## **Commonwealth Bank of Australia**

**Investor presentations** 

Institutional Banking & Markets Business Overview

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**Group Executive** 





## The Bank of the Future starts in the Institutional segment

### Our business model is changing

## Change Factors

#### Macroeconomic

- Australia is an attractive destination for foreign investment and will continue to run a structural current account deficit as investment inflows exceed outflows
- Banks largely finance this deficit through importing capital from overseas due to appetite constraints locally and the lack of a the developed local corporate bond market
- However, the supply of overseas funding is not infinite as investors reach an absolute appetite for Australia and four major banks
- Banks' cost of funds is increasing and traditional assumptions regarding liquidity availability and funding affordability no longer hold

## Client & Competitor

- Clients are seeking increased diversification of funding and the historical price advantage of bank debt over DCM is narrowing for rated corporates
- Investors (fund managers, life companies) are becoming an even more key client segment as they drive capital allocation decisions and will become the natural owners of long term debt assets
- Competition in the Institutional and large corporate space between domestic and foreign competitors is intense

## Regulatory

- Regulatory developments driven by Basel, APRA, and ASIC are creating changes that have the potential to significantly impact our business – reducing banks' ability to create credit and increasing the price of debt
- New liquidity and capital adequacy standards will reduce our ability to expand balance sheet and drive greater "velocity" of our assets

What will this mean for us?

Shift away from asset growth focus to an underwrite/distribute model - greater asset velocity

We will focus more on investors as the natural owners of long term debt assets

Enhanced Group-wide focus on underwriting, trading, distribution, and portfolio management expertise

# IB&M's vision is directly linked to the Group vision to be Australia's finest financial services organisation through excelling in customer service

Our **goal** is to be Australia's finest Institutional Bank, with recognised global capabilities in key focus areas, and to generate superior returns for our shareholders through a culture of enduring success Goal. Our strategy is to proactively satisfy the full spectrum of our client's needs, including Strategy debt and equity capital raising, risk management, transaction banking and some advice. We call this strategy Total Capital Solutions and Vision Our vision combines our aspiration and strategic intent. Our vision is to be the leading provider of Total Capital Solutions in this market **Insights:** deliver unique insights to our clients via our research and the rich data accessible to us due to CBA's significant role in the Australian financial system How will we bring Total **Capital Solutions to life?** Collaboration: working together to deliver the Bank to the benefit of our clients and focussing on long term relationship development Capability: being the right place for the best people and organising to develop depth and world class capability in our areas of focus across products, industries and appropriate geographic coverage

What are our priority areas of emphasis this year?

- 1 Deepening client relationships
- 2 Growing transaction banking
  - 3 Growing FX market share
    - 4 Increasing investor focus

## Our business serves the Group's major corporate, institutional and government clients and operates through five business divisions

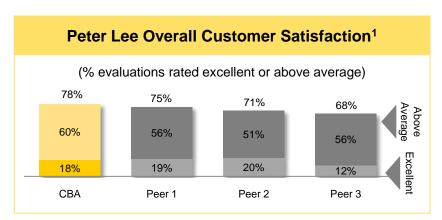
- Customer Relationship
  Management
- Industry and Geographic based client coverage and relationship management

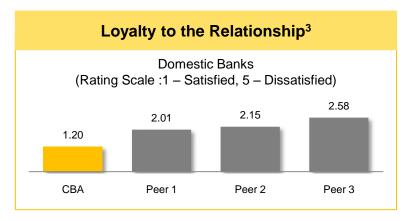
- Corporate Finance
- Lending product manufacturing including: Loan Markets (syndicated loans), Structured Asset Finance, project finance, project advisory and securitisation
- Institutional Equities & Debt Capital Markets
- Equities including ECM, equity sales and trading, equity derivatives
- DCM origination, fixed income distribution and research across all asset classes
- Business Products and Development
- Transaction Banking solutions and Payments capabilities for Institutional clients

Markets

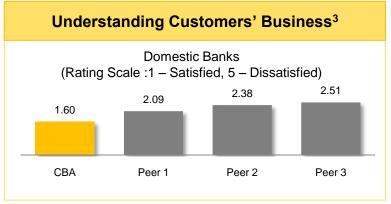
Sales and Trading in Rates, FX and Commodities globally

# Financial performance has been matched by strong customer satisfaction, relationship loyalty and understanding of customers' business









