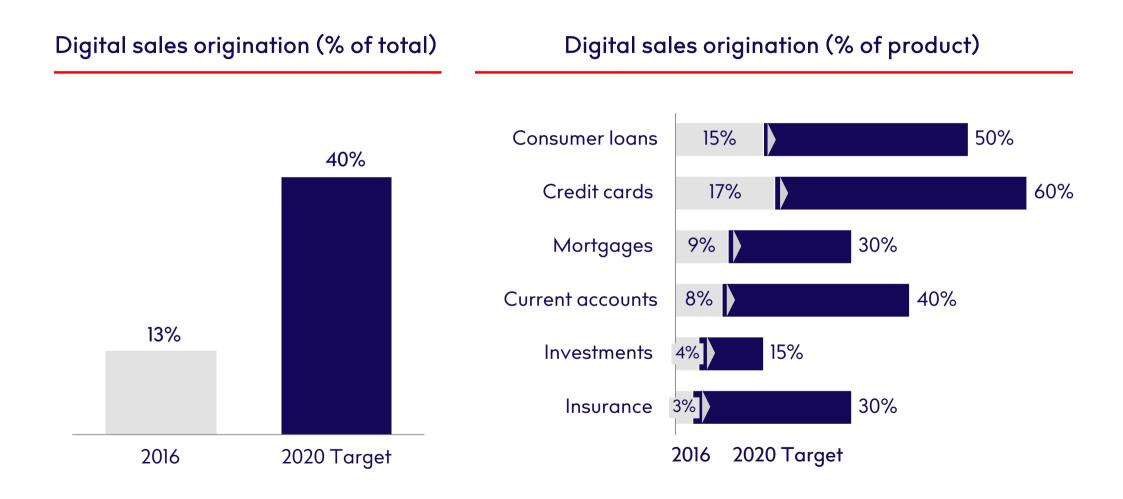
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Context for digital transformation: Reinforce our business model to become a digital leader in credit distribution

	2016	2017 Target ²
Active customers	579 k	584 k
Return on Tangible Equity ¹	15.3%	~16%
Consolidated Net Profit	CZK 4.1 bn	~ CZK 3.9 bn
Cost to Income Ratio	45.1%	Upper mid 40s
Cost of Risk (IAS 39)	93 bps	50-60 bps



Aspiration to significantly grow our digital credit distribution capacity







Czech Republic offers a solid market environment with high potential for digitalization in distribution of financial products



Czech banking **market** is **profitable and well-funded**; yet **revenue pools** are expected to **grow only moderately** as **margins continue to erode** (p. 6-10)

Czech consumers have high affinity to digital channels in banking and other industries and follow omnichannel customer journeys (p. 11-14)





Consumer behavior substantiates **opportunity to drive more sales via digital** in the banking market (p. 15-16)

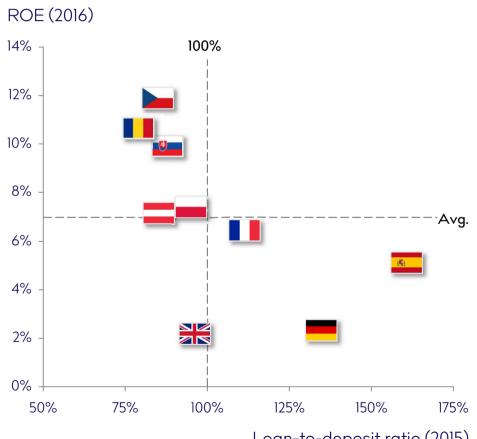
Growing consumer adoption of digital creates **opportunities to further resize physical branch networks** (p. 19-21)





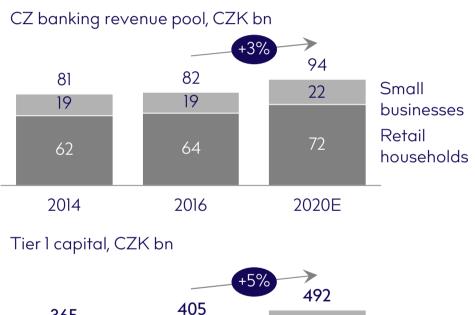
Czech banking market is profitable and well-funded; yet revenue pools are expected to grow only moderately

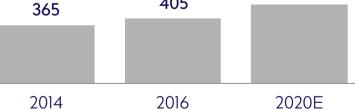
Czech banking market is profitable and well-funded



Loan-to-deposit ratio (2015)

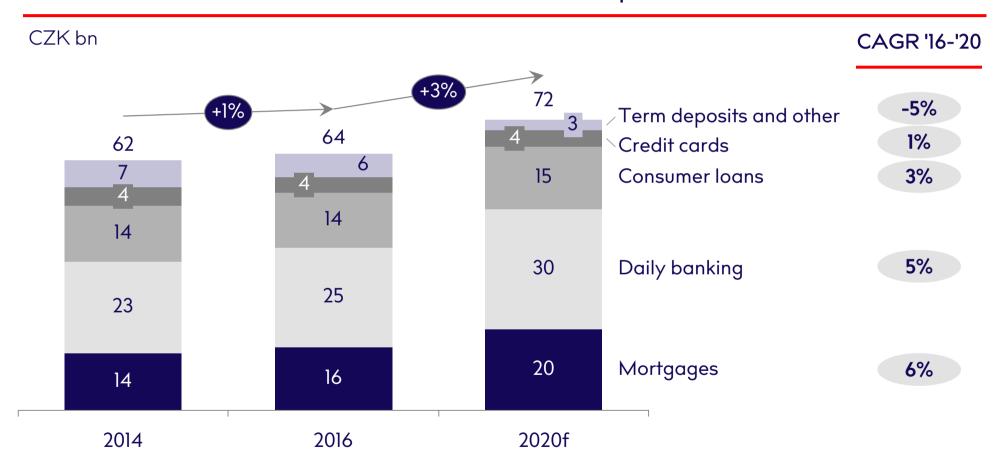
Revenue pools expected to grow only moderately





Source: ECB, EBF, CNB, BCG Analysis

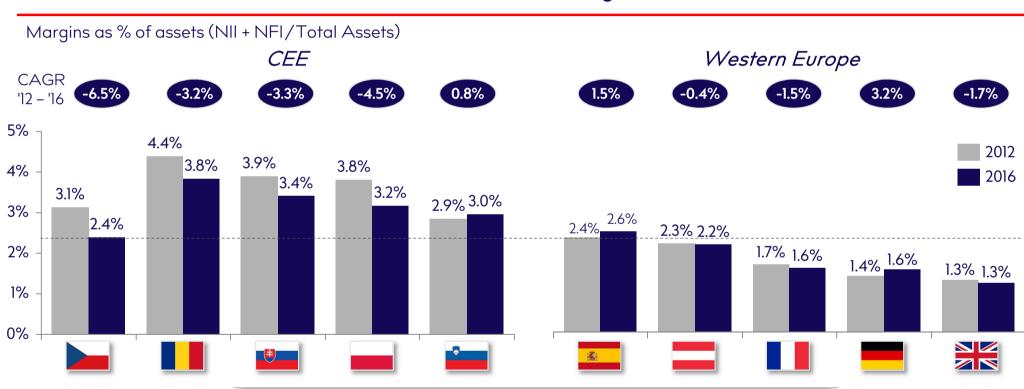
Retail revenue growth is expected to be driven primarily by mortgages and daily banking



Retail households revenue pools



Margins in the Czech market have declined sharply to approach Western European levels



Retail revenue margins

- Czech market with the sharpest decline in margins over 2012-2016
- Czech margins are below other CEE countries and Spain
- Czech margins are still above Austria, France, Germany and the UK



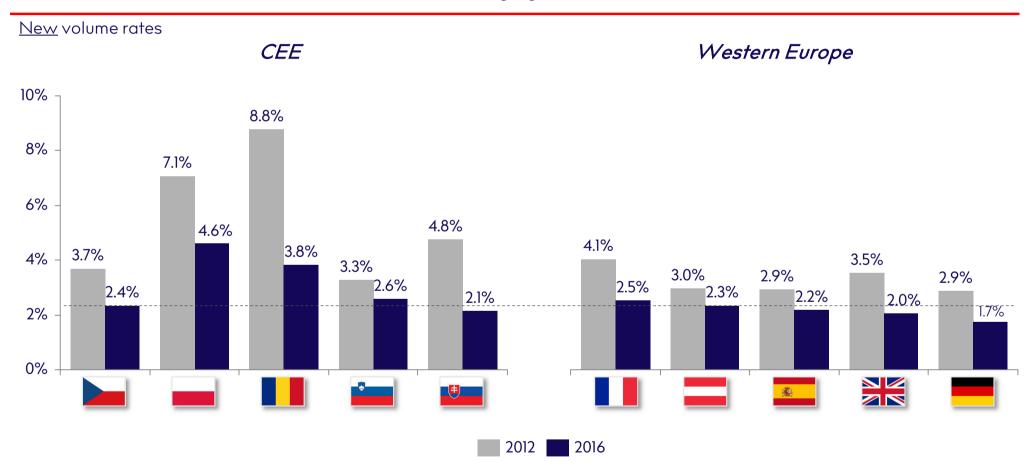
Consumer lending interest rates remain above Western European levels despite recent, significant decline

New volume rates CEE Western Europe 25% 22.2% 20% 15.9% 16.0% 14.9% 15.2% 15% 10.6% 9.9% 9.7% 10% 8.3% 8.1% 7.5%7.6% 5.9%6.5% 6.4% 5.7% 6.6% 4.2% 5% 3.4%3.3% 0% **i** 2012 2016

New retail consumer loan interest rates



New mortgage interest rates have converged on Western European levels

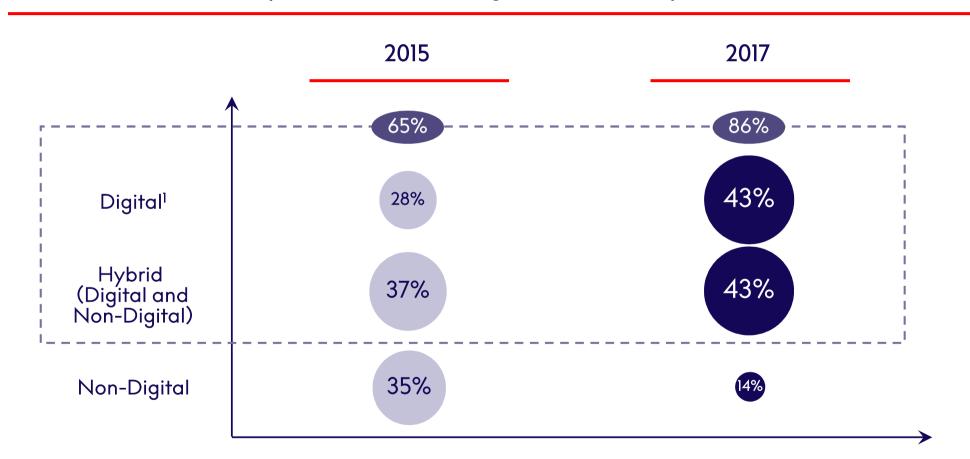


New retail mortgage interest rates



Consumers increasingly prefer to use digital channels in banking

Channel preference in banking (Western Europe and U.S.)

