

BANKING MARKET IN POLAND 2014-2016, CEE BANKING SERIES

SAMPLE



**by Inteliace Research
May 2014**

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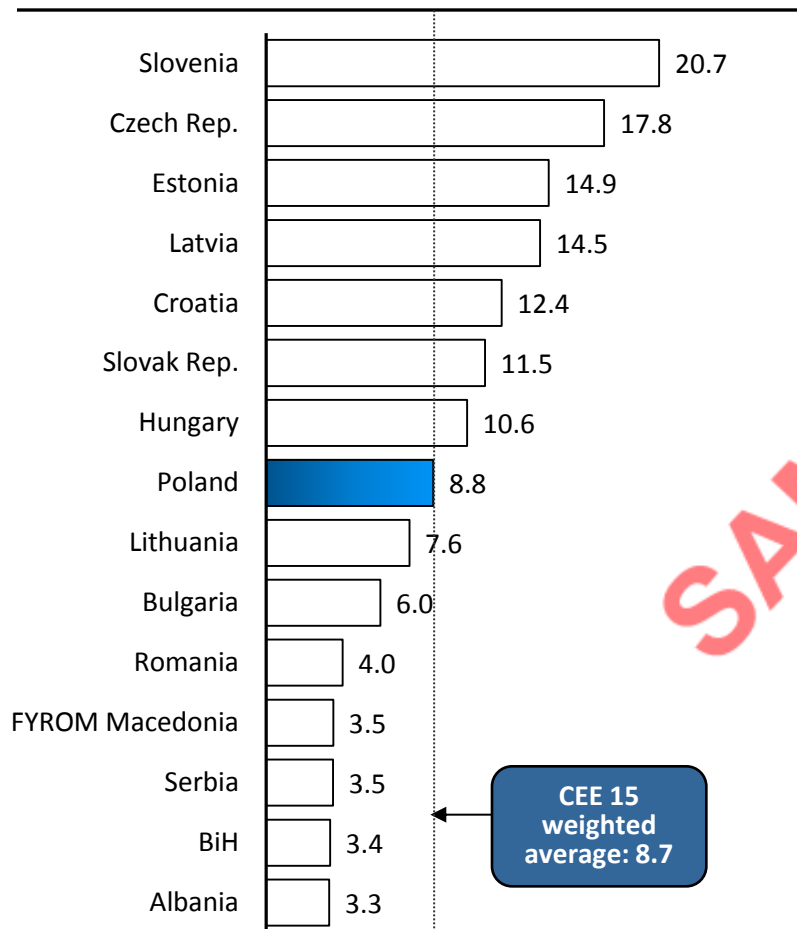
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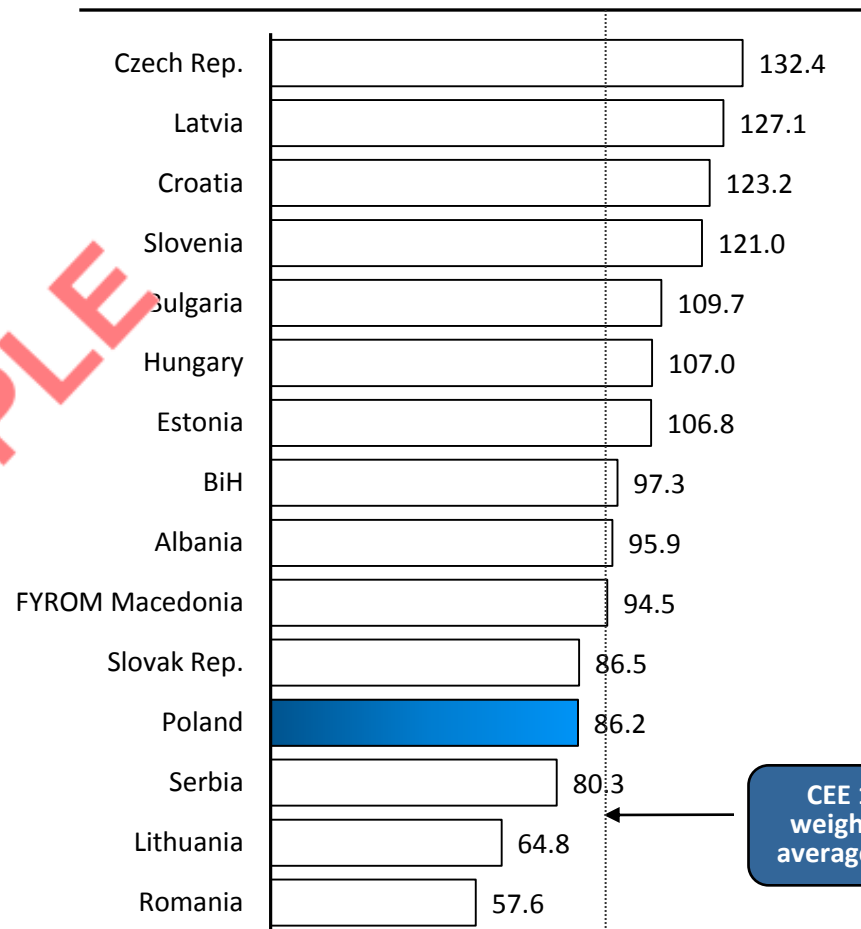
ASSET PENETRATION IN POLAND IS STILL LOW IF COMPARED TO OTHER CEE COUNTRIES

