



Reimagining Wealth Management

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Management

17 November 2017

Agenda for the day

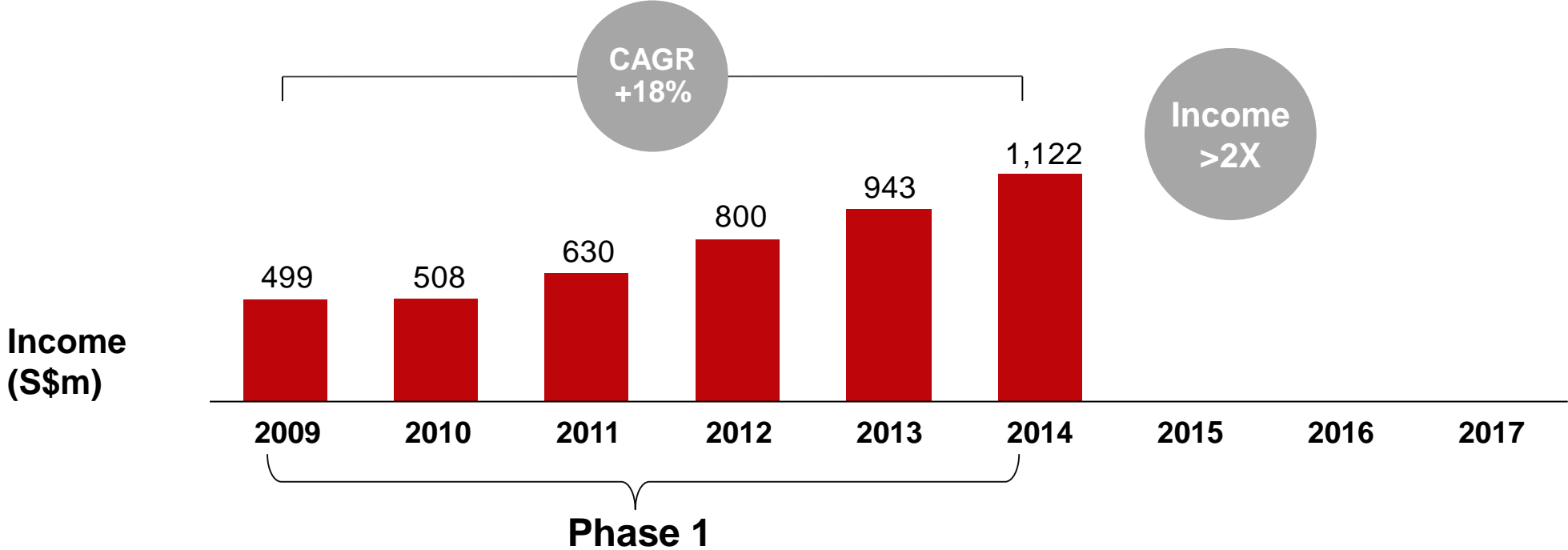
	Presentations	Showcases
Digital Transformation	Transforming technology and culture	Tech and Ops APIs Use of data insights
Consumer and SME (Singapore, Hong Kong)	Pre-empt disruptors	Bancassurance POSB Smart Buddy
Consumer and SME (Growth Markets)	Disrupt incumbents	digibank Tally
Other Businesses¹	Digitalise for profitability <ul style="list-style-type: none">• Audit• Cash Management• Wealth Management• Strategic Marketing	Reimagining Audit Treasury Prism iWealth

¹ Corporate Bank, Private Bank, Markets, and Others

Agenda

- 01 **DBS Wealth journey – Phase 1**
- 02 **DBS Wealth journey – Shifting landscape and launching Phase 2**
- 03 **Fully-digital engagement – Acquisition, transaction and engagement**
- 04 **Human-assisted engagement**
- 05 **Value of digital investment**