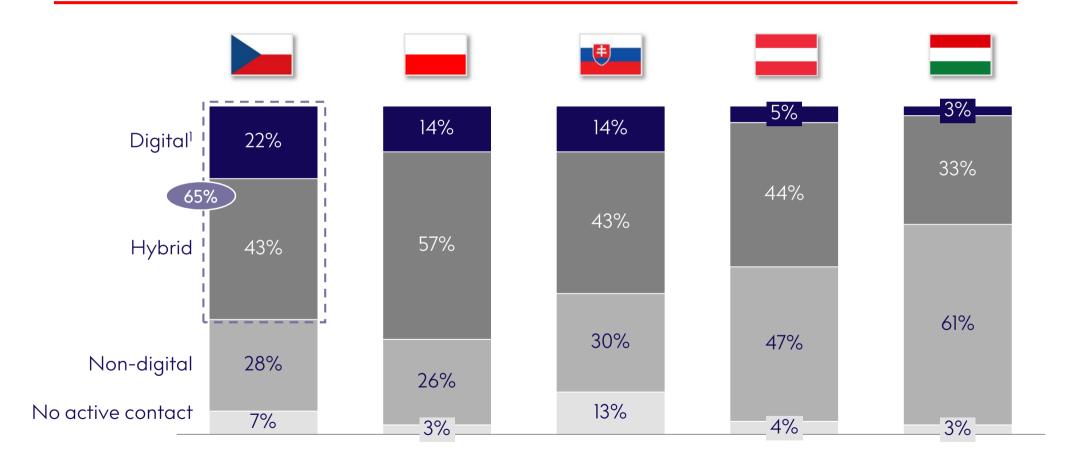




1. % of customers using any type of digital channels in banking (internet, mobile banking) Source: BCG Retail banking customer survey (16 countries, 2015 and Q1 2017)

Research confirms Czech consumers have high affinity to digital in banking

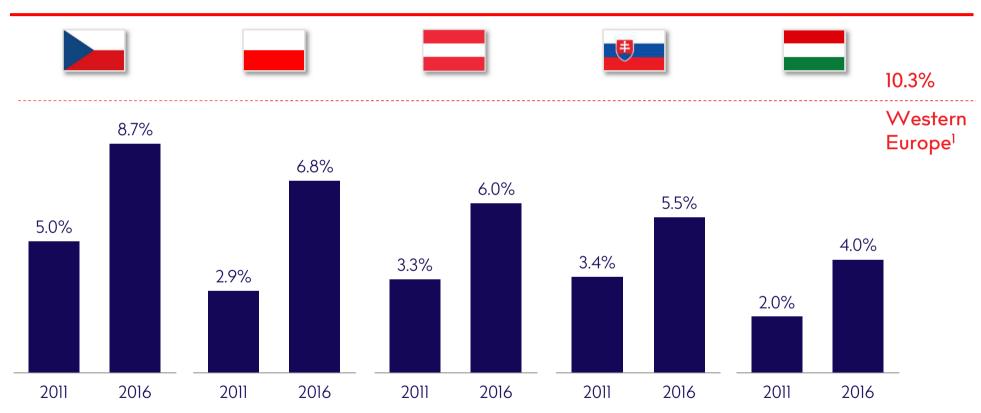
Channel preference in selected CEE countries





l. % of customers using any type of digital channels in banking (internet, mobile banking) Source: Eurostat, CEE consumer research (2014)

Czech consumers have relatively high rate of adoption of digital channels in retail



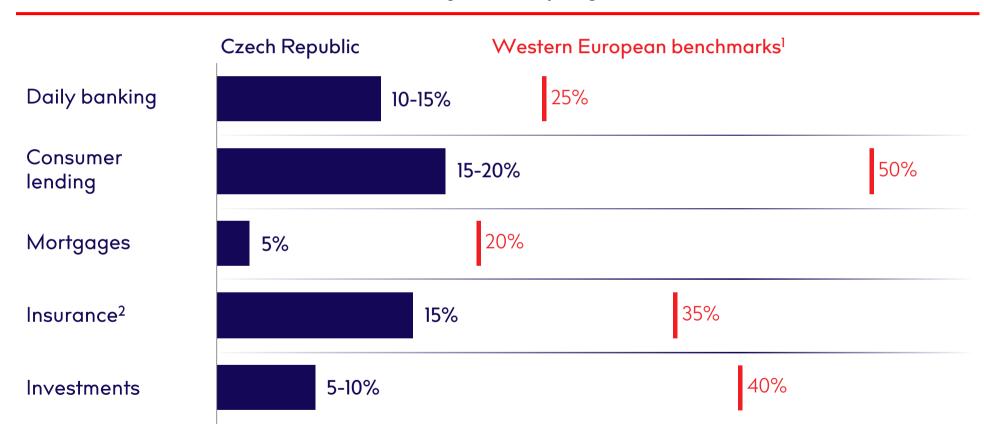
Share of B2C e-commerce on total retail

Czech Republic has 5x more online retailers per 1 million inhabitants than Poland



l. 2016 data - average share of Germany, the United Kingdom, the Netherlands, France and Denmark Source: Euromonitor

Consumer behavior in Western European markets substantiates opportunity to drive sales growth via digital



Share of sales originated by digital channels



1. Top quartile of Western European banks; 2. Non-life insurance only Source: BCG Retail banking benchmarks (2015)

~30% of revenue pools expected to be originated digitally by 2020, shifting from physical channels

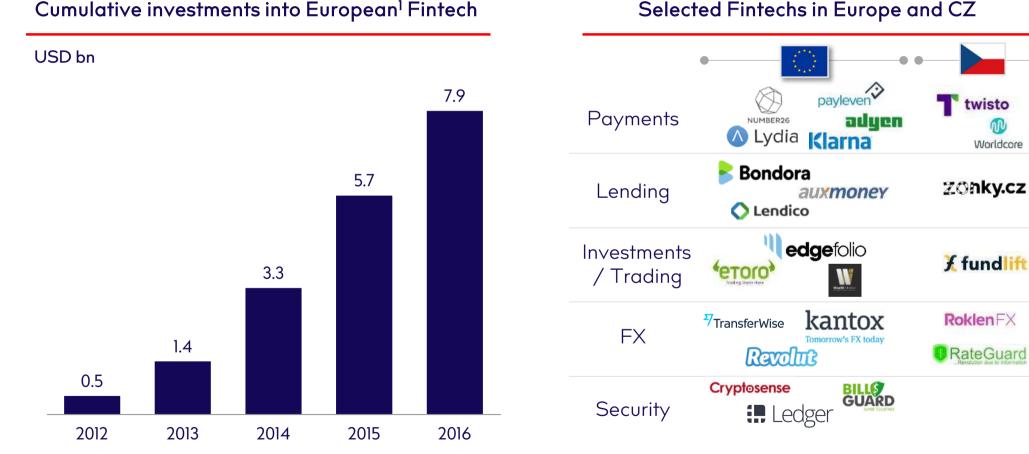
Digital-originated revenue pools (total and by product)

+3%` 72 22 7% Deposits and other 64 9% Credit cards 23% Mortgages 29% Daily banking Digitally-32% Consumer loans ~30% originated ~10% 2016 2020





European fintech attracting substantial investment seeking to profit from disintermediation of traditional providers





1. Europe including Russia Source: BCG Fintech Control Tower

twisto

Worldcore

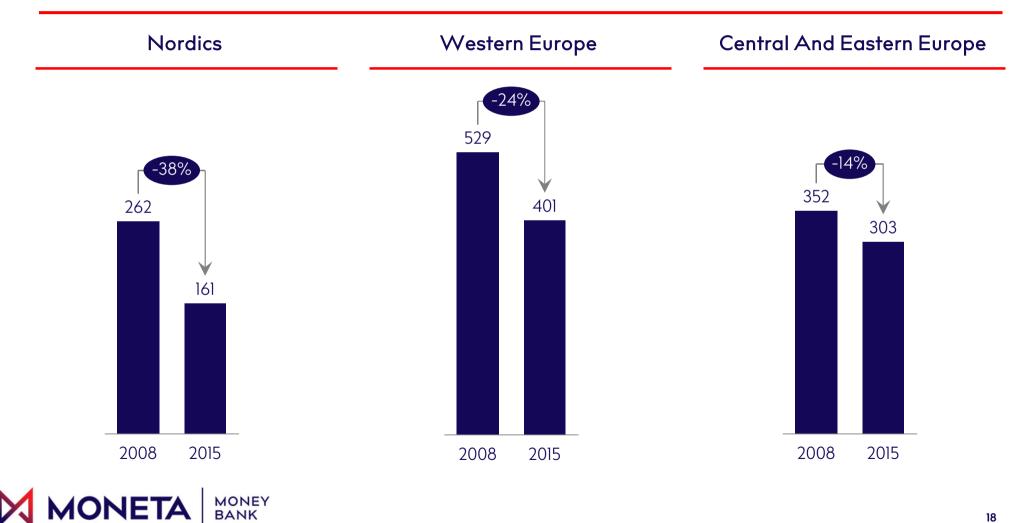
The Czech fintech landscape is developing but remains relatively unsaturated