Banking assets/capita, 2013
EUR `000



Banking assets/GDP, 2013
percent

**BASED ON PRELIMINARY
2013 DATA**

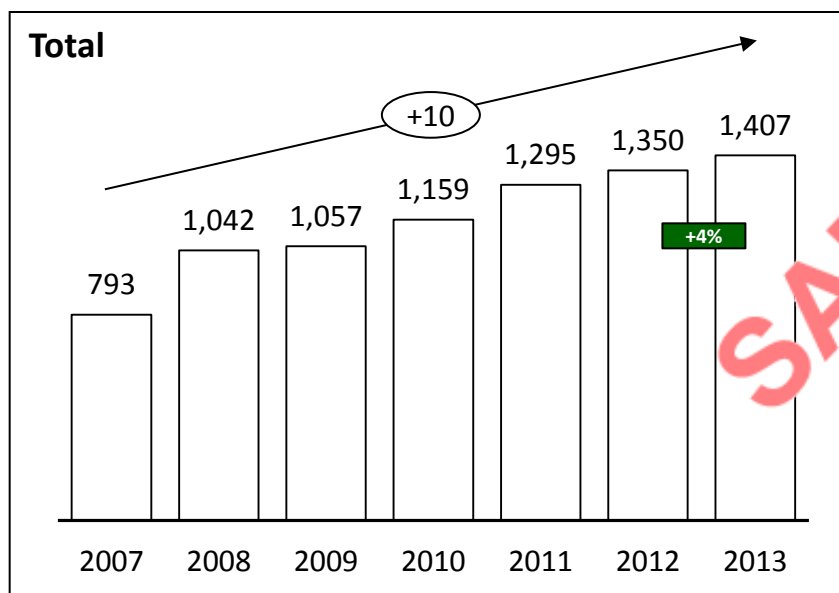


Banking Market in Poland 2014-2016

BANKING ASSETS KEEP GROWING ACROSS ALL GROUPS OF BANKS

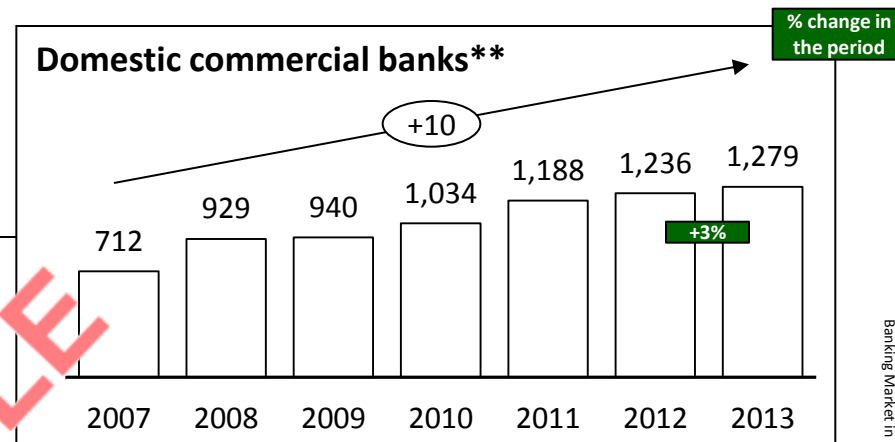
CAGR*

Banking assets by group of banks, 2007-2013
in PLN billion

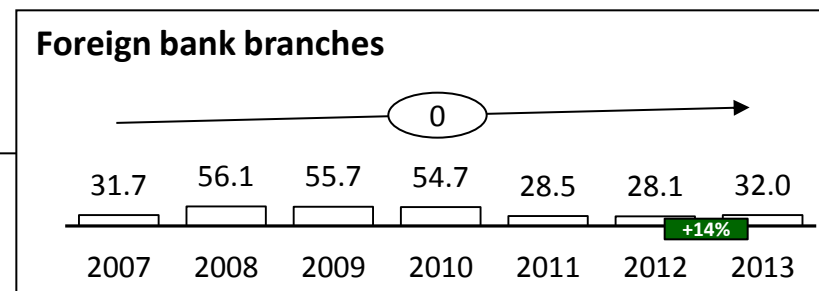


IN PLN

