

BANKING MARKET IN POLAND 2010-2012, CEE BANKING SERIES

SAMPLE



by Intelace Research
April 2010

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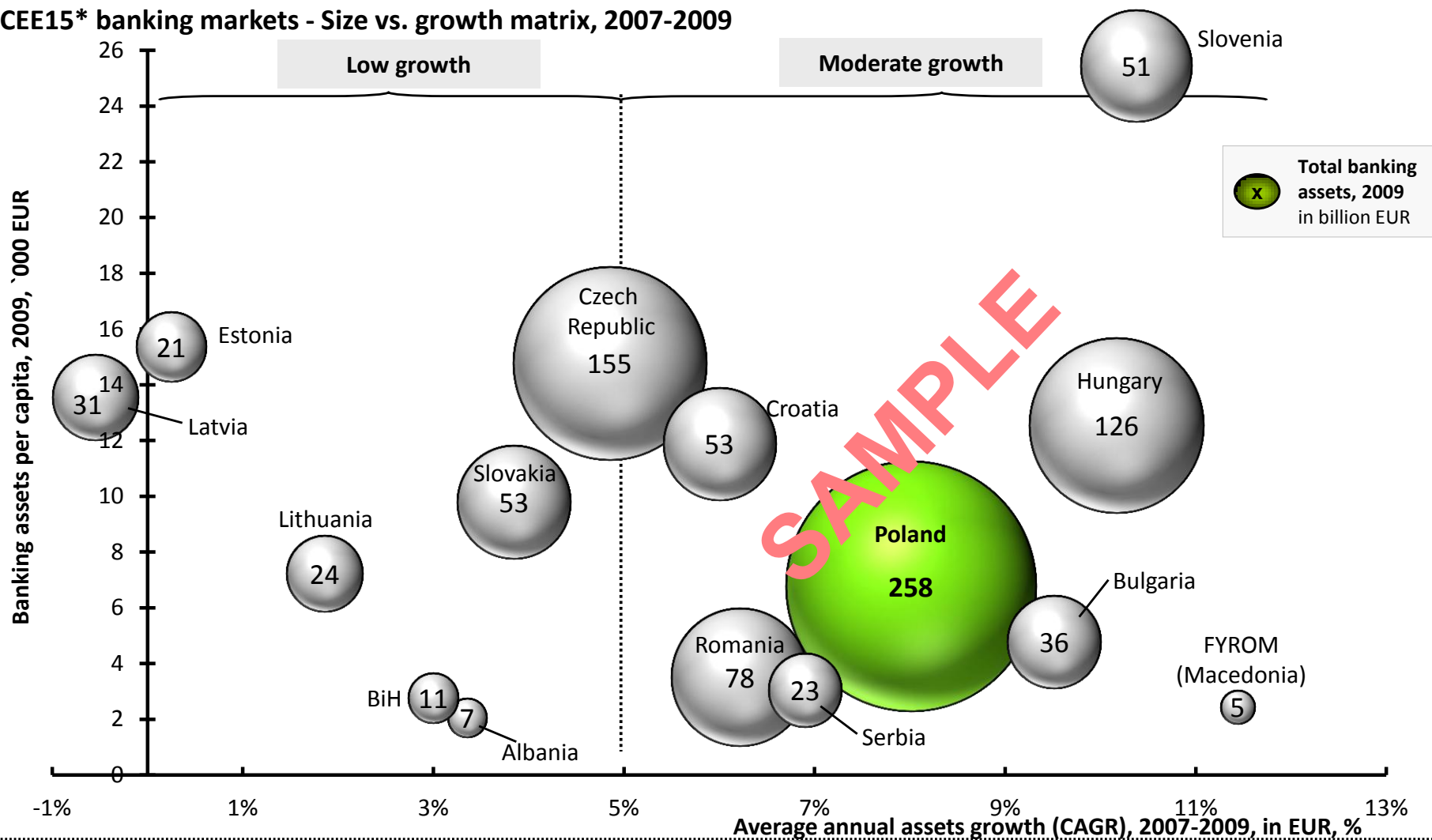
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9. Note on methodology