Selected Fintechs in CZ		Description	
Payments	T twisto	 Convenient one-click online payment method with possibility to delay payments, inspired by Klarna Many large e-retailers now with option to pay via Twisto Founded as joint venture of multiple Czech venture capital groups 	
Lending	ZOnky.cz	 Peer-to-peer lending platform for consumers Founded by a start-up incubator for a Czech non-banking financial institution 	
Investments	€ fund <mark>lift</mark>	 Equity crowdfunding platform offering consumers investments into companies through convertible bonds and 'minibonds' Founded as joint venture of a Czech private equity group (Rockaway Capital) and a Czech financial group (Roklen) 	
FX	RoklenFX	 #1 online foreign exchange platform in the market for both consumers and commercial customers Founded by a Czech financial group (Roklen) 	

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Growing consumer adoption of digital creates opportunities to resize physical branch networks

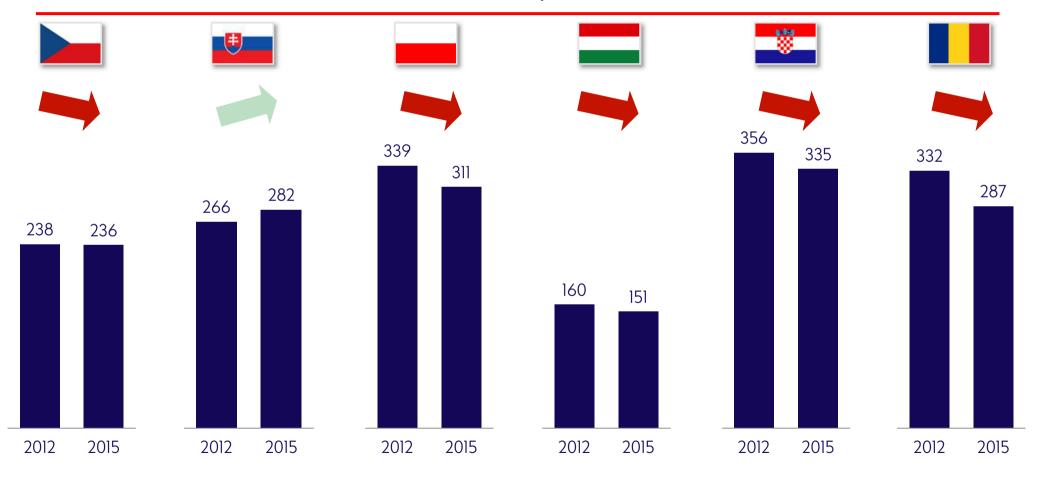


Number of bank branches per million inhabitants



Initial signs of branch resizing are already visible in the Czech market – trend expected to further accelerate

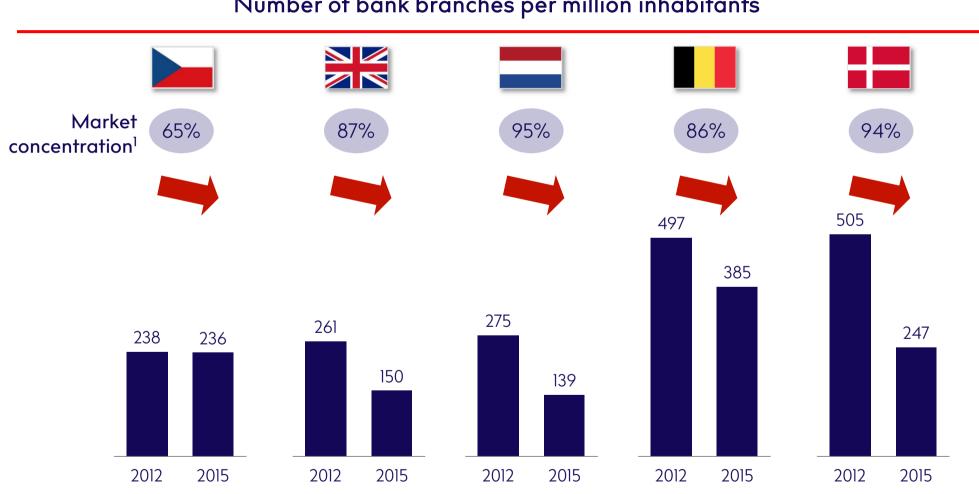
Number of bank branches per million inhabitants





Source: World Bank

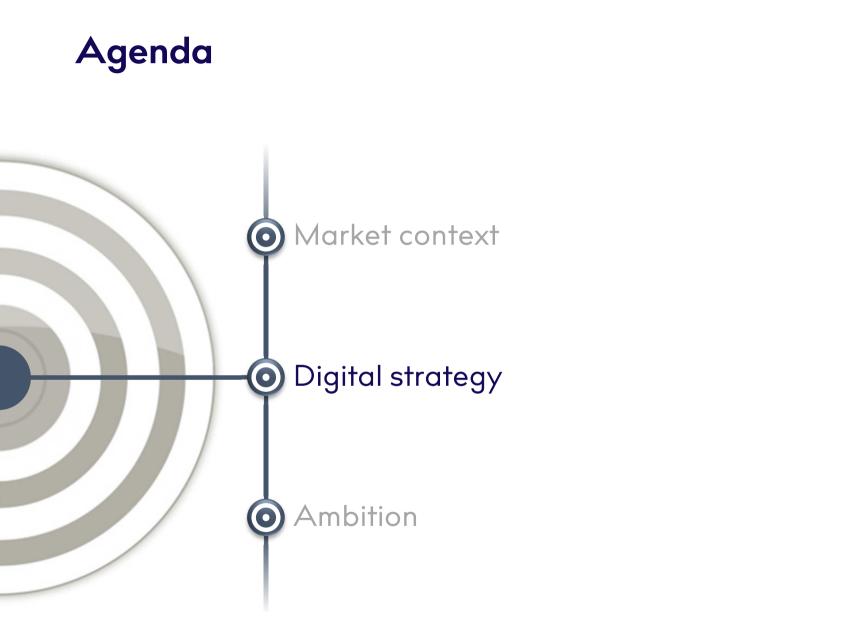
Some concentrated Western European markets have resized their networks below Czech market levels



Number of bank branches per million inhabitants



1. Combined % market share of Top 5 commercial banks in terms of total assets Source: World Bank, ECB, individual central banks





We aim to be a digital champion focused on credit distribution to Czech households and small businesses

Key aim of our digital strategy is to reinforce our credit growth focused on Czech households and small businesses and stabilize top line (p. 24)

We are positioned uniquely as a challenger bank with an established and profitable core business and market leading digital capabilities (p. 25-27)

We focus on digitizing credit customer journeys and leveraging our digital capabilities to drive assets growth, active clients growth and develop fee income business (p.28-29)

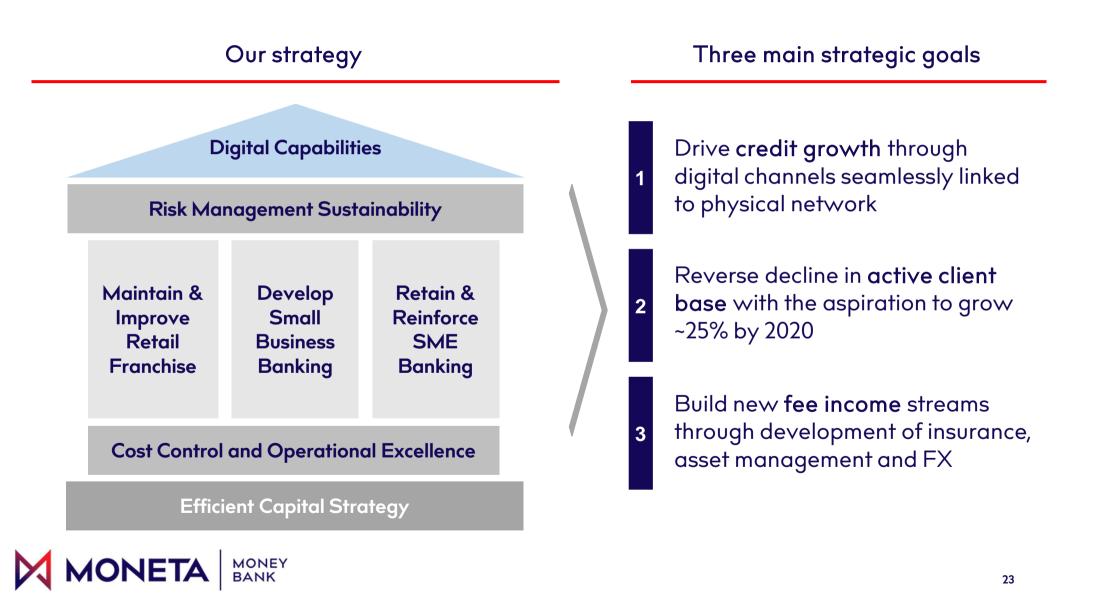
Three core strategic priorities at the core of our digital strategy: developing customer-focused digital credit distribution (priority 1), transaction banking distribution (priority 2) and fee products distribution (priority 3) capabilities (p. 30-43)

Eight enablers underpin execution of our core strategic priorities: advanced analytics, digital marketing and public web, mobile banking, internet banking, link to physical platform, digital risk management and cyber security, agile organization, and digital-ready IT architecture (p. 44-64)

We aim that our digital strategy supports delivery of our medium-term targets (commercial, organizational, IT, financial), ultimately driving value for our shareholders (p. 66-69)