Phase 1 of our Wealth journey



❖ Launch of DBS Wealth Continuum

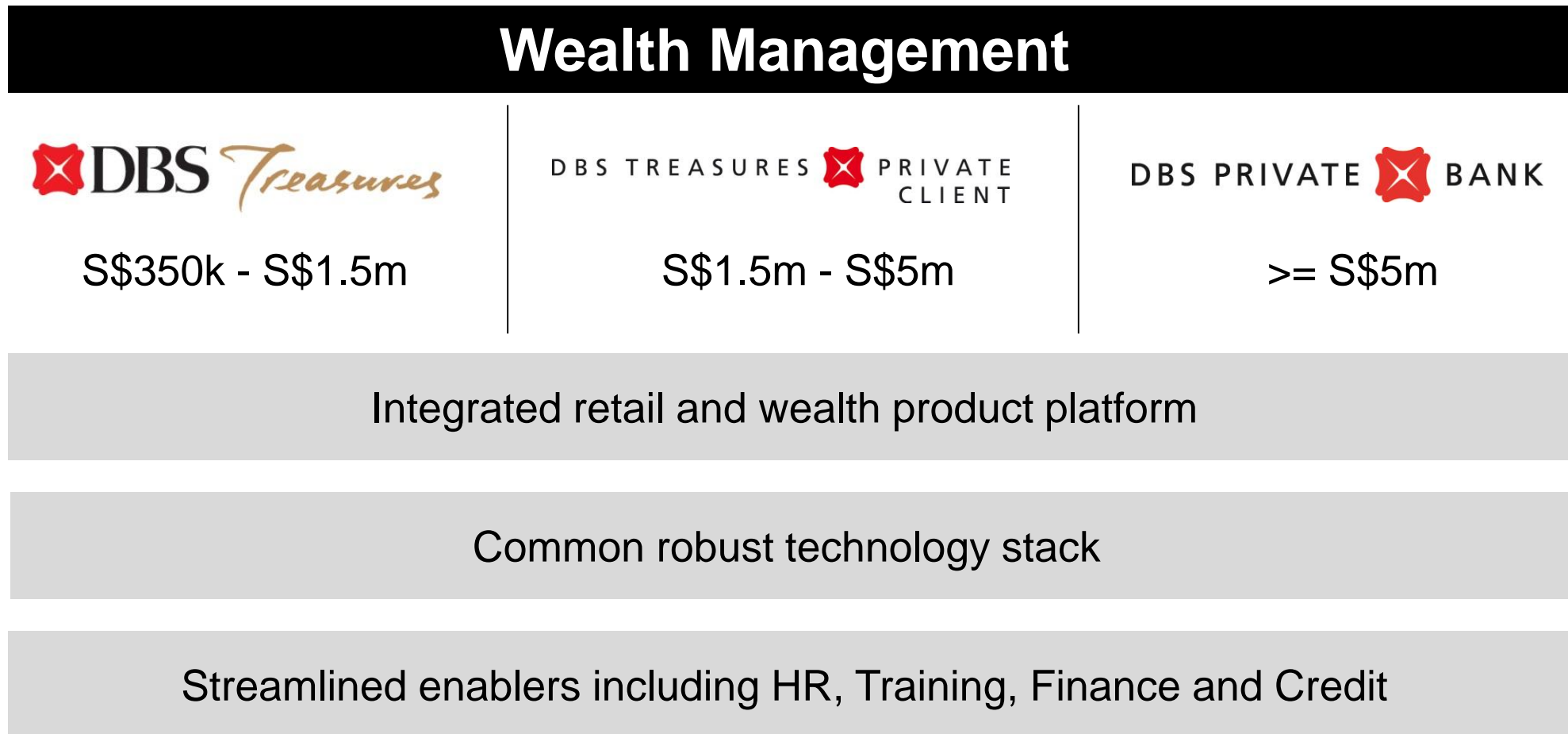
❖ Built a strong value proposition

❖ Robust technology stack for Wealth Management

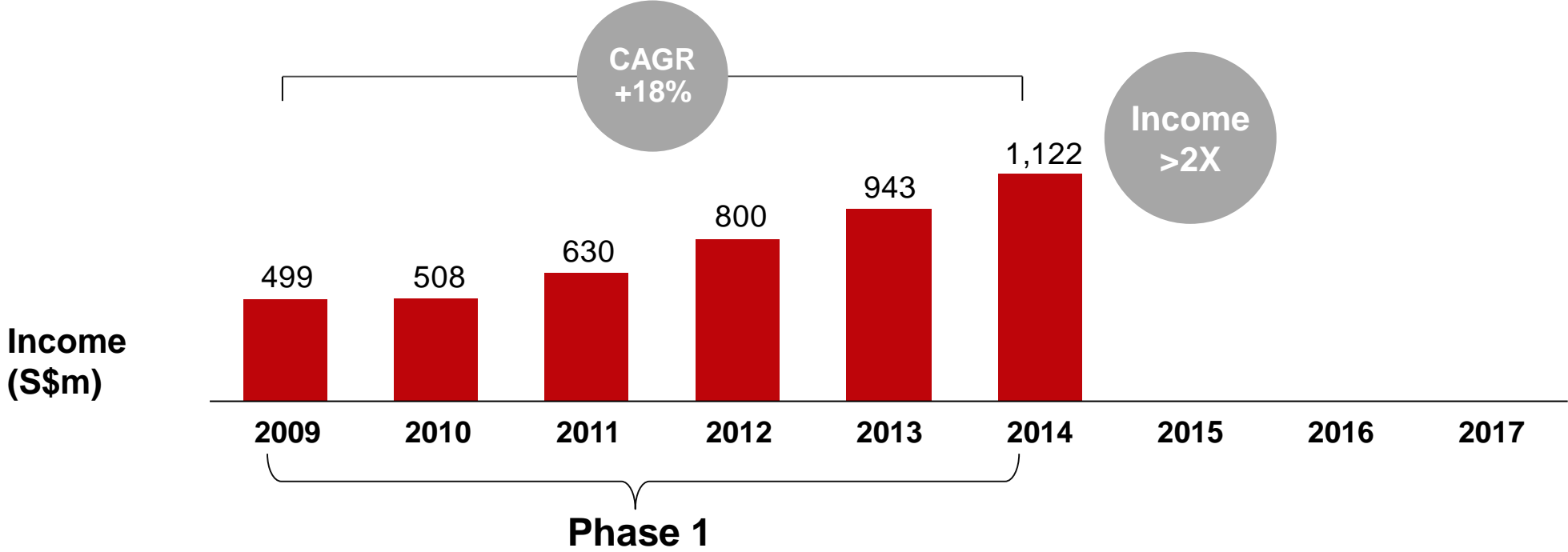
❖ Launch of DBS iWealth 1.0

DBS Wealth Continuum

Three segments leveraging one infrastructure



Phase 1 of our Wealth journey



