

Strength in a new era

Passion to Perform



Deutsche Bank has established itself as a leading global corporate and investment bank, supported by a private client franchise with undisputed leadership in the home market and a strong Asian growth engine. The bank competes to be the leading global provider of financial solutions, creating lasting value for its clients, its shareholders, its people and the communities in which it operates.

Market

In a tumultuous year for the financial industry, Deutsche Bank has responded exceptionally well to unprecedented conditions. While many banks have struggled to weather the crisis, Deutsche Bank has stood out among its global peers for its greater financial strength, stability and leadership, which have enabled it to make a quick return to profitability.

Corporate, institutional and private clients have recognised that Deutsche Bank will be a long term winner among global banks. Since the financial crisis began, Deutsche Bank has increased its market share in many asset classes and regions. Deutsche Bank also acted as financial adviser to HM Treasury on its measures to stabilise the UK financial system.

Product

Deutsche Bank is one of the most global banks and offers its clients a broad range of products and services.

The Private Clients and Asset Management Division comprises three areas: Private and Business Clients, which provides private clients with an all-round service encompassing daily banking, investment advisory and tailored financial solutions; Private Wealth Management, which caters for high net worth clients, their families and select institutions worldwide; and Asset Management, which combines asset management for institutions and private investors.

The Corporate and Investment Bank (CIB) comprises Global Markets and Global

Banking. Global Markets handles all origination, trading, sales and research in cash equities, derivatives, foreign exchange, bonds, structured products and securitisations and occupies a leading position in foreign exchange, fixed-income and equities trading and derivatives. Global Banking comprises Global Cash Management, Global Trade Finance and Trust & Securities Services and handles all aspects of corporate finance, including advising corporations on M&A and divestments, and support with IPOs and capital market transactions.



Achievements

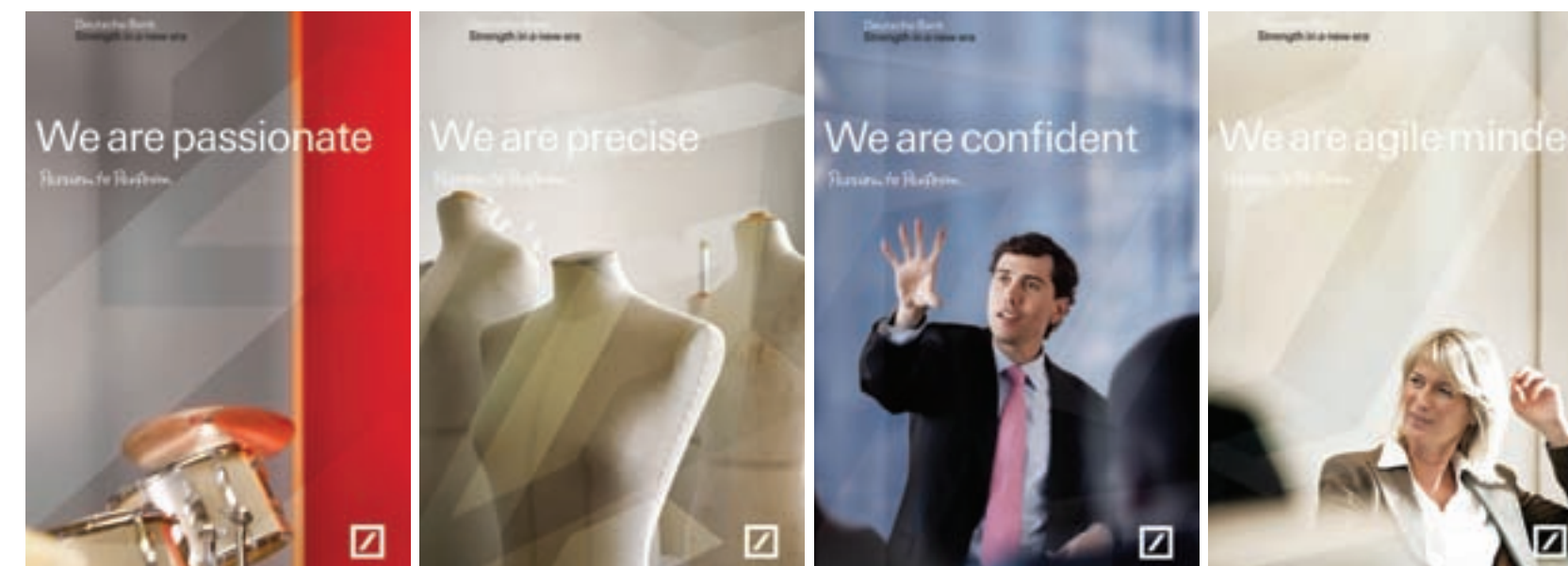
Deutsche Bank continues to win accolades for its performance across all product disciplines and regions. In the Euromoney Awards for Excellence 2009, Deutsche Bank won 15 awards, including Best Risk Management House and Best Bank in Germany. As well as FX, debt and equity awards, Deutsche Bank was also named Best Investment Bank in the UK.

Deutsche Bank achieved further success in The Banker awards and was named Most Innovative Bank for FX and Most Innovative Bank for Retail Structured Products.