Key aim of our digital strategy is to reinforce our credit growth and stabilize top line revenue



Moneta is positioned uniquely as a challenger bank with an established and profitable core business and market leading digital capabilities

VS



Digital challenger

- Established client & asset base
- High profitability
- Rapidly delivering digital propositions to market to grow and protect client base and portfolio
- Building position as digital innovation leader in the market
- Agile decision making and development owing to independence



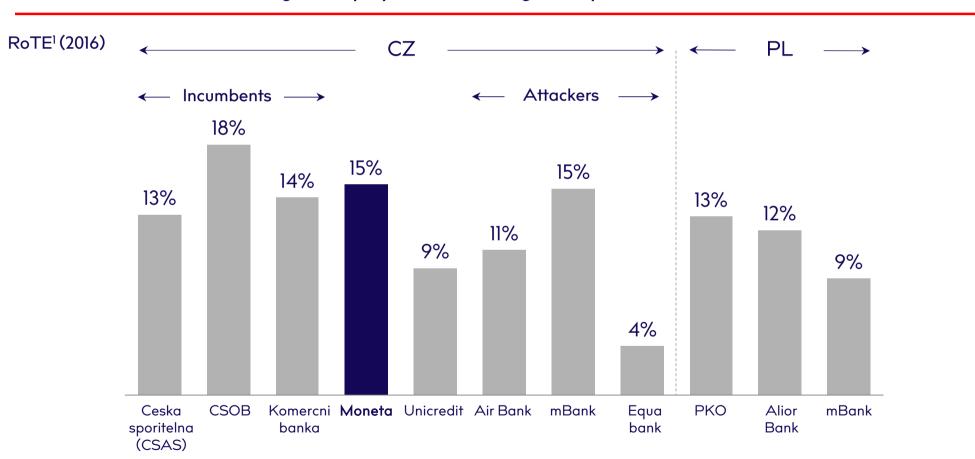
- Large client & asset base
- High profitability
- Established digital programs, but to date limited visibility to consumers

Attacker banks and fintechs

- Fast, innovative
- Questions on profitability and scaleability



We achieve and exceed profitability of large incumbents



Return on Tangible Equity benchmarking of major Czech and Polish banks



1. Net profit divided by tangible equity, 2. Market launch in 4Q'17 Note: Polish banks return excluding banking tax Source: Annual reports; press search; banks websites

We are rapidly building market-leading digital capabilities to defend and expand our retail and small business franchise

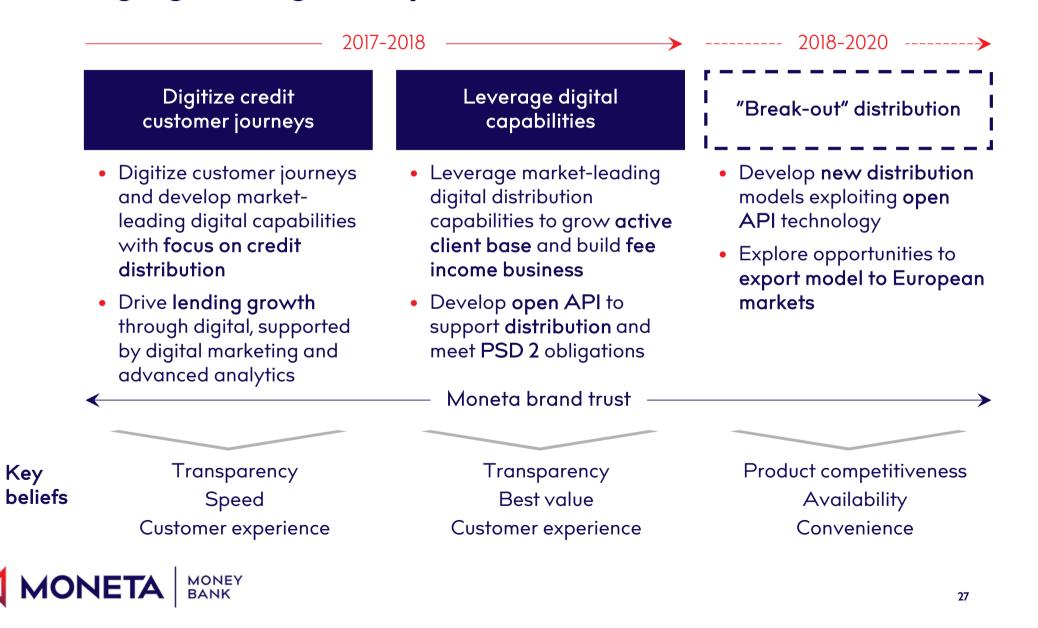
Benchmarking of capabilities via mobile among selected Czech banks





 Existing Moneta clients only Source: Annual reports; press search; banks websites

We focus first on digitalizing credit customer journeys and leveraging our digital capabilities



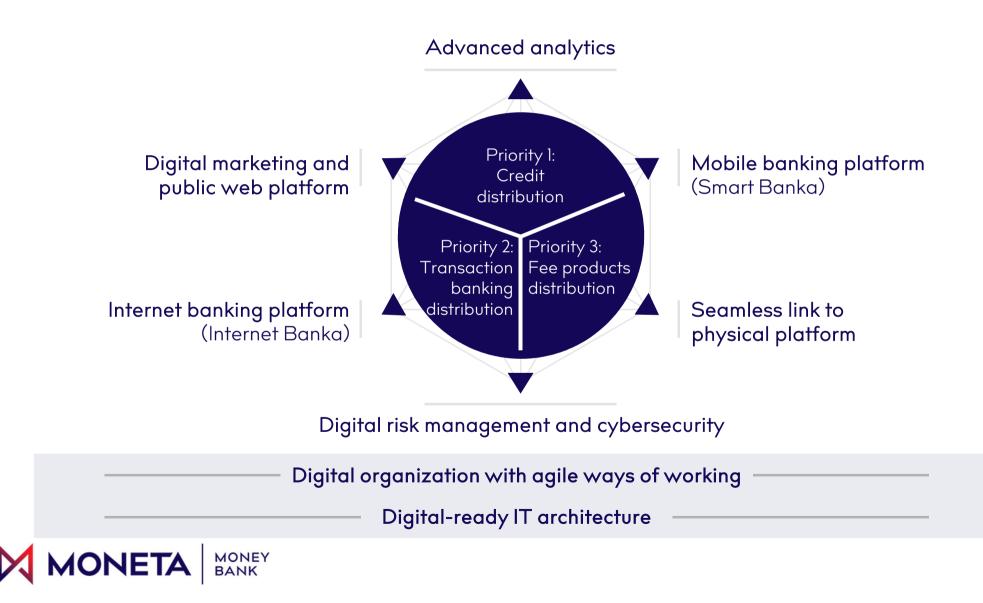
We have a clear digital roadmap for the next 18 months focused on developing the capabilities to deliver our strategic goals across both retail and small business

		2017		2018	2019	Planned
		Q2 Q3	Q4 Q1	Q2 Q3	Q4 QI	
	Credit Distribution	Pre-approved consumer loan via mobile and internet banking	Retail credit card via mobile banking	Auto lending direct to consumer	Consumer loan declines introduction to third party	Subject to feasibility
		Consumer loan for new to bank c enabled (tablet based) bra		Consumer loans for new to bank clients online	Consumer loans via digitally enabled process for $3^{\rm rd}\text{party}\text{distributors}$	
			Reta	il mortgage refinancing online	Retail mortgage for primary house purchase online	• We focus first on the ability to onboard clients and distribute credit and later on the fee generating opportunities
ies		Pre-approved entrepreneur loan via mobile and internet banking	Entrepreneur credit card via mobile and internet banking	Entrepreneur loan for new to bank clients online		
Priorities			Small business uns	ecured loan online Small business sea	cured loans for new and existing clients online	
			Auto lending B2B p	rocess digitalization		
iteg	Transaction					
Strategic	Banking				We are developing digital capabilities along the entire	
	Fee Income	Travel insurance via m	nobile Insurar	nce aggregation platform online		customer lifecycle form
				Funds distribution online		attraction through to retention
				Foreign exchange proposition via mobile		
	Data Campaign mngmt. upgrade Real time decisioning capability Data infrastructure development		nent	 Digitalisation will impact not only our remote channels but also our 		
Enablers	Analytics	Advanced analytics phase 1 - product targeting model development Advanced analytics phase 2 - real time client targeting				
nal	Digital	New website optimized for sale	es performance	Targeting and personalization of on	line content	physical channels by
ш	Marketing		Digital marketing optimisati	n		digitally enabled process transformation

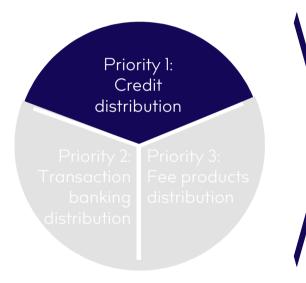
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Our digital strategy: Three core strategic priorities supported by eight enablers



We aim to drive our lending growth through build-up of digital credit distribution capabilities