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POLAND HAS THE LARGEST BANKING MARKET IN THE CEE15*

CEE15* banking markets - Size vs. growth matrix, 2007-2009



Banking Market in Poland 2010-2012

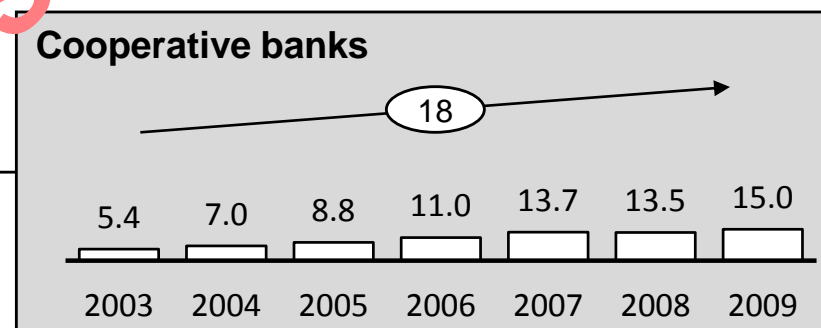
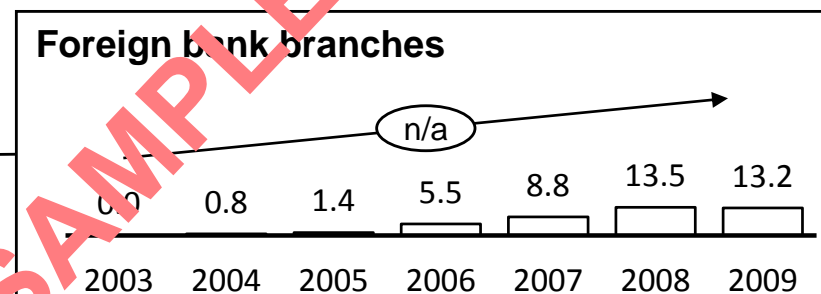
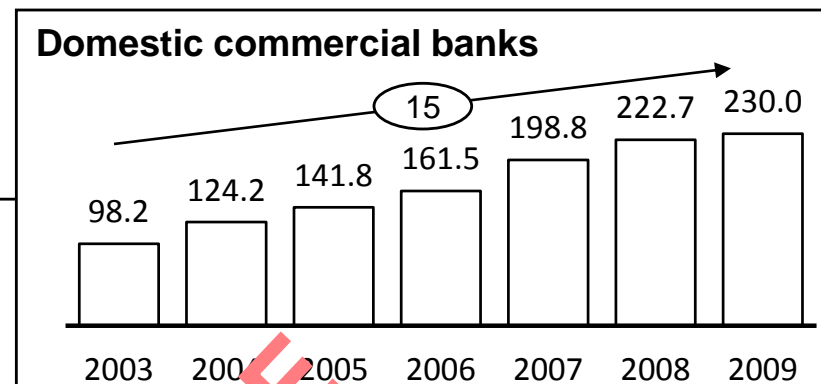
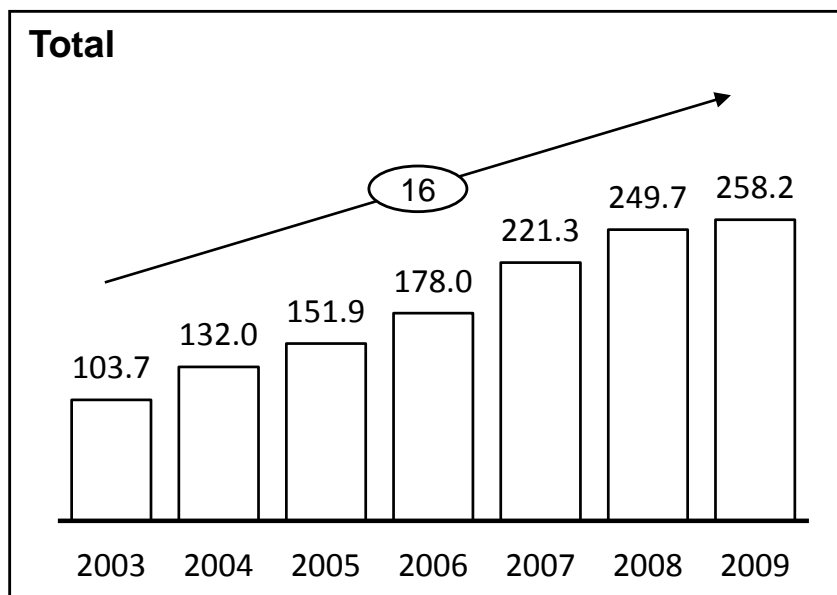
* Major 15 CEE countries. Russia, Ukraine and Belarus not included

