



Strategic Sales Engagements

“Deal as a project vs deal as a process”



Strategic Sales Engagement

Goal definition



Support the achievement of iGTB 's Strategy to drive global growth by delivering:

- Solutions architecture of market-centric and client-centric solutions, where iGTB product and services assets are leveraged across product groups to achieve greater value for clients and iGTB overall.
- Sales support and education to drive the initial execution and delivery of strategic solutions across iGTB focus Markets
- Client Engagement support for strategic positioning of iGTB solutions and product strategies for defined transformational journeys across Emerging Markets
- Engagement and Market Enablement procedures that improve linkage and cooperation between internal Intellect teams and enables alignment of market goals and objectives across Markets Geo with iGTB product groups and the solutions offered.
- Measureable results in market and client engagements that lead to incremental TCV and revenue growth across the emerging markets through innovation and solution-centric sales strategies and solution architecture.

Strategic Sales Engagement

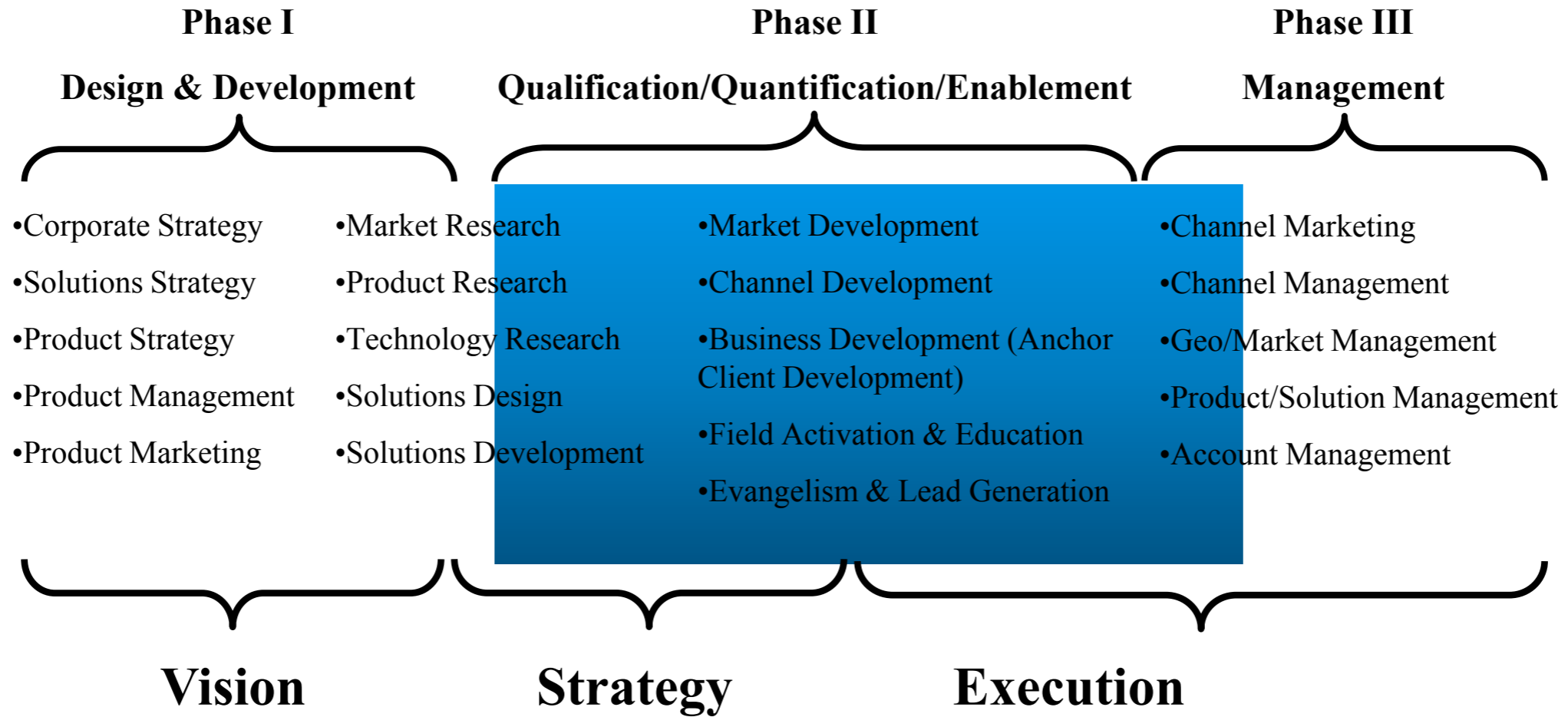
Key Objectives



- Increase Sales capability and subsequently account revenue contribution to iGTB/Intellect growth objectives (increased wallet share)