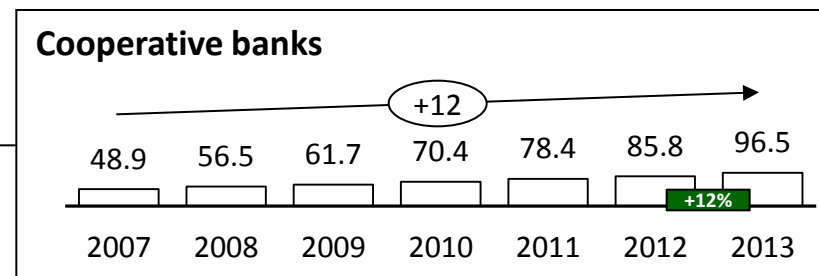
Domestic commercial banks**



Foreign bank branches



Cooperative banks



+

Banking Market in Poland 2014-2016

* Compound Annual Growth Rate

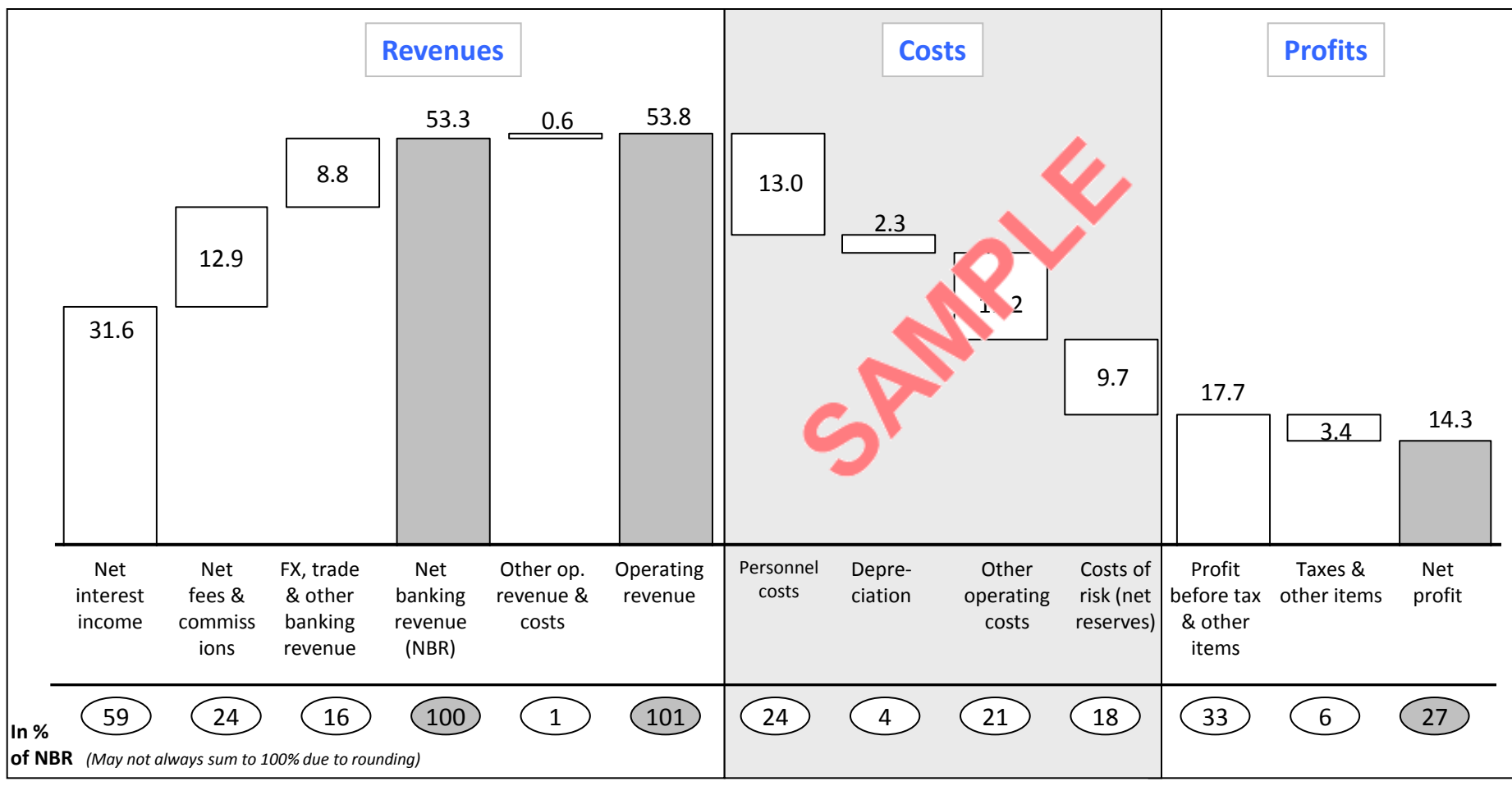
** Bank registered in Poland

Source: NBP, Inteliace Research

IN 2012, BANKS RECORDED ALMOST 54 BILLION PLN IN TOTAL REVENUES AND EARNED 14.3 BILLION PLN (3.4 BILLION EUR) IN NET PROFITS