Source: Central banks, IMF, Intelace Research

GROWTH OF ASSETS IS DECELERATING. COOPERATIVE BANKS ARE MOST IMMUNE TO THE CRISIS

CAGR*

Banking assets by group of banks 2003-2009
EUR billion



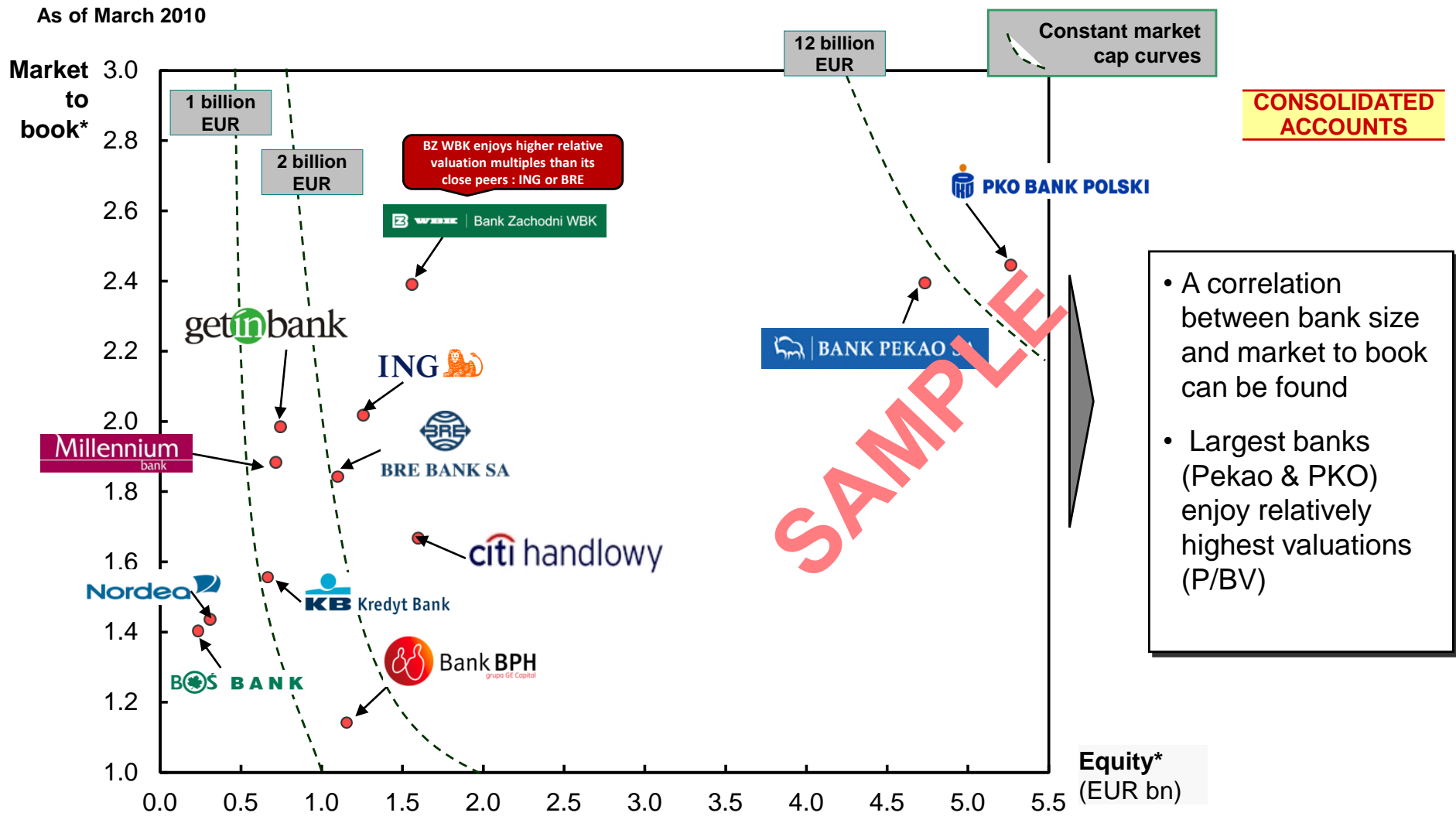
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Banking Market in Poland 2010-2012