Household financing

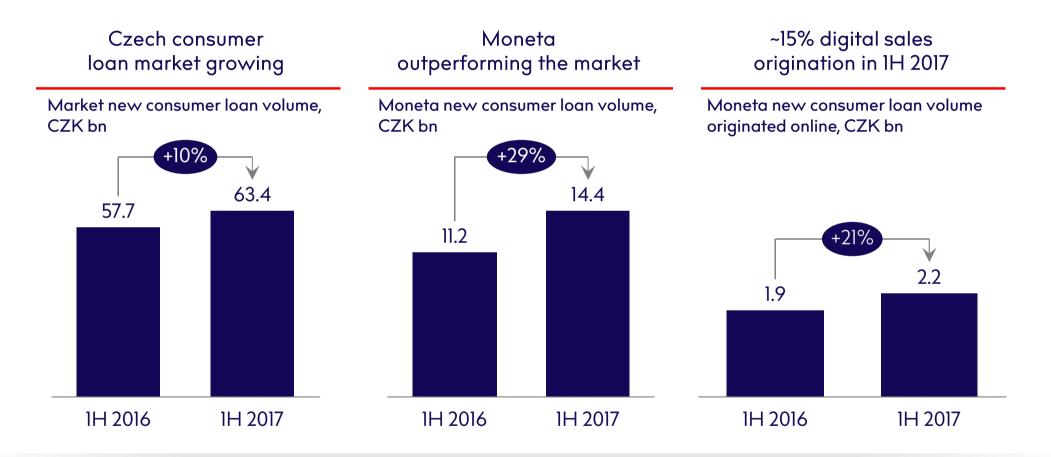
- Maintain 20% share of consumer financing market (aim to originate 50% of new credit via digital by 2020)
- Capture 5-7.5% share of mortgage market (new origination) through primary and refinancing (aim to originate 30% of new credit via digital by 2020)
- Maintain 20% share of auto financing through dealers and develop direct to consumer business (focus on pre-owned vehicles)

Small business financing

- 6-10% share of small business lending

 (aim to originate 15% of new credit via digital by 2020)
- Short-term liquidity management and unsecured financing
- Business premise financing
- Auto and capital equipment financing

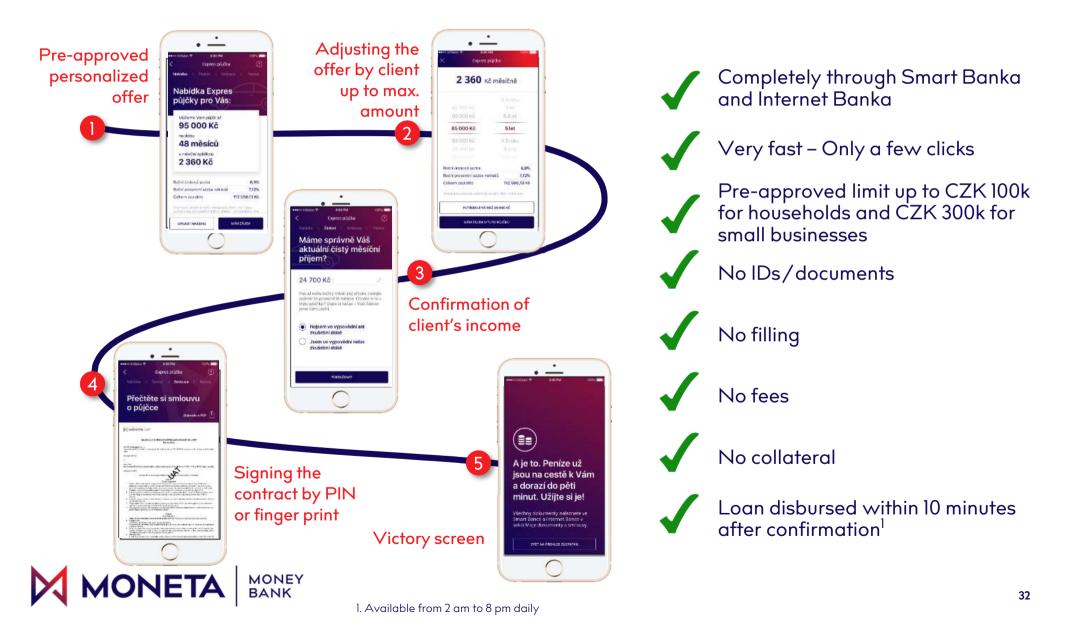
Digital channels already account for ~15% of our consumer loans distribution, reinforcing our growth



By 2020 we aim to originate 50% of unsecured loans via digital channels



In 3Q'17 we launched fully digital pre-approved unsecured loans for households and small businesses



We are adjusting our credit processes, deploying data to automate credit underwriting

From

Credit Process	 Realtime credit decision available only for consumer loans and only for clients with income paid to Moneta account Income and expenditure assessment based on client declared data and paper-based evidence from employer or bank Paper-based financial statements for companies Physical valuations instructed manually for all cases Scoring dependent on socio-demographic attributes acquired from client
Business Impact	 Minimum two visits, 40 pieces of data required from client to grant a loan and up to 2hrs process time Complex refinancing process requiring access to refinanced loan documentation prior to signing Currently, ~130 ths household and small business clients eligible

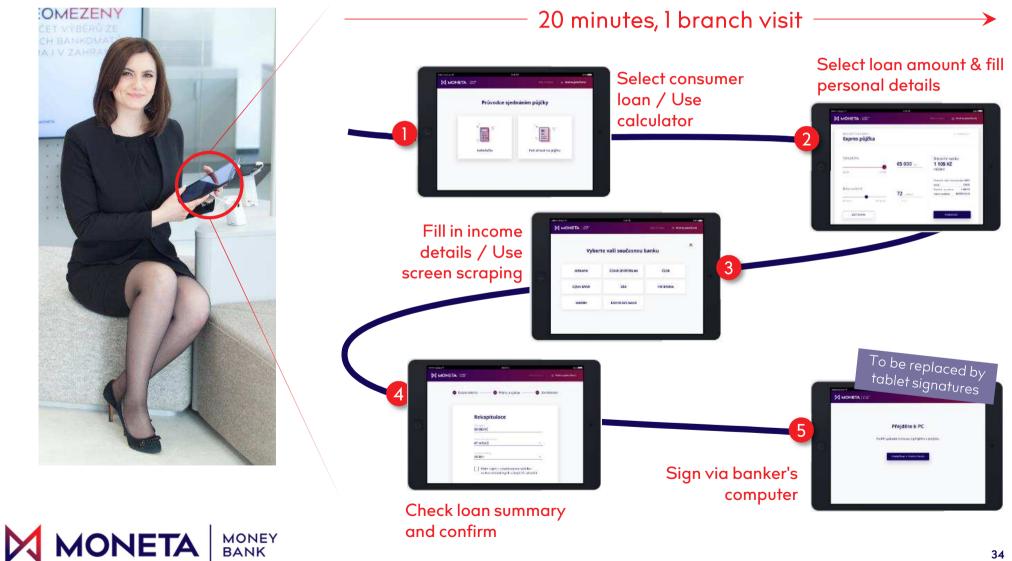
- То
- Realtime credit decisioning/pre-approved limits for all retail clients, entrepreneurs and simple small businesses
- Income and expenditure assessment based on current account transactions for existing and new clients (via "screen scraping")
- Electronic acquisition of financial data for companies
- Mortgage valuations via **automated model**
- Scoring based on independent, electronically acquired data
- Single visit, maximum 25 pieces of data and 20 minutes to grant a loan
- Radically simplified refinancing process offered in single visit with documents submitted subsequently in electronic form (as required)
- Expand pre-approved client base by ~150-200 ths clients during 2018

Up to CZK ~100 bn opportunity space for secured and unsecured lending enabled by digitalization



Credit distribution

In 4Q'17 we will pilot digitally originated unsecured loans for new-to-bank retail clients



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Mortgages represent a significant opportunity, accounting for ~75% of total retail loans and ~25% of total retail revenue



By 2020 we aim to originate 30% of mortgages via digital channels



In 1H'18 we plan to initiate development of a disruptive digital mortgage proposition to accelerate growth

Two major segments in mortgages



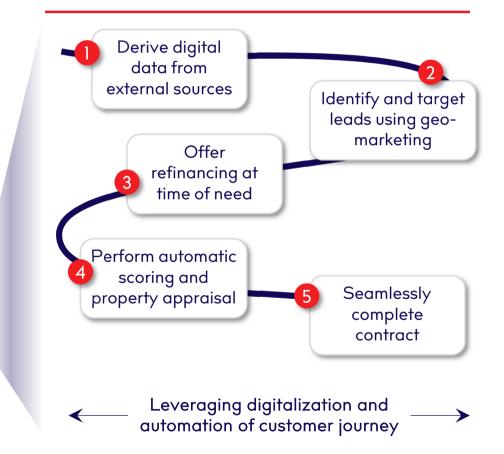
- Primary mortgage
- New primary residential mortgage financing
- Digital platforms for sales force and external brokers



Secondary mortgage

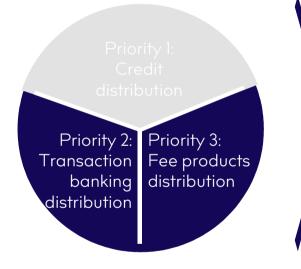
- Refinancing of primary residential mortgage
- Targeting competitors' customers through unique proposition and experience
- Disrupting the market through an integrated digital platform

We plan to develop a disruptive digital proposition for secondary mortgages



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We will support our growth through digital transaction banking and fee products distribution capabilities



Transaction banking

- Fully digital current account
 - for households (launched in June '17)
- FX business
 - complete services for travelling abroad
- Continuously improving the proposition based on customer feedback

Fee products

- Insurance
 - development of sales capabilities towards customized data-driven offering
- Asset management
 - omnichannel distribution of investment funds
 - standardized fund selection based on client profile



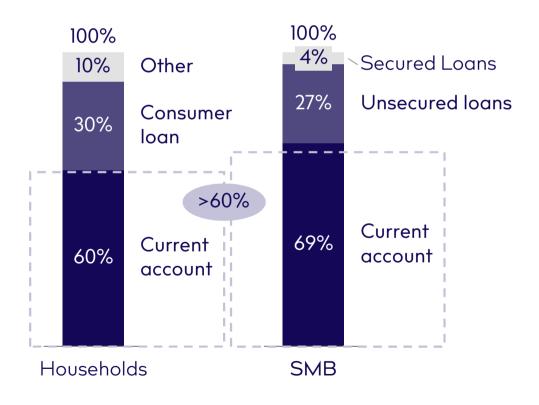
We aim to further grow our primary client base – current account is a key acquisition product

Moneta's primary client base is growing

of primary clients in ths ~2% p.a. 592 582 576 580 69 68 SMB 69 69 House-523 514 507 511 holds Q4 2015 Q2 2016 Q4 2016 Q2 2017

