

BANKING MARKET IN POLAND 2012-2014

CEE BANKING SERIES

UPDATE: 1H 2012



by Inteliace Research
October 2012

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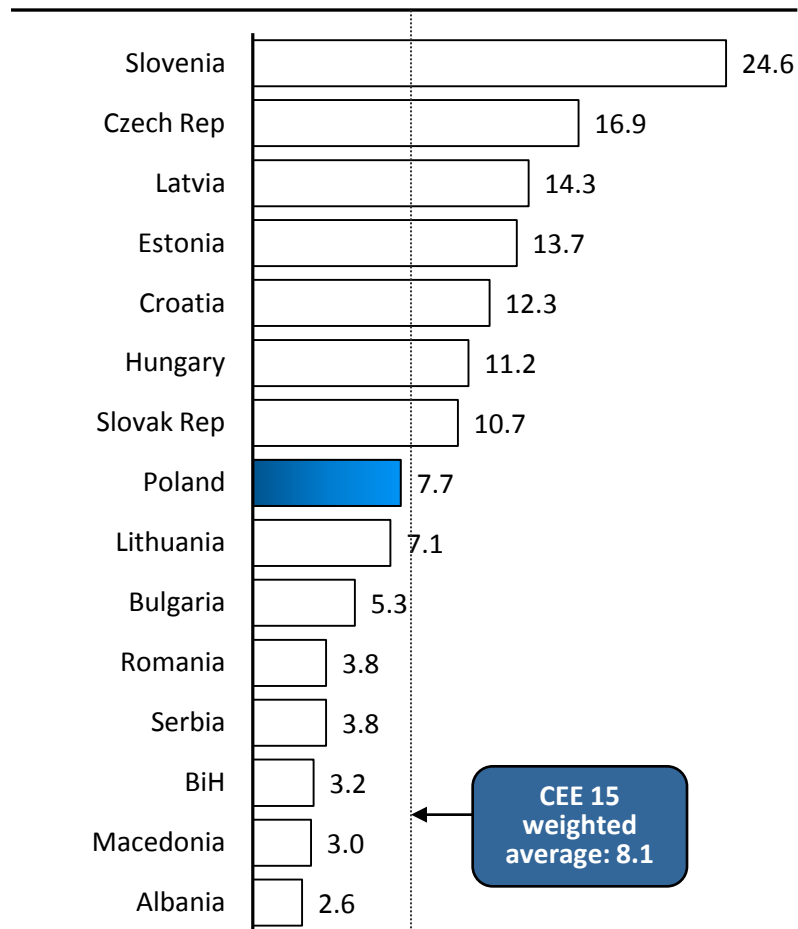
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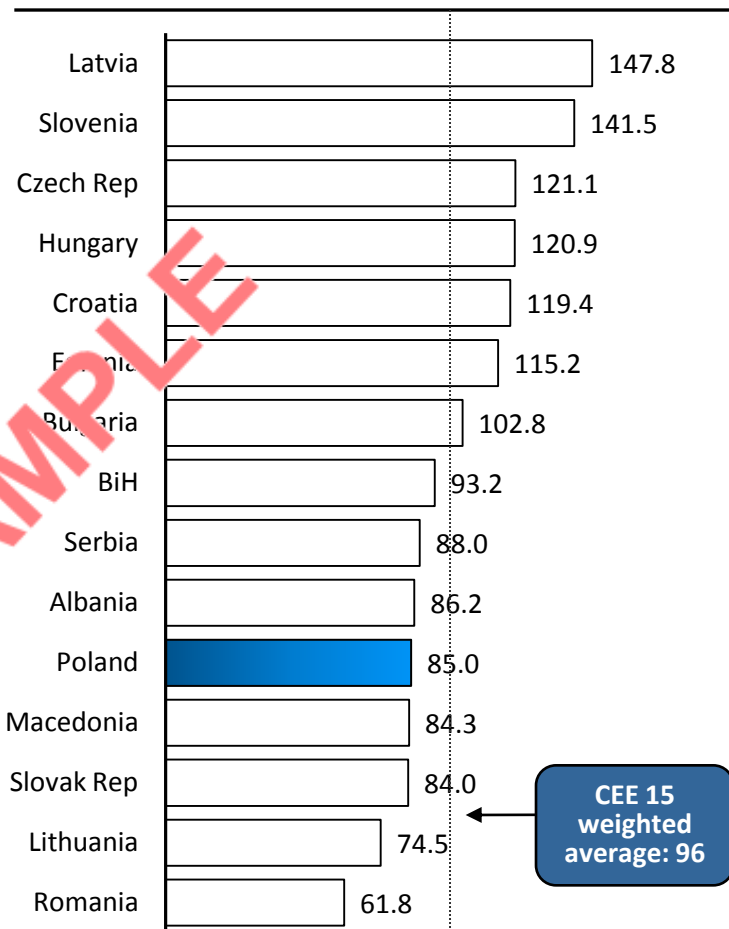
ASSET PENETRATION IN POLAND IS STILL LOW IF COMPARED TO OTHER CEE COUNTRIES