Commercial banks - Profit and loss accounts, 2012
PLN billion

2012 COMMERCIAL BANKS*

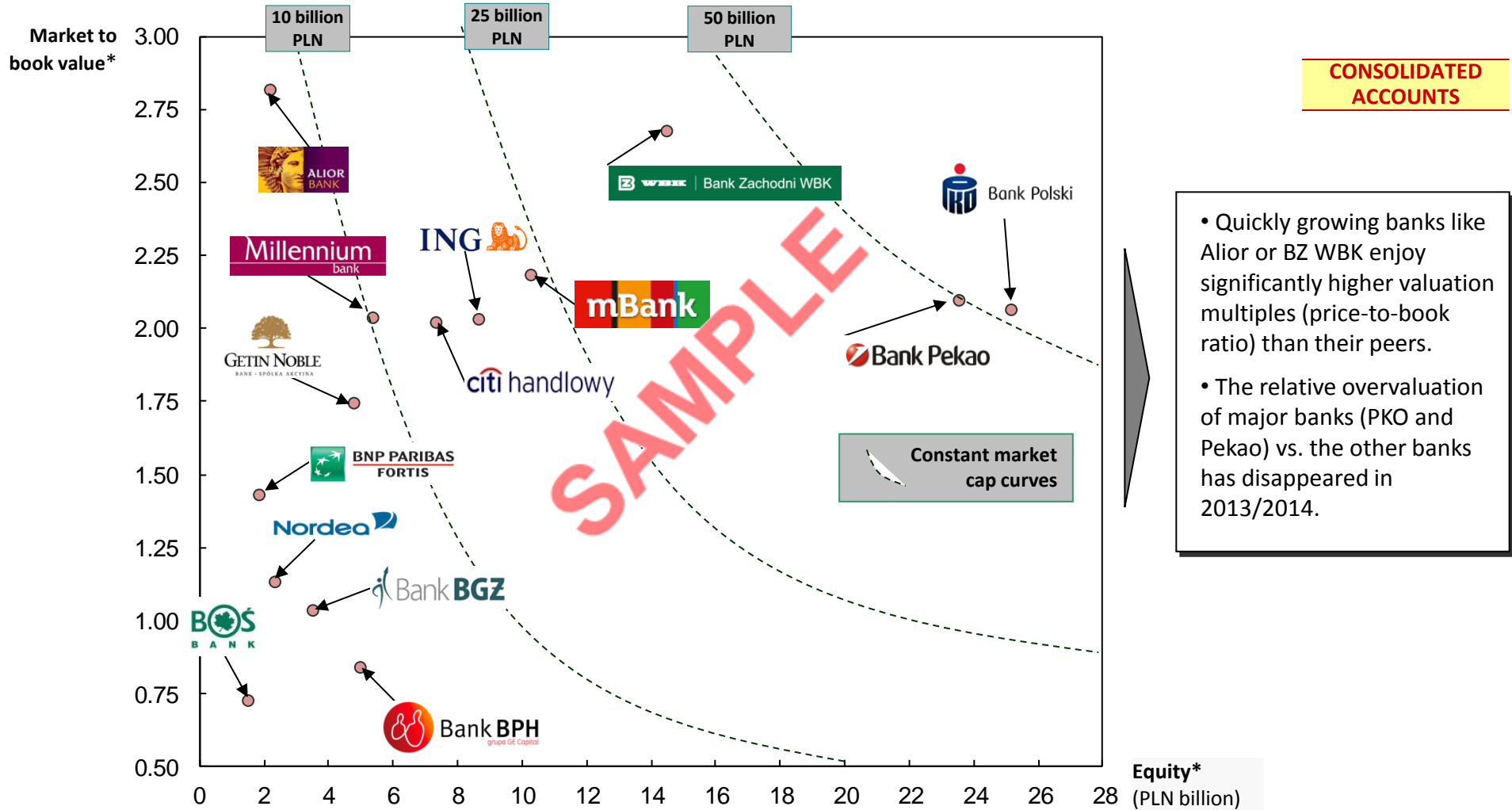


Banking Market in Poland 2014-2016