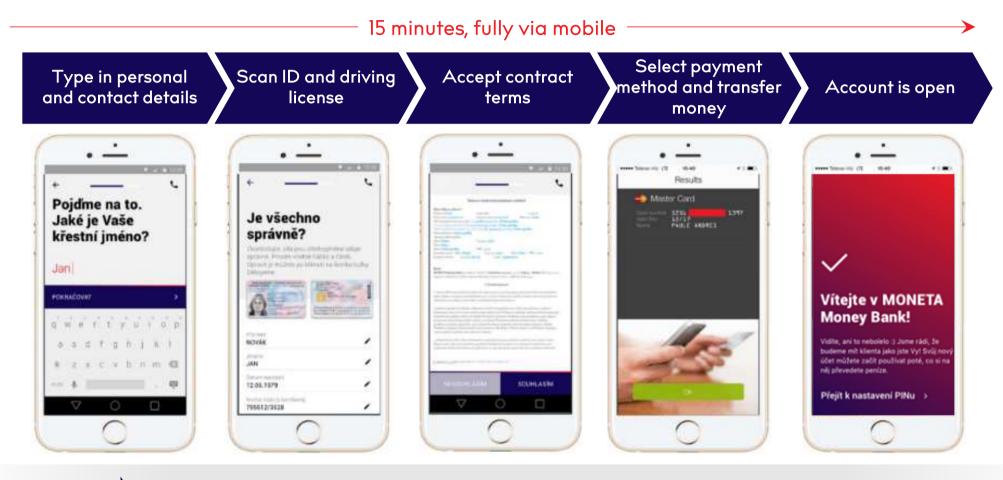
We acquire over 60% of new clients via current accounts

Primary client acquisition product, 2Q'17





As first in the market, we are testing a fully digital current account for households via mobile since June '17



By 2020 we aim to onboard 40% of new clients via digital channels



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Insurance market is expected to grow by ~2.5% p.a. and asset management market by ~12% p.a. until 2020

Czech insurance market expected to rejuvenate Czech asset management market expected to with an average annual growth of ~2.5% continue growing at ~12% p.a. Gross written premium, CZK bn Assets under management, CZK bn ~2.5% ~1.0% 114 114 115 116 119 121 124 127 130 ~17% 432 382 320 235 269 2020F 2016 2013 2014 2015 2018F 2019F 2014 2015 2012 2016 2017F 2012 2013

Source: AKAT (Feb 24 2017 news release), Czech Insurance Association, BCG

2020F

680

607

~12%

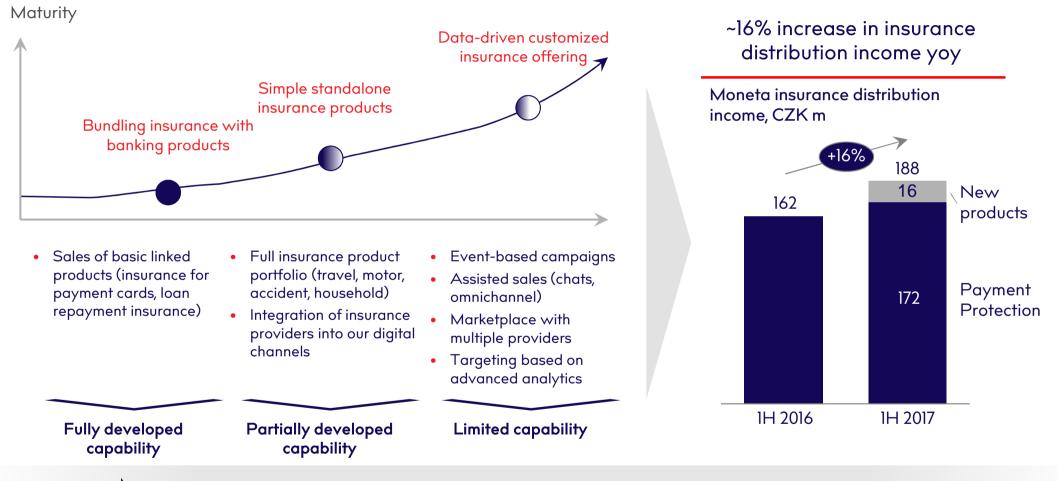
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2017F

2018F

2019F

We are continuously developing and broadening our digital sales capabilities of insurance products



By 2020 we aim to originate 30% of insurance sales via digital channels

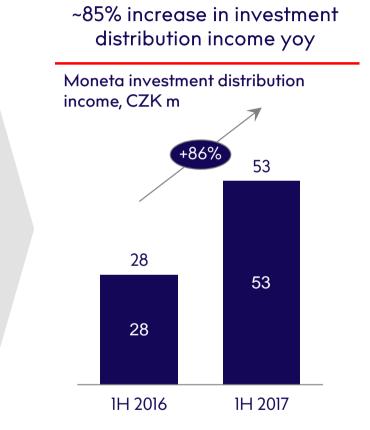
We aim to create a fully omnichannel investment experience and deploy online sales to support distribution

Fully omnichannel distribution of investment funds

- Full feature set available via all channels (Smart Banka, Internet Banka, physical branches)
- Seamless investment experience for customers across all channels (e.g. full details for in-branch bankers on previous customer activities in digital channels)

Expansion of fund offer

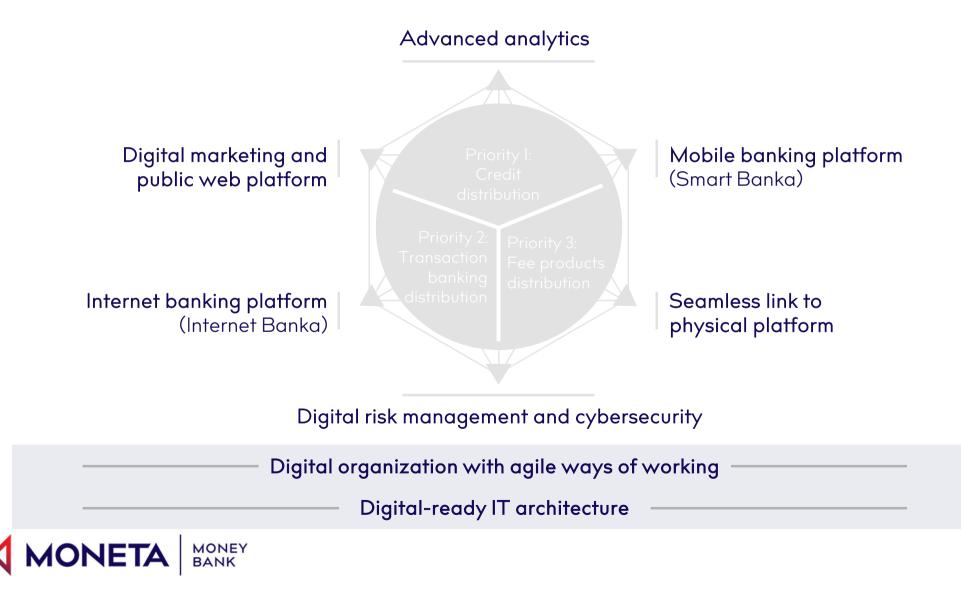
- Broad funds offer from major European and International managers
- Non-advisory sales process based on client profile (MIFID questionnaire) and standard fund risk metrics (SRRI)





By 2020 we aim to originate 15% of investment sales via digital channels

Eight enablers of our digital strategy



We are building and advanced analytics capability, which has already delivered ~16% YoY attrition reduction in 1H'17

Predicti∨e retention	 Machine learning model analyzing client behavior to predict churn 3-6 months ahead 		e in consumer n volume yoy
	 Proactive unilateral discounting process 	Moneta consumer termination, CZK ı	
Reactive retention triggers	 One-click button to decrease interest rate (including recommended decrease) 	2.2	1.8
	 Consolidation of personal loans without branch visit 		
Win-back calls	 Call campaign to reach clients who terminated their personal loan to win them back 		
	 Primarily within the first 30 days after termination 	1H 2016	1H 2017



We are deploying digital marketing to target clients at right time/at right place

Attract	On-board and engage	Cross-sell and retain	
Improved online brand awareness	Personalized online content and targeted communication	Predictive and trigger-based client retention	
Increased cooperation with affiliates	Set-up l ifecycle management	Next-best-action module using specific algorithms and PTB ¹ models	
Improved SEO to increase organic web traffic	Unified data from different offline and online sources	Using third-party data for better customer insights	
<	Real-time campaigns / Attribution mod	del ————————————————————————————————————	
Tracking of entire client journey across all channels (both offline and online)			



1. Propensity-to-buy

We continue to reinforce our brand awareness, customer experience and digital image to attract more clients digitally

	Today	2020
Brand awareness	 Spontaneous at 34% (and continuously growing) 	 Reach pre-rebranding level of ~50%
Net Promoter Score (NPS)	• Measuring digital NPS currently in a pilot stage	 60+ (on digital channels) Leader among medium and large banks
Key brand attributes	 Quick and flexible Modern Differentiating communication 	 Digital innovations Seamless customer experience Differentiating, quick and flexible
		46

We will launch a new engaging public website in 1H'18 to drive online sales

Ještě nejste u Monetyš Vyzkoušejte běžný úče s úrokem 3 %	products	 Maximized sales conversion Website designed to emphasize products Attracting organic web traffic through optimized content
	Simplification	 Structure, colors, typography, and texts designed to maximize customer experience Continuous improvement based on customer feedback and market rating
N	Responsiveness	 Unified modular website for desktop and mobile devices with a full set of features
A2 0 4		 Content personalization and targeted communication



By 2020 we aim to originate 15% of total sales via our website



In 2016 we launched an award-winning Smart Banka app, which was awarded Mobile App of 2017 in CZ/SK

Smart Banka has a full set of in-branch functionalities ...