Banking assets/capita, 2011
EUR `000



Banking assets/GDP, 2011
percent

BASED ON PRELIMINARY
2011 DATA



Banking Market in Poland 2012-2014, Update 1H 2012

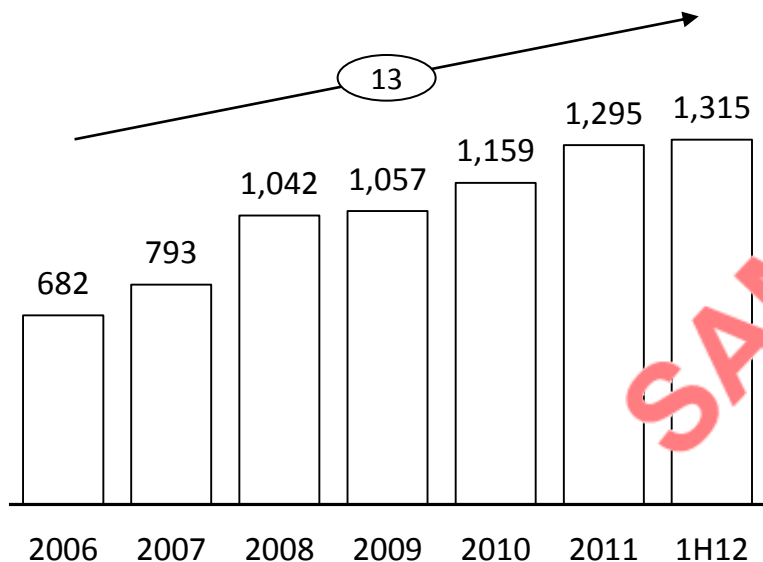
BANKING ASSETS IN POLAND CONTINUE TO GROW DESPITE HEADWINDS

CAGR** →

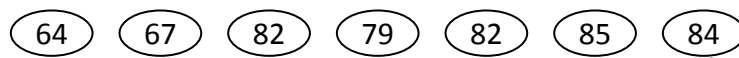
Total banking assets* evolution, 2006-1H2012