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❖ Built a strong value proposition


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The shifting Wealth landscape

 **Consumers are shifting towards digital**

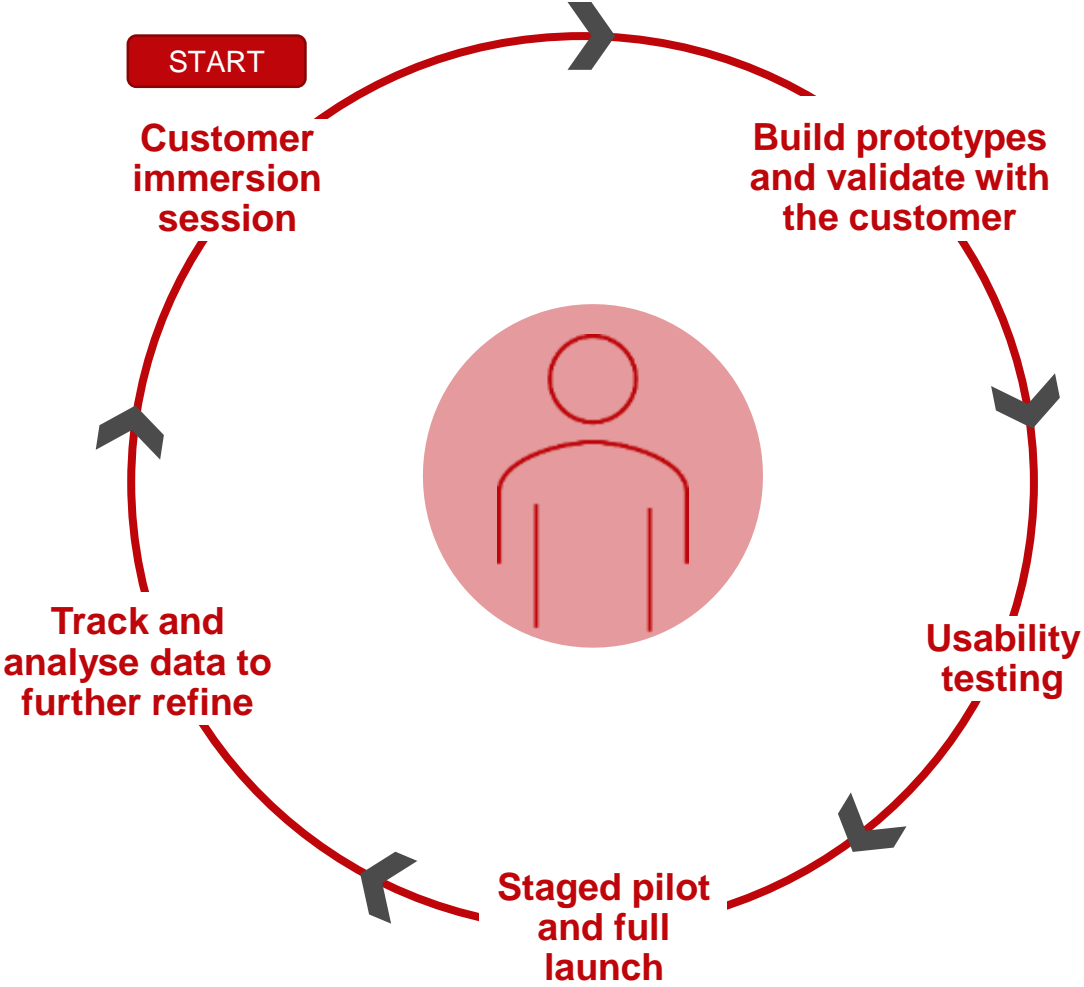
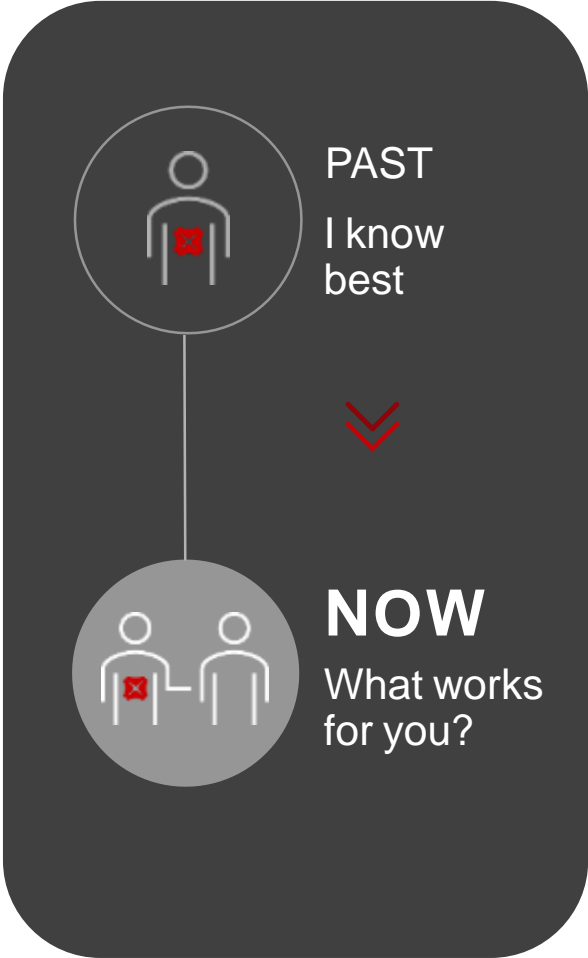
 **Rise of non-bank & fintech competition**