- Overview of all accounts, credits and investments
- Creation, changes and cancellation of direct debits
- Payment card blockage
- Card limit setting
- Enabling and disabling of internet payments



Card

administration

- Activation and de-activation of long-term travel insurance
- FX services

... topped with many innovative features

Smart widgets

- Last transactions, balance overview, PayMe
- Apple Watch compatible



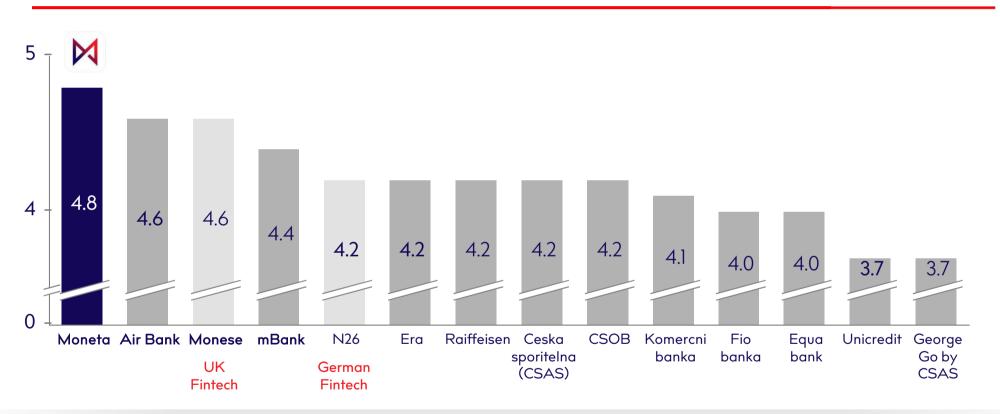
- Convenient and safe way to log in to mobile banking
- Upcoming feature: Confirmation of transactions



- PayMe via iMessage
- QR payments

Our Smart Banka has the highest rating of all Czech mobile banking apps, even surpassing Fintechs

Google Play rating, July 2017



Smart Banka is also the best-rated Czech mobile banking app in Apple AppStore



Note: Maximum rating in Google Play is 5.0 Source: Google Play app store **Google Play**

90%

20x

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We have achieved strong client engagement with Smart Banka

144k ... clients have activated Smart Banka until July 2017 245k

...transactions were made by our clients via Smart Banka in July 2017

... of all users <mark>actively use</mark> Smart Banka each month 10% ... of July Sma

... of all clients' transactions in July 2017 were made using Smart Banka

... our a∨erage <mark>user logs in</mark> to Smart Banka <mark>each month</mark>

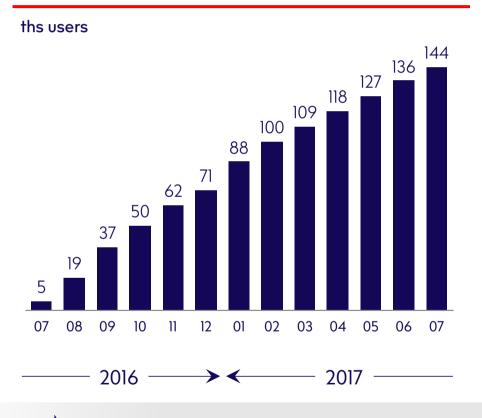
> MONEY BANK

96% Bo Sn

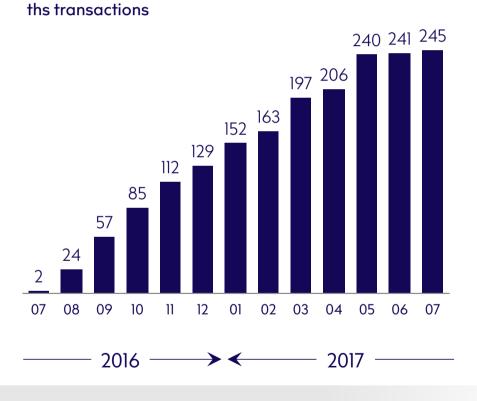
...operations¹ at Internet Banka are fully covered by Smart Banka

We are significantly growing Smart Banka's active users and transactions

of activated users in Smart Banka



of transactions via Smart Banka



By 2020 we aim to originate ~25% of total sales via Smart and Internet Banka



With many upcoming new features, Smart Banka will remain a market-leading mobile banking platform



Mobile banking platform

We have dramatically simplified bill payments via QR code

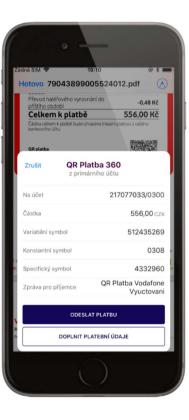
Current QR Code payment requires the invoice to be printed and scanned





Our new process allows the invoice to be opened and uploaded directly from email

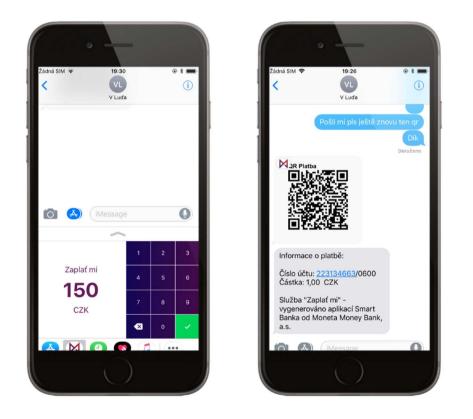






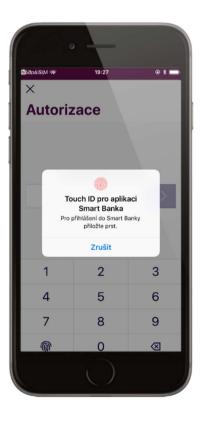
We have launched simple peer to peer payments functionality for Moneta clients via our mobile banking application

Client requests peer to peer payment via text message



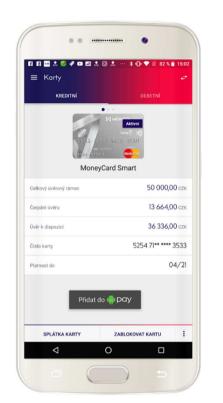
Payer initiates payment directly from text message without needing to open mobile banking

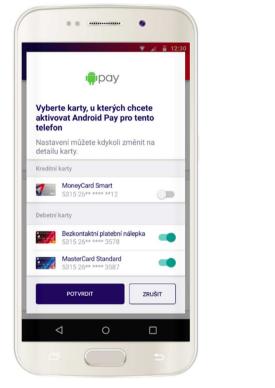


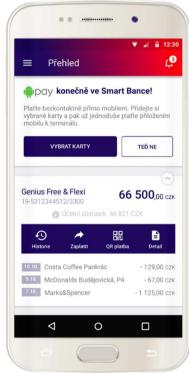




Android pay launched in November'17 with Moneta as the launch partner with Google and MasterCard







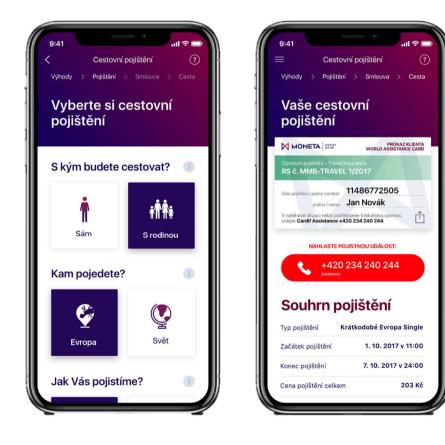
Enrollment process to be fully integrated into Smart Banka in Q1'18



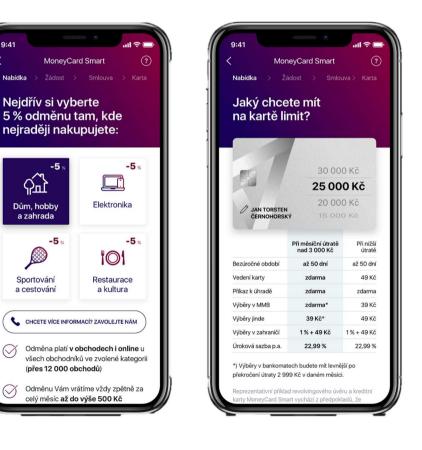
We are building out our sales capability via Smart Banka

9:41

Short term travel insurance launched Dec 2017



Credit Card Application in pilot from Dec 2017





Our new Internet Banka will serve as a fully packed service platform for households and small businesses

Main target segments

• Households

- Users with basic daily banking shifting to Smart Banka
- IB as advanced service platform (e.g. insurance, investments, foreign payments)
- Small businesses

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- IB as primary platform for daily and advanced banking (via new empowerment model)
- Leverage of APIs to connect with external platforms (e.g. accounting software)

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Example of new IB: Advanced empowerment model

Key features

- **Reusability** of newly built business logic and microservices
- Adaptability Building new modern front-end enabling easily adjustable UI and UX
- Omnichannel New user interface supporting seamless customer transition between various front-ends (digital channels, branches)

By 2020 we aim to originate ~25% of total sales via Smart and Internet Banka

We are rolling out a new branch concept, seamlessly linked to our digital channels



Our first digital branch was open in May 2017 in Prague, Nove Butovice



Our branch network will be resized and restructured to reflect the shift to digital

Branch network 2017

Branch network 2020

Purpose	 Sales and service locations for full range of products 	 Advisory and sales locations focused on high value/complex products and services
Size and location	 Smaller branches located in secondary locations in smaller cities and open weekdays and working hours only 	 Larger flagship branches in primary locations in shopping malls and larger cities and open during evenings and weekends Complemented by smaller, low cost locations to support the existing client base in secondary cities
Coverage	• 232 locations	 Reduction dependent of speed of digital take-up

The branch network will be resized as the digital sales capability gains traction to ensure our ability to distribute and serve clients efficiently continues to improve



We aspire for an innovative risk management, fully supporting our digital sales growth

Pre-approved for existing active clients

- No income details required
- Automatic analysis of income payments in client's transaction history
- Gradual credit limit increase to attract more clients