• IB&M has performed strongly in both Peter Lee and DBM customer satisfaction measures compared to the other three major banks • We are rated the #1 major domestic bank for the top 5 most important customer service measures as voted by Australia's top 500 corporates<sup>4</sup>

# IB&M achieved a cash NPAT of \$1,182m for the year ended 30 June 2010, to be the second largest contributor to Group profits

Net interest income   Institutional Banking   846   1,062   1,127	
Global Markets         151         391         207           997         1,453         1,334           Other banking income         Institutional Banking         330         535         718           Global Markets         425         414         515           755         949         1,233           Total banking income         Institutional Banking         1,176         1,597         1,845	AGR (08-10)
Other banking income         Institutional Banking         330         535         718           Global Markets         425         414         515           755         949         1,233           Total banking income         Institutional Banking         1,176         1,597         1,845	15.4%
Other banking income         Institutional Banking         330         535         718           Global Markets         425         414         515           755         949         1,233           Total banking income         Institutional Banking         1,176         1,597         1,845	17.1%
Global Markets   425   414   515	15.7%
Total banking income         Institutional Banking         755         949         1,233           1,176         1,597         1,845	47.5%
Total banking income Institutional Banking 1,176 1,597 1,845	10.1%
	27.8%
Global Markets 576 805 722	25.3%
	12.0%
1,752 2,402 2,567	21.0%
<b>Operating expenses</b> (598) (679) (792)	15.1%
Impairment expense (259) (1,708) (249)	(2.0%)
Net profit before tax 895 15 1526	30.6%
Corporate tax expense (124) 151 (344)	66.6%
Cash NPAT 771 166 1,182	23.8%

## **Appendix 1: Industry and Market Recognition**



#### Customer Satisfaction<sup>1</sup>

- No. 1 Loyalty to the Relationship
- No. 1 Understanding of Customer's Business
- No. 1 Business Maturity and Acumen

#### Product Satisfaction<sup>1</sup>

- No. 1 Call Money Market
- No. 1 Commercial Paper
- No. 1 Forward FX
- No. 1 Forward Rate Agreements
- No. 1 Swaps
- No. 1 Options



#### **Distinction Awards**

Hybrid Deal of the Year, 2010



12<sup>th</sup> Annual Fixed Income Poll - 2010

- Best coverage of Australian macroeconomic research and strategy
- Best Australian credit research and Analysis



### Relationship Banking (Lead Relationships)<sup>2</sup>

- Overall Satisfaction highest proportion of excellent and above average evaluations
- Relationship Manager Capability highest proportion of excellent and above average evaluations

### Transaction Banking (lead relationships)<sup>3</sup>

- No. 1 Overall Satisfaction with Transaction Banking Products and Services
- No. 1 Overall Quality of Operations Service
- No. 1 Overall Day to Day Customer Service

### Interest Rate Derivatives (Most Active Clients)4

- No. 1 Best Personal Relationships
- No. 1 Best Back-up Sales Coverage
- No. 1 Best Co-ordinated Markets Coverage
- No. 1 Meet Most Frequently

## **EUROWEEK**

- Best Overall Borrower 2009, 2008, 2007
- Best Issuer of Structured MTNs 2009, 2008, 2007
- Best Financial Institution Borrower 2009, 2008, 2007



- Kangaroo Deal of the Year 2009
- Domestic non-Government Vanilla Issuer of the Year 2009
- Domestic Vanilla Deal of the Year 2009

#### Other Awards

- Global Finance Best Australian FX House, 2009
- Finance Asia Issuer of the Year, 2009
- Asia Money Best managed company, 2009
- IFR Asia Best Securitisation Deal Asia, 2009
- FX Week Most Accurate 3-month Currency Forecasting, August 2010

<sup>1.</sup> East & Partners Institutional Banking Markets Program, Top 500 Corporates – October 2010 2. Peter Lee Associates, Large Corporate and Institutional Relationship Banking, July 2010 (Ranked amongst the 4 major banks). 3. Peter Lee Associates, Large Corporate and Institutional Transaction Banking Survey, July 2010 (Ranked amongst the 4 major banks). 4. Peter Lee Associates, Interest Rate Derivatives Australia, November-2009



## **Disclaimer**

The material above is a presentation of general background information about IB&M's activities current at the date of the presentation (17<sup>th</sup> Nov 2010). It is information given in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice when deciding if an investment is appropriate.