 **Sticky costs of traditional bank approach**

 **Scarcity of Relationship Managers**

Launching Phase 2

Customer journey focus and human-centred design



Launching Phase 2

Being digital to the core



Empowering our customers

- ❖ >20 systems connected to deliver an all-in-one Wealth and banking platform



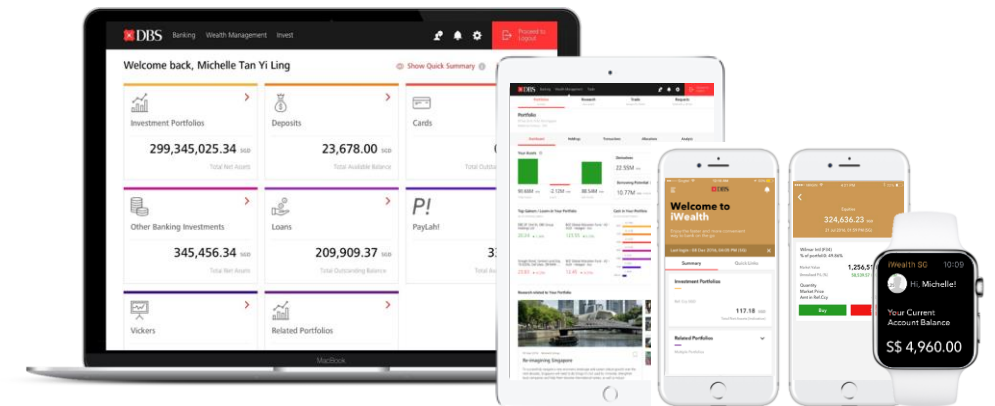
Empowering our Relationship Managers: simplify workflows, boost capabilities and productivity

- ❖ Data-driven insights from >12 systems to deliver 360° view of customer
- ❖ API-driven architecture for seamless communication across applications



Changing the way we work

- ❖ Business-led Agile development and implementation with a customer obsession
- ❖ Rapid experimentation using A/B testing powered by cloud architecture



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Fully-digital Wealth: Acquire