2 Use of transaction data for new & non-active clients

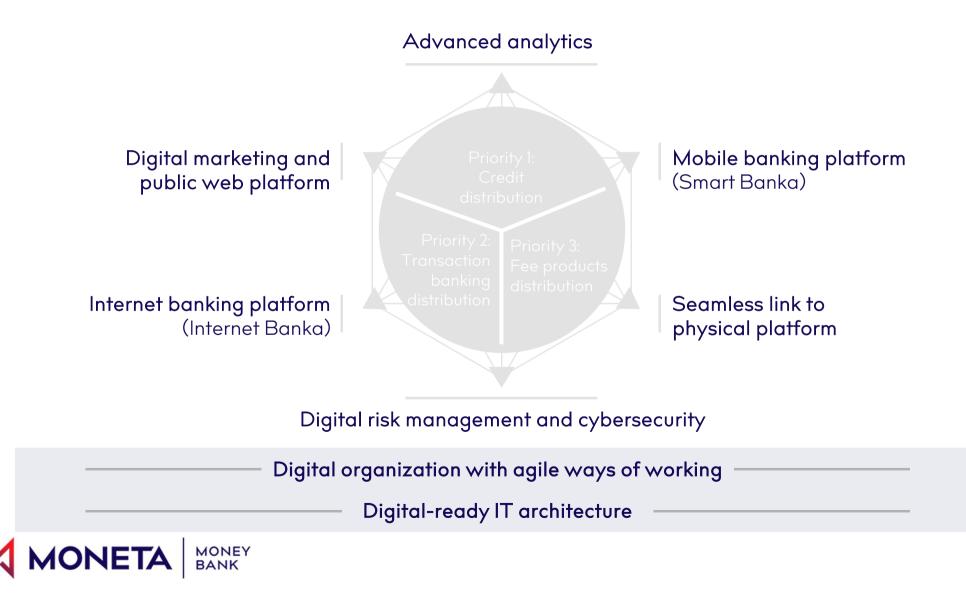
- Download of client's income via screen-scraping
- Modular scoring model leveraging other transaction data (e.g. client's spending and debt servicing behavior)

Use of third-party data for new & non-active clients

- Use of external and online data to increase scoring quality
- Data from Credit bureau, Government administration, Mobile operators, Internet, Micromarket info



Eight enablers of our digital strategy



Our digital agile organization will focus on continuously improving customer experience



Always thinking of the art of possible



Cross-silo teams from all relevant departments representing all customer viewpoints



Co-located in one squad to work faster and more flexibly



Team members empowered and encouraged to make decisions

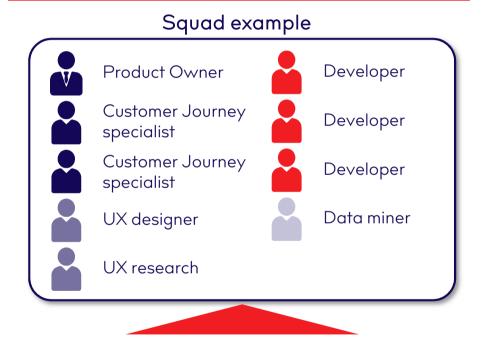


Direct customer feedback unanimous part of development work



Six agile squads with ~150 FTEs already in place, more are starting in 2017

Squad is a cross-functional and self-organized team



Six squads already working on new digital initiatives

Squad 1	Client onboarding	
Squad 2	Retail lending	
Squad 3	Commercial lending	
Squad 4	Smart banka	~150 FTEs
Squad 5	Internet banka	
Squad 6	Web	
Squad 7	Auto	

Next cross-silo squads are in preparation, e.g. Cards + Mortgages

Client feedback

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By 2020 we aim to have at least 50% of HQ staff in agile teams

We are building unique IT architecture in cloud to accelerate our digital proposition - client-focused, agile and efficient

Quick delivery of our digital products

Use squad teams to continuously improve our digital products and customer journeys

- Moneta squads are cross-functional teams with business and IT skills based on direct client feedback
- Moneta's Business Cases are Data
 Driven and B-tested
 with real user
 feedback

Efficient & future-proof IT architecture in cloud

- Use power of the cloud for efficient and reliable internal systems and processes
- Cloud as the new standard for our applications and infrastructure (SaaS and PaaS solutions)
- Automated testing and continuous deployment of software

APIs & innovations for new digital platforms

- Leverage cuttingedge IT innovations to business (Al¹, Chatbots, Blockchain)
- Build best-in-class data capabilities
- Open banking capabilities to join new financial ecosystems and increase availability of our products

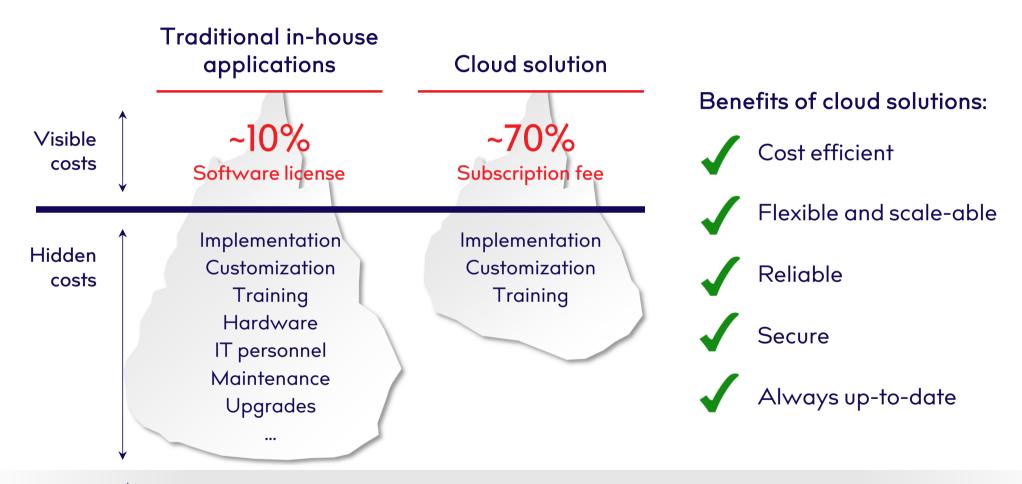
Flexible and risksteering IT security

- Transform to a flexible and active risk-steering model to increase cost efficiency, overall resilience and user experience
- Increase use of MSSPs² to leverage their advanced capabilities
- Support customeroriented solutions (e.g. TouchID, voice authentication)



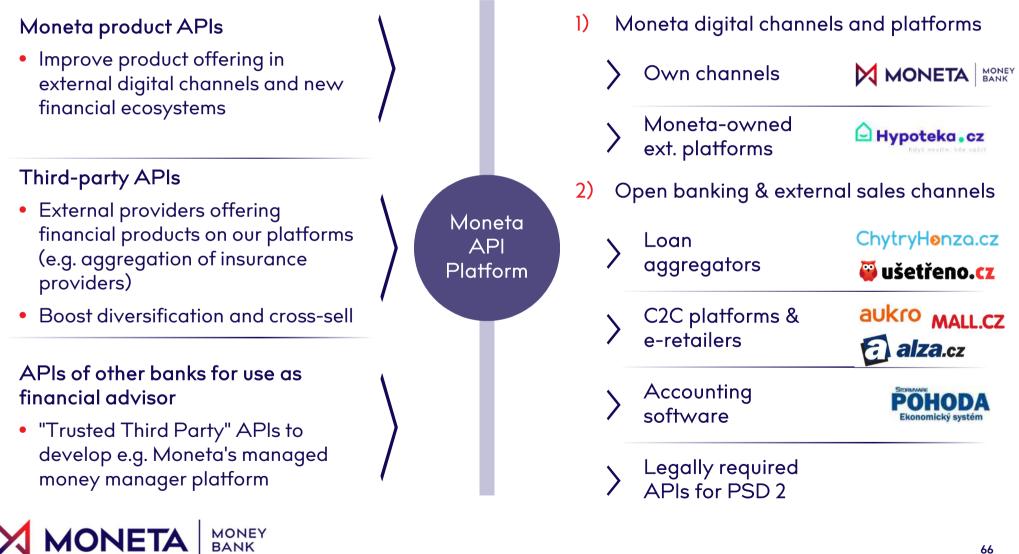
Artificial intelligence
 Managed security service providers

Our cloud solutions will be more efficient and flexible than traditional solutions used by other banks in our region



By 2020 we aim to shift 30-40% of processing capacity to the cloud

We are building open banking capabilities to join new financial ecosystems and increase availability of our products



Agenda





Digital Commercial targets

		2016	2020 Target
	% of total sales originated via digital	13%	40%
	Ļ % consumer loans via digital	15%	50%
Digital credit,	📙 % credit cards via digital	17%	60%
transaction banking and	🔓 % mortgages via digital	9%	30%
fee product distribution	💪 % current accounts via digital	8%	40%
	🔓 % investments via digital	4%	15%
	🔓 % insurance via digital	3%	30%



Platform targets

		2016	2020 Target
% of total sales originated via digital		13%	40%
Public website	Total website visitors ¹	3.4 M	5.0 M
	% total sales originated via web	6%	15%
Smart Banka and Internet	% total sales originated ∨ia Smart Banka and Internet Banka	7%	25%
Banka	% of total transactions via Smart Banka and Internet Banka	70% ²	>95%



Organizational and IT targets

		2016	2020 Target
Organization	Employee satisfaction score	3.5 of 5	4+ of 5
organization	Number of employees working agile	~150	50% of HQ ¹ staff
	Share of processing capacity through cloud services	~5%	30-40%
IT	Total investments into digital	CZK 600 m ((2016-2018)



Glossary

Consolidated net profit	Profit for the period after tax
Cost to income ratio	Ratio (expressed as a percentage) of total operating expenses for the period to total operating income for the period
Return on tangible equity / RoTE	Profit after tax divided by tangible equity



Forward-looking statements including material assumptions

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Material assumptions for forward-looking statements

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