* Excluding foreign bank branches operating in Poland

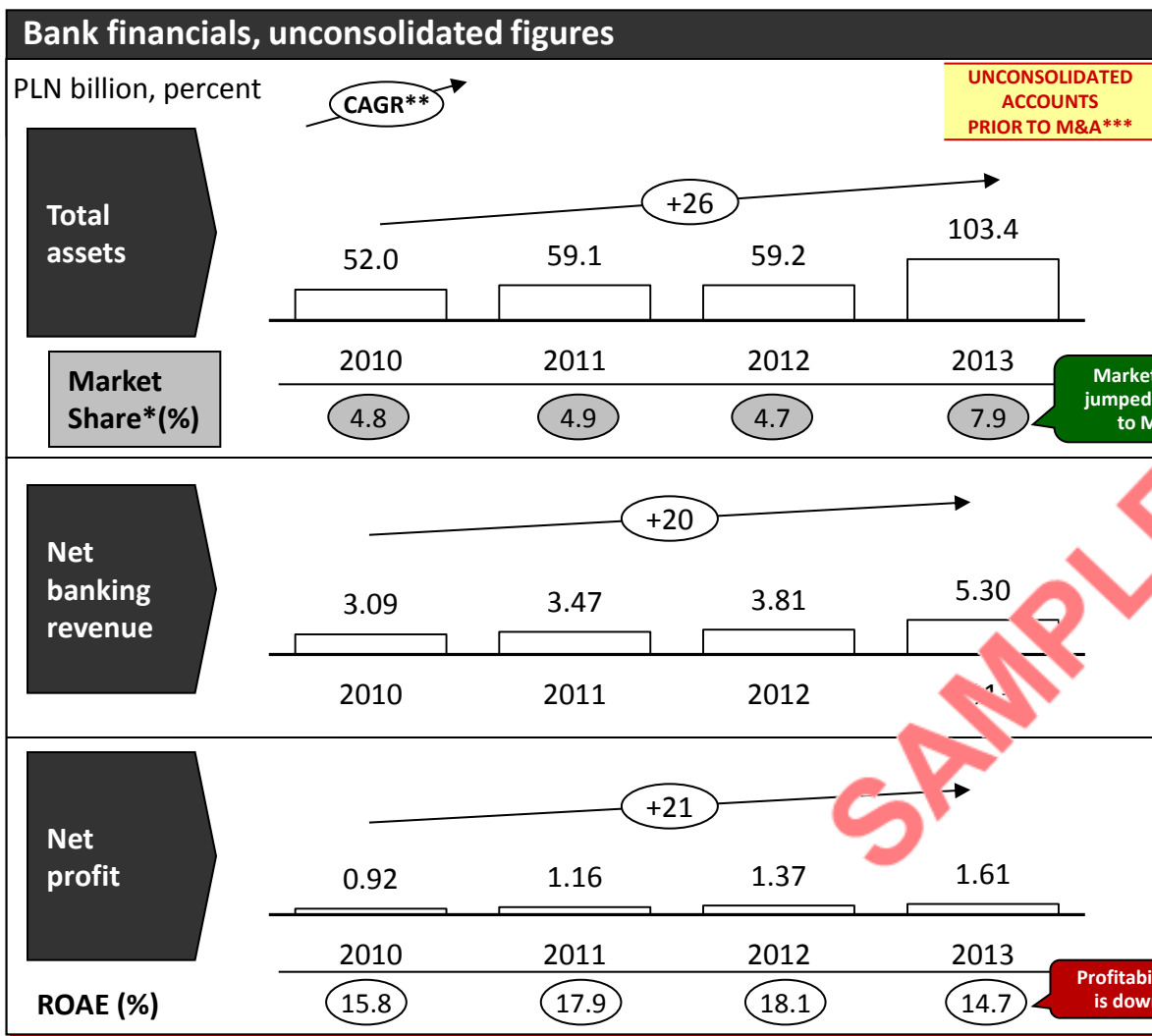
THE VALUATION PREMIUM OF MAJOR BANKS VERSUS SMALLER PLAYERS HAS DISAPPEARED IN 2013/2014