PAST
Relationship Manager
and branch



NOW
Digital marketing in
the open market

PAST
Branch or RM
sign up



NOW
One-click straight-
through upgrade

Fully-digital Wealth: Transact



Acquire



Transact



Engage

PORTFOLIO VIEW

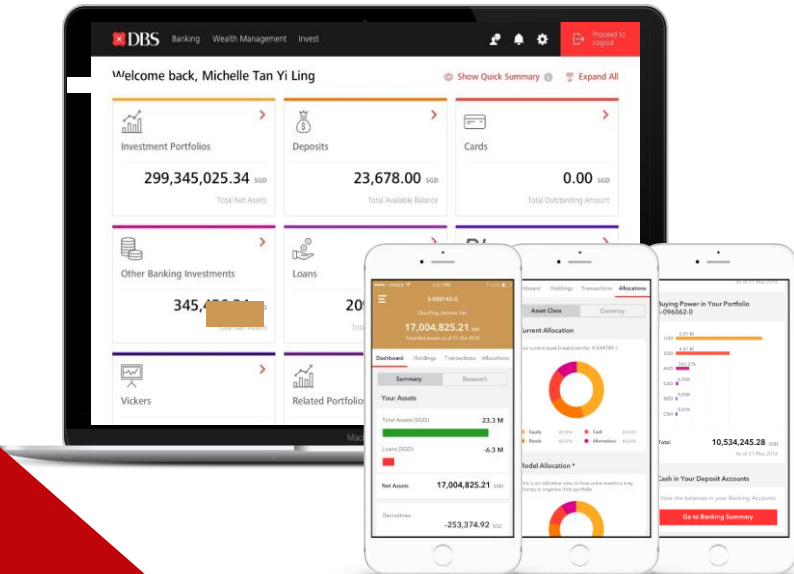
PAST

Toggle multiple clunky bank logins



NOW

One view of your banking and investments



Visit our iWealth booth to get the full experience!

EXECUTE A TRADE

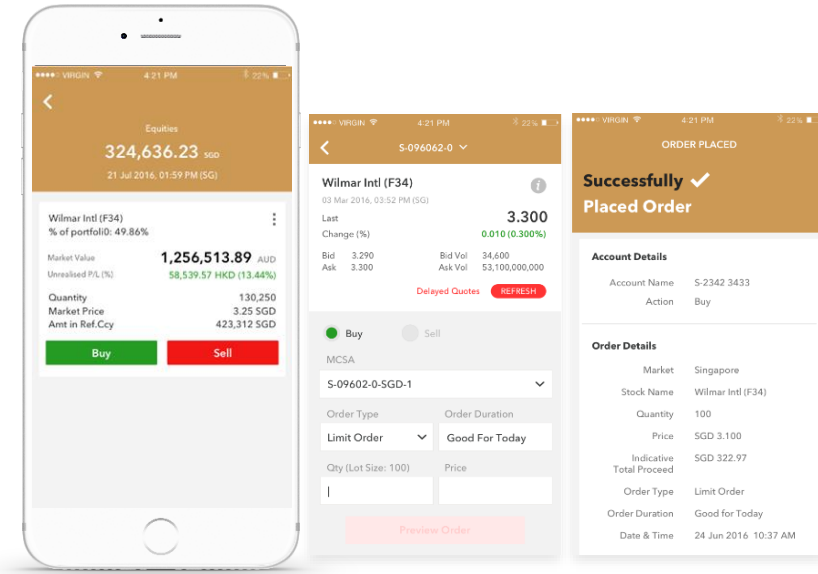
PAST

Call or email RM



NOW

Transact in three clicks



Fully-digital Wealth: Engage

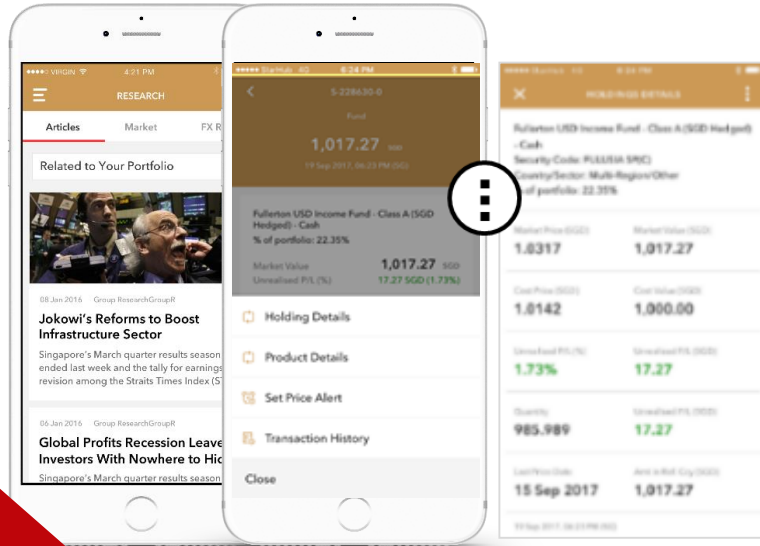


RESEARCH

PAST
Sieve through volumes of articles

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NOW
Served digitally, personalised and contextual

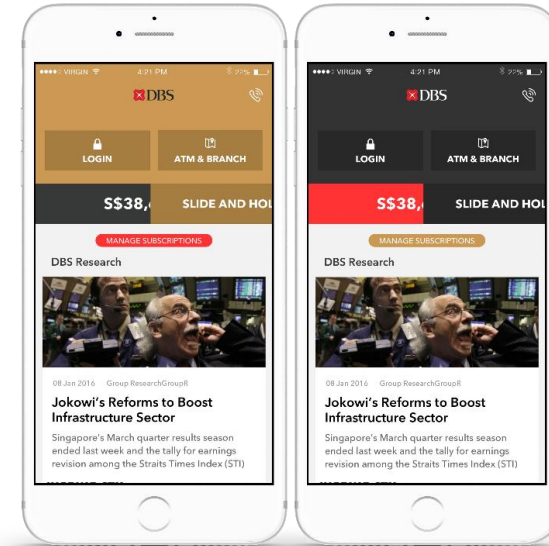


PORTFOLIO P&L

PAST
Call RM or wait for statement

»

NOW
One-swipe peek view



Visit our iWealth booth to get the full experience!