* Compound Annual Growth Rate
Source: NBP, Intelcace Research

STRATEGIC CONTROL MAP – MAJOR LISTED BANKS IN POLAND

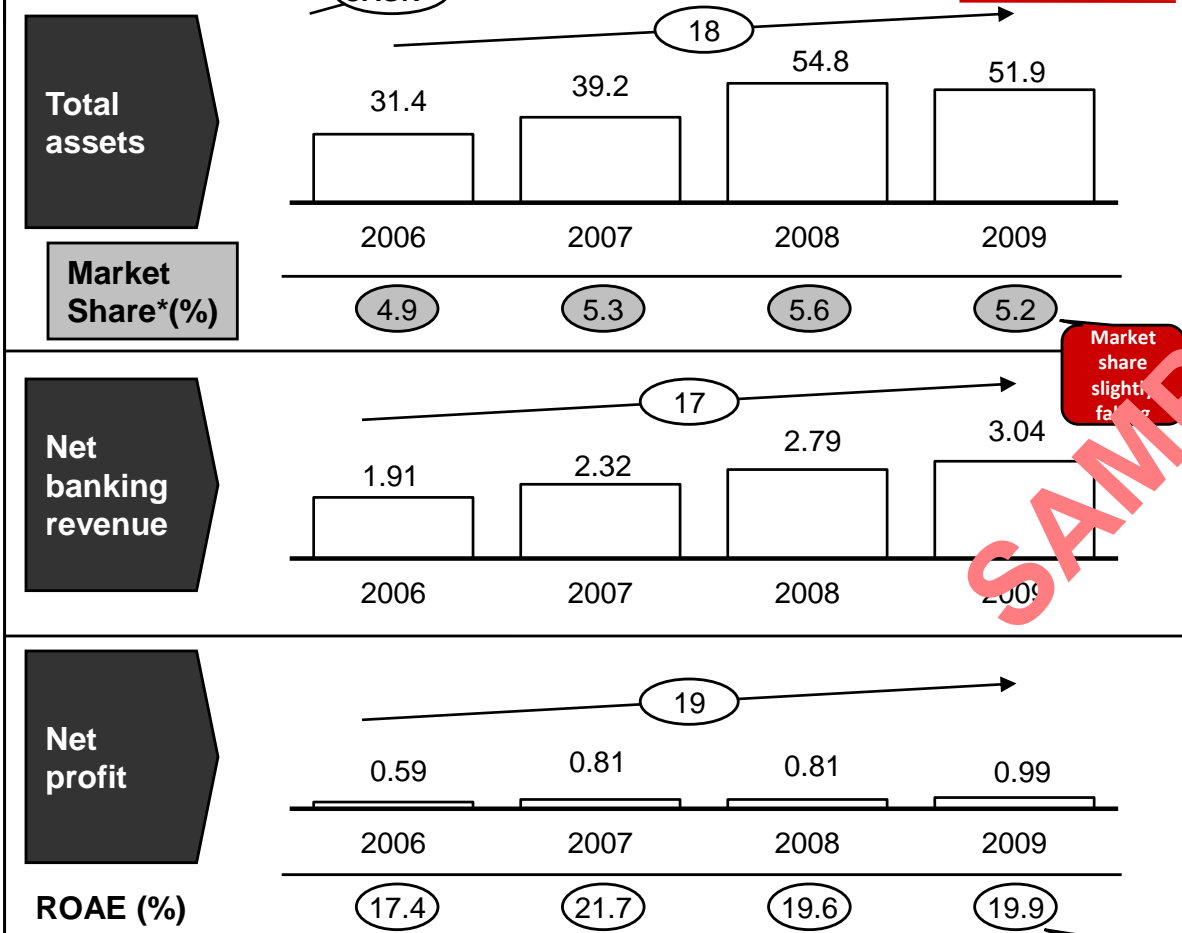


* Based on consolidated results for 2009, ratios as of March 2010
 Source: banks, press, Intelce Research