 - Direct support for strategic client engagements
 - Sales education on key strategic offerings and positioning of iGTB strategies and assets mapped against the defined strategic and business requirements of a bank
- Transform sales approach to a more solution-oriented approach
 - Proactive approach led by Thought leadership and industry vetted point-of-view
 - Strategic differentiation in solution design based upon aggregate solution capabilities (asset leverage across product groups, with focus on Digital & Payments)
 - Design Solutions Architecture for key accounts that aligns with strategic imperatives and business objectives
- Elevate relationship coverage and perception of iGTB/Intellect in key accounts to become a strategic partner (instead of a technology vendor)
- Identify the asset and capabilities gaps that need to be both strategically and tactically filled to address the market segment (Geo or Business Segment) specific requirements that will fuel the growth

Strategic Sales Engagement

Focus area



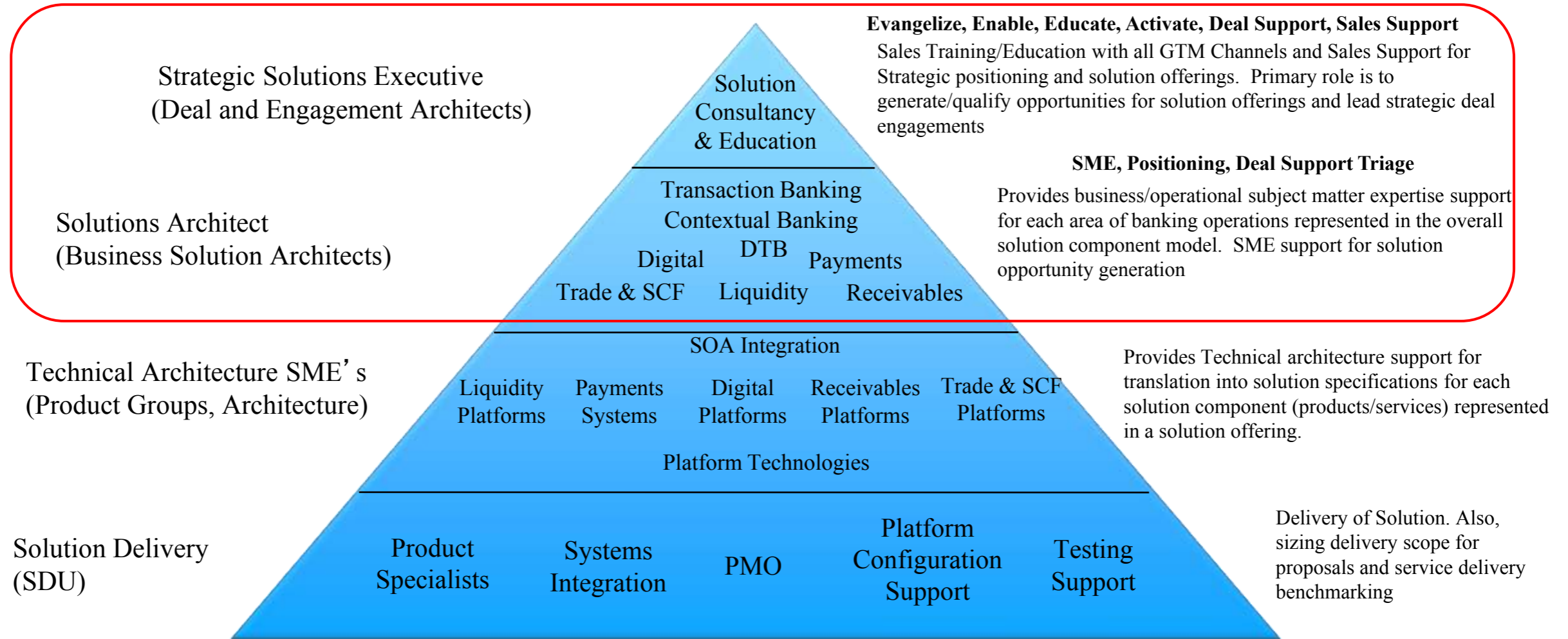
Strategic Sales Engagement

Key enabling capabilities



Functional Resource

Primary Role



Account Planning and Engagement

Need to understand the needs, pains and goals of our customers and prospects



IF YOU KNOW THE ENEMY
BETTER THAN
YOU KNOW YOURSELF
THE OUTCOME OF THE BATTLE
HAS ALREADY BEEN DECIDED.