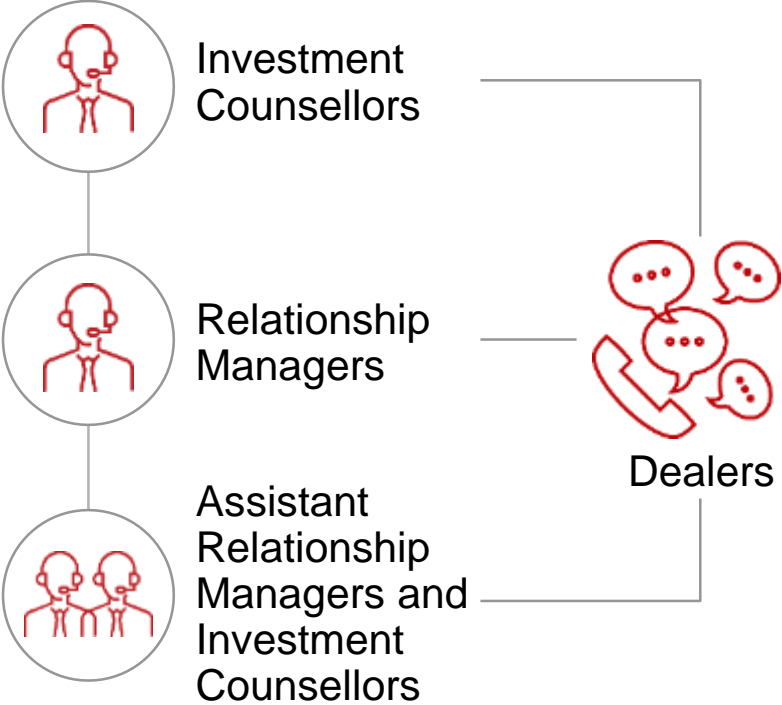
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Rewiring Wealth services

Transforming dealing and trade execution capabilities into a seamless and fast experience for Relationship Managers

PAST
Time-consuming and error-prone

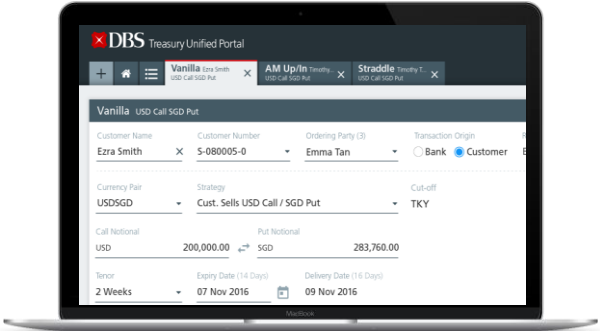


NOW

Easy, fast, accurate and straight-through



Investment Products Distribution System (IPDS)
for structured products



Treasury Unified Platform (TUP) for FX products

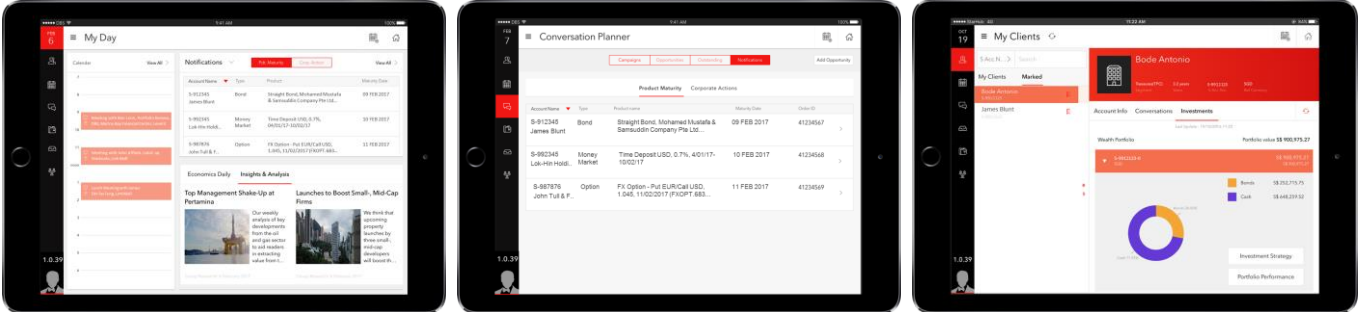
Making Relationship Managers digital and mobile

Empowering Relationship Managers with an integrated platform for seamless digital engagement with our clients

PAST
Long prep process to gather info and papers before client meeting



NOW
All information, resources and customer data mobile and within a touch or a swipe



Client info on the go

Digital onboarding

Portfolio review

Straight-through transactions

Client analytics (CYCLE)



Visit our CYCLE booth to get the full experience!