Bank financials, unconsolidated figures

PLN billion, percent



Recent Initiatives/events

- In 2008, bank has launched new dedicated private banking offer with separated service network and dedicated IT system (for clients w. assets 1m+ PLN).
- In order to speed up acquisition of new clients, bank introduced new product packages and applied aggressive pricing in 2009. Product innovations have been also combined with intensive marketing activities, including large TV campaigns.
- According to the revised strategy for 2009-2011, banks' aspiration is to make a better use of its extensive distribution network (third largest in the country), in order to achieve a 10% market share in terms of assets, to increase number of clients and bank's equity.
- In early 2010, a majority stake in the bank has been put on sale by AIB. The process is expected to be finalized in the 2nd part of 2010. The initial interest is extremely high.

* Share in term of assets

** Compound Annual Growth Rate

NOTE ON METHODOLOGY

FX rates:

- As a general rule all “end of year” balances like: assets, deposits, loans and similar volumes have been converted from the local currency into Euro using **end of year** exchange rate
- All results achieved during a period of time like: profits, revenues, new sales etc. have been converted from the local currency into Euro using **average** exchange rate
- Exchange rates used in the report:

EUR / PLN	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
End of year	3.90	3.53	4.02	4.72	4.08	3.86	3.83	3.58	4.17	4.11
Average	4.02	3.68	3.86	4.40	4.53	4.03	3.90	3.78	3.52	4.33

Estimates and Forecasts:

- In some cases, recent or verified data was not available. Therefore, necessary short-term estimations have been done to fill the gaps. Estimates are always indicated with the letter “E”
- When preparing forecasts “F” we have built models using latest observed trends, available forecasts of main economic indicators, seasonal changes observed in the past and other specific factors considered important.

Multiple sources:

- In some cases multiple sources of similar data exist. In this situation we always try to select the most appropriate one /in our view/. The source is indicated in the footer area of each slide. Nevertheless in specific cases, before interpreting the data it is recommended to get a good understanding on the methodology of data collection by contacting the authors.

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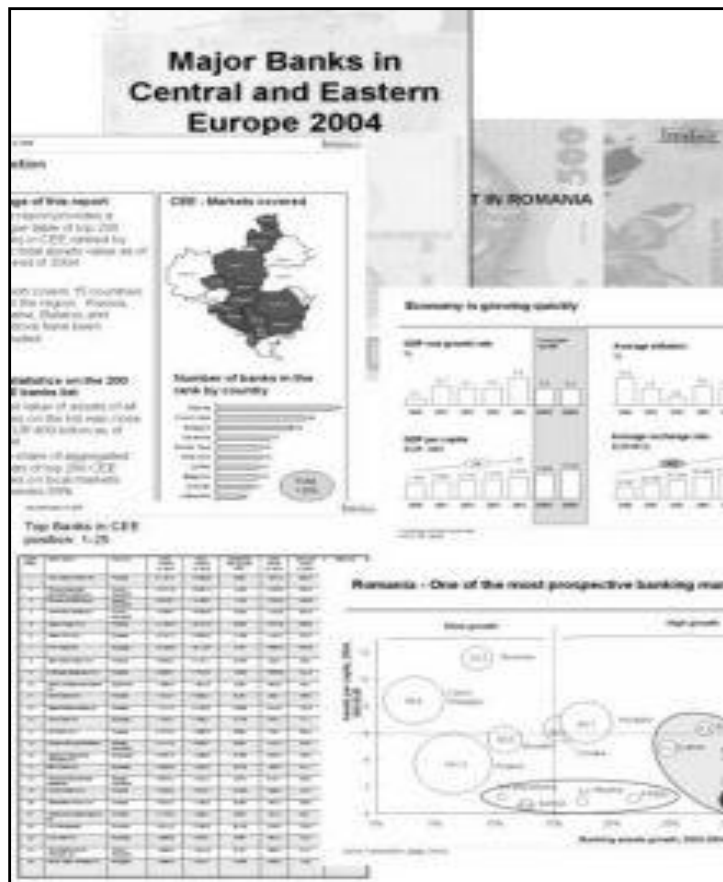
Through our customized research services we help our clients to better understand their consumers, competitors and overall market dynamics.

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