Strategic control map (March 27, 2014)



* Based on consolidated results for 2013, ratios as of March 2014

Source: banks, press, Inteliace Research



Recent facts/events

- In late 2012, BZ WBK announced a business plan for the merged bank for the years 2012-2014. Among other, bank wanted to retain its number-three position in the market and increase substantially its profitability by 15-20% p.a. over the next four years. Significant synergies both on cost and revenue side were expected.
- Since 2013, BZ WBK has intensified improvements to its flagship retail account offer including a generous reward scheme. Bank also introduced further functionality improvements to its award-winning mobile banking interfaces and intensified sales of card based products, including prepaid.

* Share in term of assets
 ** Compound Annual Growth Rate
 *** All financials prior to the merger with Kredyt Bank
 Source: Bank, NBP, Press, Inteliace Research

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Our company specializes in value-added research services and tailored business intelligence solutions.

Through our customized research services we help our clients to better understand their customers, competitors and overall market dynamics.

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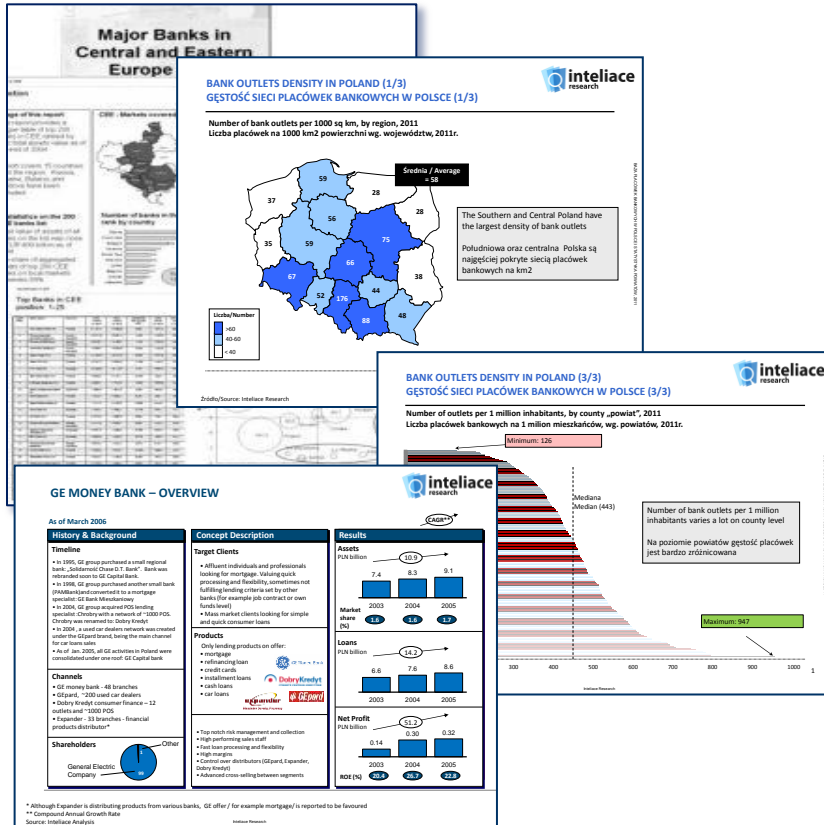
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