Recent Developments

In line with all of the world's major banks, Deutsche Bank embarked on a de-risking and de-leveraging programme to strengthen its capital base. During 2009, the Bank reduced its balance sheet assets and increased its Tier 1 capital, without loss of earnings power. Deutsche Bank also took advantage of new

opportunities, investing in growth and global reach, while keeping costs down. The Bank adapted to the new market conditions, providing relevant products and services for clients and leading the way in developing investment products for the new market environment. With a strong and consistent management team, Deutsche Bank remains well placed to continue to seize the new opportunities available.



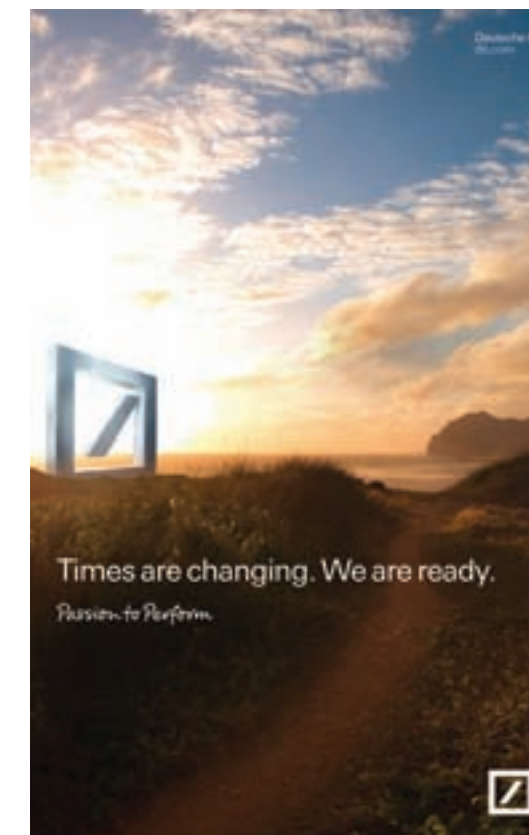
Promotion

Deutsche Bank's communication initiatives leverage its renowned brand icon introduced in 1974, the symbol for growth in a stable environment, designed by graphic artist, Anton Stankowski. Real momentum was created through the global brand campaign 'Winning with the Logo', introduced in March 2005. The concept gives the logo a physical presence and places the brand icon centre stage, becoming Deutsche Bank's tangible face for globally aligned communication of its corporate story. Brand monitor surveys consistently show Deutsche Bank as one of the most widely recognised global brands.

Deutsche Bank's brand and visual identity have recently been evolved to match the Bank's ambition and confidence. The new concept (that was approved by the Management Board in October 2009) is underpinned by three core elements: The iconic logo now stands alone on all communications materials and delivers a premium, consistent and confident look and feel. The Bank's new corporate design will be supported by a defined brand personality highlighting Deutsche's unique characteristics;



passionate, precise, confident and agile minded. The final element is the development of Deutsche Bank's existing claim, 'Passion to Perform' which will appear in a handwritten style to demonstrate the passion that it promises. This format also emotionalises the claim, giving a sign of commitment to all stakeholders.



Deutsche Bank actively embraces its role as a corporate citizen. It regards Corporate Social Responsibility (CSR) not as charity, but as an investment in society and in its own future. Deutsche Bank's goal as a responsible corporate citizen is to build social capital. The Bank leverages its core competencies in five core areas of activity: through social investments, it aims to create opportunities; with its involvement in art and music it fosters creativity; via its educational programme, it enables talent; through its commitment to sustainability it ensures long term viability, and the Bank's employees regularly commit themselves as Corporate Volunteers in their local community.

The Bank's foundations and charitable institutions play a key role, firmly anchoring its CSR activities around the world. From an annual global CSR budget of roughly 80 million euros, about 12 per cent was dedicated to the UK. Projects have included Playing Shakespeare with Deutsche Bank, a major partnership with Shakespeare's Globe Theatre to increase access to and understanding of Shakespeare for young people to a wide range of employee volunteer programmes in disadvantaged areas of London. The Bank has more than 70 non-profit partner organisations and its projects indirectly benefit more than three million individuals each year.

Brand Values

Deutsche Bank's claim, 'Passion to Perform' has always been much more than a marketing slogan or advertising strapline, it defines the way that the Bank does business. Through the consistent delivery of the claim and personality Deutsche Bank aims to live its brand promise of excellence, relevant client solutions and responsibility to all stakeholders.

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Things you didn't know about Deutsche Bank

Deutsche Bank listed its shares on the New York Stock Exchange on 3rd October 2001.

Deutsche Bank's 'diagonal in the square' logo was first introduced in 1974, created by painter and graphic artist Anton Stankowski.

Deutsche Bank is a multinational organisation, made up of employees from 140 nations.

Deutsche Bank employs around 7,800 people in London and is one of the largest employers and occupiers of space in the Square Mile.

1870	1872	1926	1970s	1989	2009
Deutsche Bank is founded in Berlin to support the internationalisation of business and to promote and facilitate trade relations between Germany, other European countries, and overseas markets.	The first international branches open, in Yokohama and Shanghai, and trade relations begin with the Americas. The following year the first London branch opens.	Deutsche Bank arranges the merger of Daimler and Benz, takes on advisory roles for BP in a major UK deal, and advises on and finances the £2.6 billion London Underground Financing.	Deutsche Bank pushes ahead with the globalisation of its business: Deutsche Bank Luxembourg S.A. is founded and offices open in Moscow, Tokyo, Paris and New York.	Deutsche Bank takeover UK merchant bank Morgan Grenfell, a milestone in its presence in the City.	The Bank now offers financial services in 72 countries throughout the world with more than 78,530 employees.