SUN TZU
The Art of War

Account Planning and Engagement

Research, analysis, synthesize and define plan of approach



CUSTOMER JOURNEYS

Currently redesigning 5 benefits of:

- NPS increase of
- Costs savings of
- Revenue benefit

Will deliver further 10 re

EVERYDAY ACCOUNT ONBOARD



- Ca en cu
- 50 no cal
- Si ap

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CORPORATE & INSTITUTIONAL BANKING: DISCIPLINED GROWTH

OUR FOCUS

- Enhance strong position in higher returning sectors: Unis, risk management
- Simplification, streamlining
- Connecting investors with capital-lite solutions
- Disciplined use of balance sheet

GROWTH IN HIGHER RETURN

~40% of 1H17 revenue
3-Year Revenue CAGR

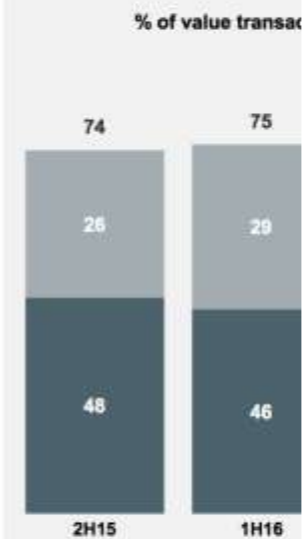


FIG, Infrastructure, Govt &

25

AUSTRALIAN DIGITAL TAKEUP

CONTINUED MIGRATION TO



■ Internet Banking

40

CORPORATE & INSTITUTIONAL BANKING

FINANCING 46% OF REVENUE

- Meeting borrowing customer needs by connecting them with our own balance sheet and deploying our own balance sheet
- Core business lending
 - Debt capital markets
 - Securitisation
 - Project finance
 - Asset financing & leasing

Highlights:

- #1 overall DCM quality of year
- #2 overall relationship strength
- Australian Issuer Offshore House of the Year³
- Australian Securitisation House of the Year and #1 in league table for 3 years³
- Leading arranger of projects for Australian renewable energy
- Innovative new funding solutions (Green and Gender Bonds)

(1) 2016 Peter Lee Associates Debt Securities Outlook
(2) 2016 Peter Lee Associates Large Corporate Issuance
(3) Kanga News
(4) Project Finance International 2006-2016 Asia Pacific
(5) 2016 Peter Lee Associates Interest Rate Derivatives
(6) Euromoney FX Poll 2016
(7) 2016 Peter Lee Associates Debt Securities Outlook
(8) 2016 Peter Lee Associates Foreign Exchange
(9) Australian Custodial Services Association

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CORPORATE & INSTITUTIONAL BANKING: DIGITAL & SIMPLIFICATION INITIATIVES

FICC DIGITAL INITIATIVES

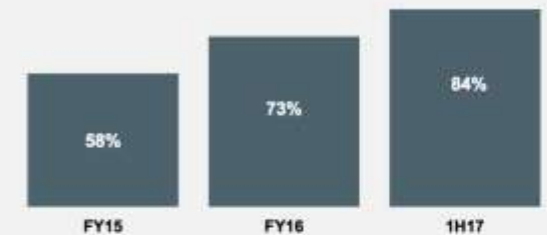
- NAB StarXchange: fully automated, institutional global FX
- NAB Connect FX dealing hours and deal limits extended, 84% of all SME & Corporate sales booked electronically
- Electronic market making and risk management extended across Emerging Market currencies and swaps

FICC BUSINESS MODEL SIMPLIFICATION

- Changes in trading, sales and support functions to digitise processing and adapt to regulatory changes
- Increased digital trade booking and processing for fixed income, FX and interest rate derivatives
- Streamlining and automating workflow
- Markets business migrating from >14 legacy systems to 2 main systems over next 18 months, \$139bn value of fixed income trades migrated so far

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NAB DIGITAL FX TRANSACTIONS AS SHARE OF TOTAL



FICC DIGITAL CUSTOMERS BY SEGMENT



Account Planning and Engagement

Understand the plan and define strategy, manage the process



- **WHAT**

- What are we proposing?

- **WHY**

- Why is this an issue in the market?
- Why would the bank buy the proposed solution
- Why would that be good for iGTB

- **HOW**

- How are we going to engage with the bank

- **WHERE**

- Where in the bank and who do we need to engage

- **WHEN**

- When is the bank budget cycle
- When do we aim for the closing of engagement

Account Planning and Engagement

Strategic Design Thinking and Engagement with prospects leveraging FT8012





**GLOBAL
TRANSACTION
BANKING**



THE WORLD'S FIRST COMPLETE GLOBAL TRANSACTION BANKING PLATFORM