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01

DBS Wealth journey – Phase 1

02

DBS Wealth journey – Shifting landscape and launching Phase 2

03

Fully-digital engagement – Acquisition, transaction and engagement

04

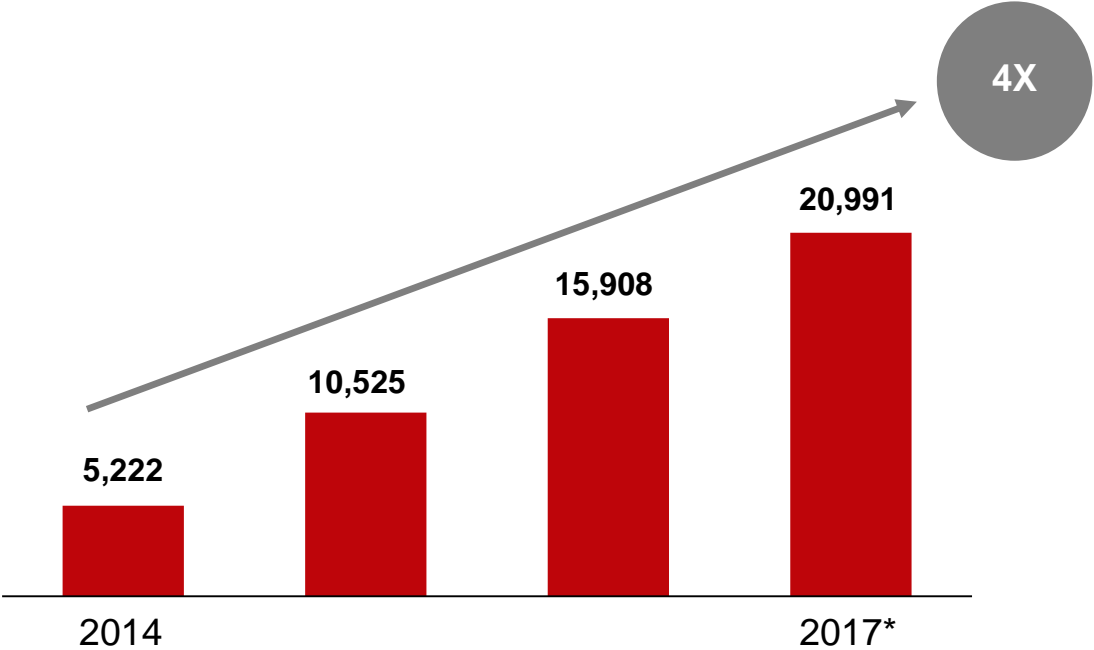
Human-assisted engagement

05

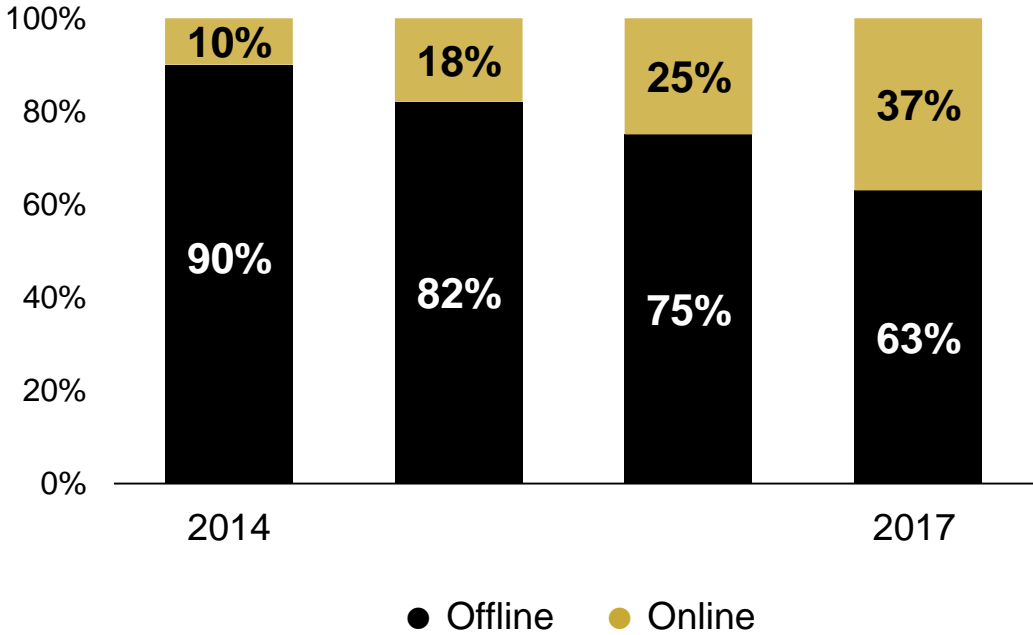