Asset value in local currency

Billion PLN, eoy



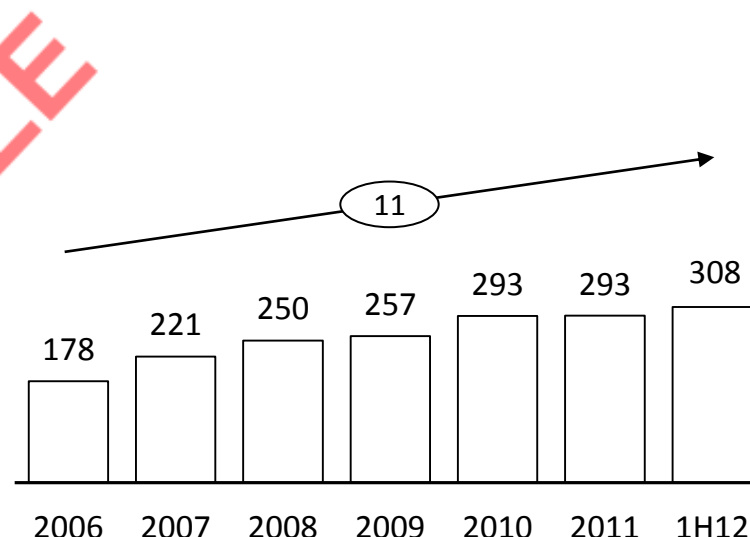
GDP penetration in %



The banking sector contracted relative to GDP in 1H2012

Asset value in EUR

Billion EUR, eoy



Assets calculated in EUR stagnated in 2010/2011 due to currency depreciation

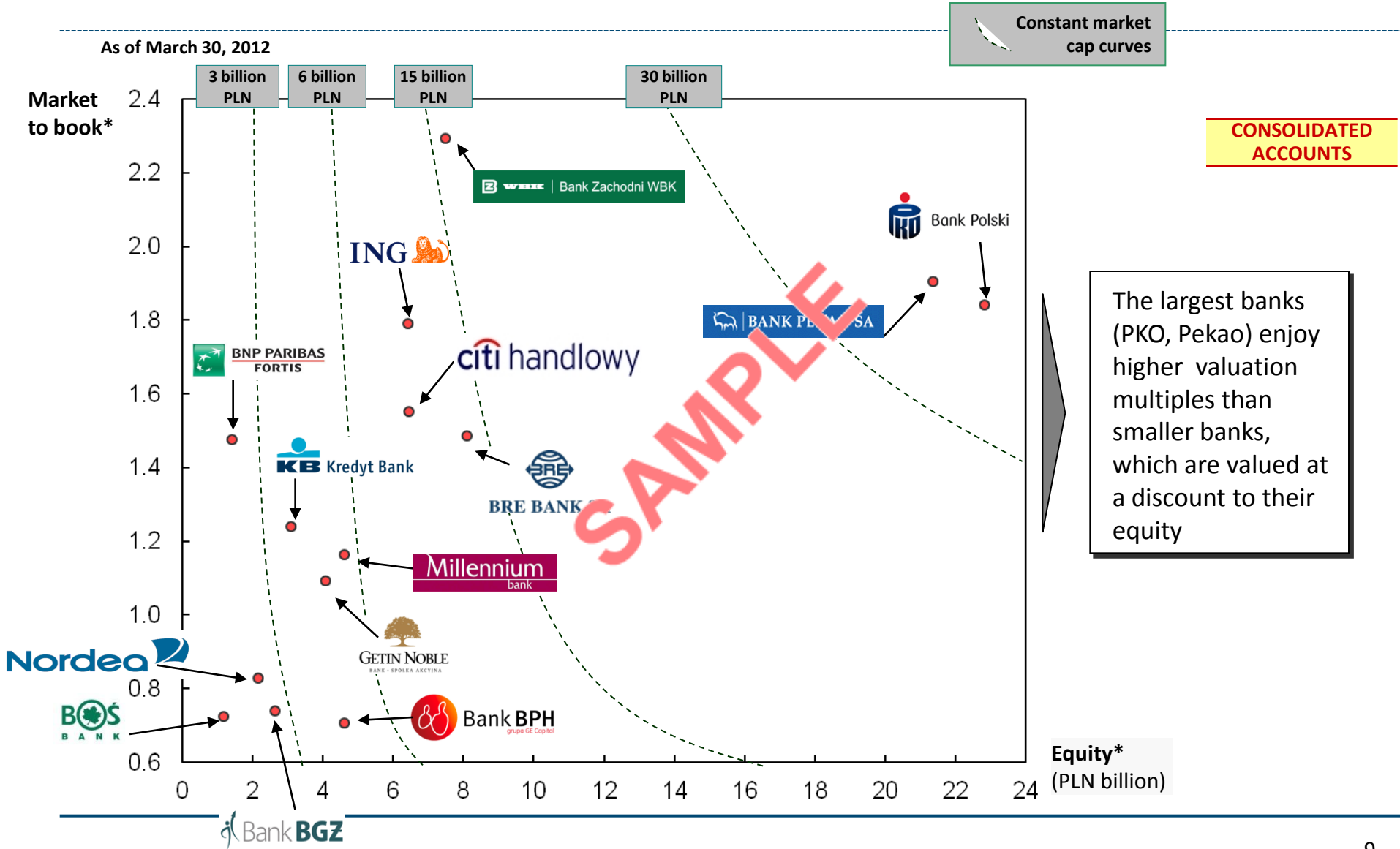
Banking Market in Poland 2012-2014, Update 1H 2012

* Including commercial banks, cooperative banks and foreign bank branches; End of year values

** Compound Annual Growth Rate

Source: NBP, GUS

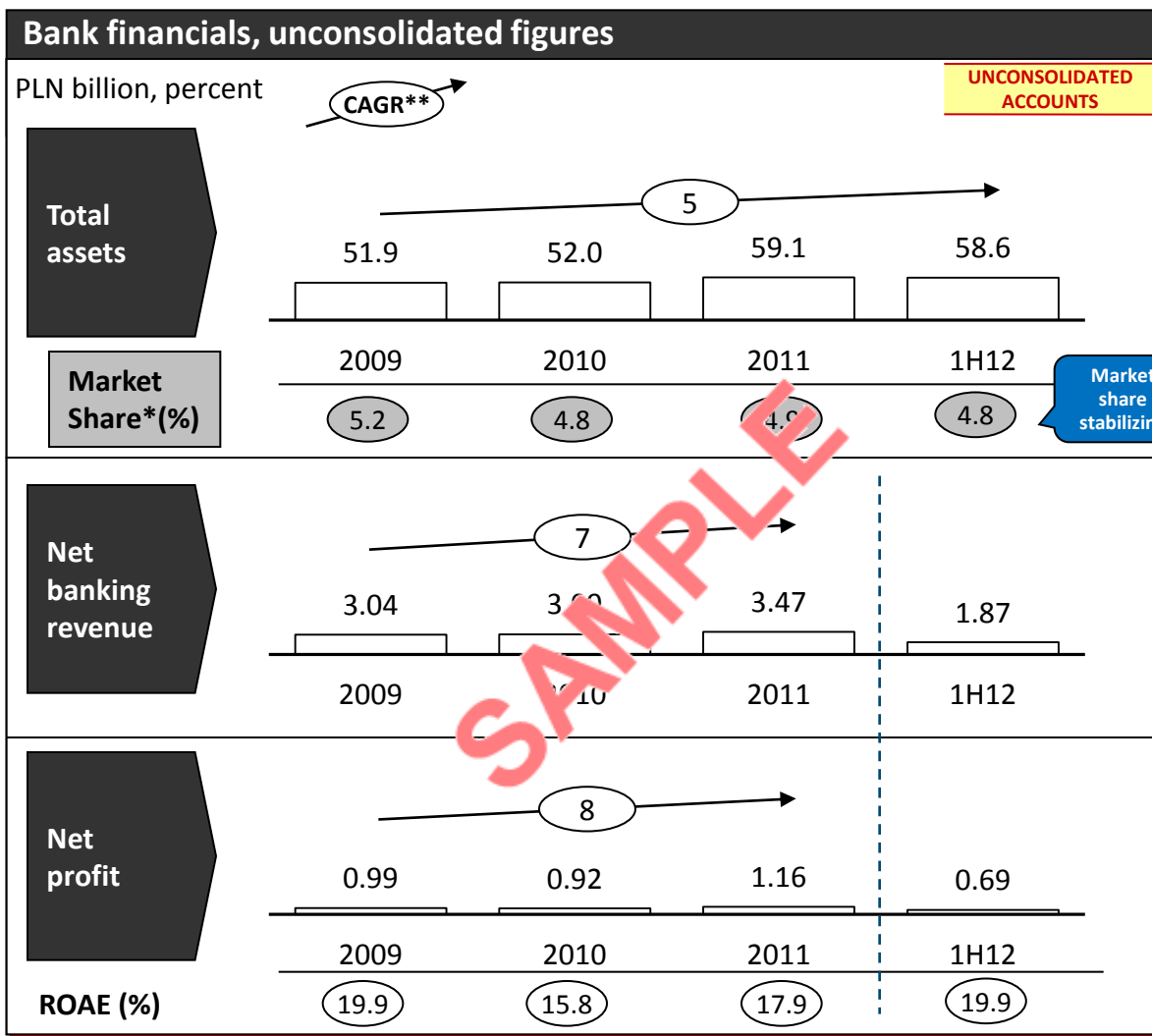
STRATEGIC CONTROL MAP: MAJOR BANKS ARE VALUED AT A PREMIUM



Banking Market in Poland 2012-2014, Update 1H 2012

* Based on consolidated results for 2011, ratios as of March 2012
 Source: banks, press, Inteliace Research

BANK PROFILE – BZ WBK (2/2)



- ### Recent facts/events
- In order to speed up acquisition of new clients, bank has introduced new product packages and has applied more aggressive pricing since 2010.
 - In Autumn 2011, bank introduced mobile banking applications for all types of mobile devices. A separate mobile offer based on loyalty principle „Avocado” has been launched for mutual clients of BZ WBK and Plus GSM.
 - During 2010-2012, bank has continued massive ad campaigns leveraging popular movie stars to promote its current account and cash loans offers.
 - In early 2012, Santander announced reaching an agreement with KBC bank on acquiring Kredyt Bank. BZ WBK will merge with KB. As a consequence, Santander will become #3 player in the banking sector in Poland, in terms of assets.
 - In mid-2012, BZ WBK and Kredyt Bank have accepted and announced a merger plan.

Banking Market in Poland 2012-2014, Update 1H 2012

* Share in term of assets

** Compound Annual Growth Rate

Source: Bank, NBP, Press, Inteliace Research

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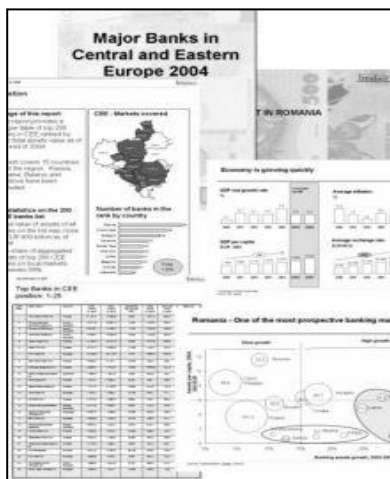
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