Value of digital investment

Scaled up acquisition

iWealth acquisition



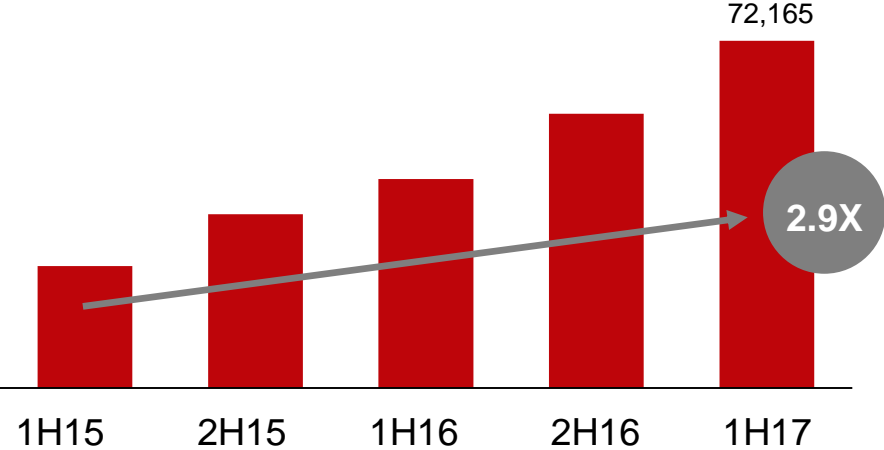
Online and offline Wealth acquisition



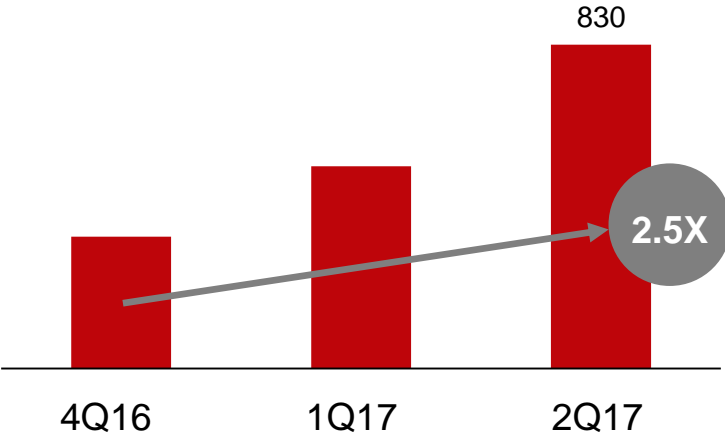
*Annualised based on 9M17

Strong digital transaction growth

Online equity transactions

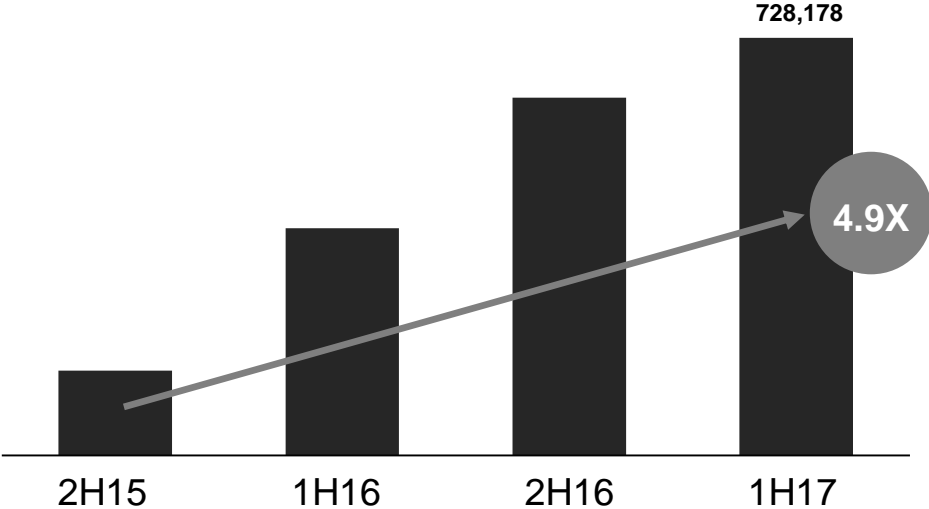


Online fund transactions

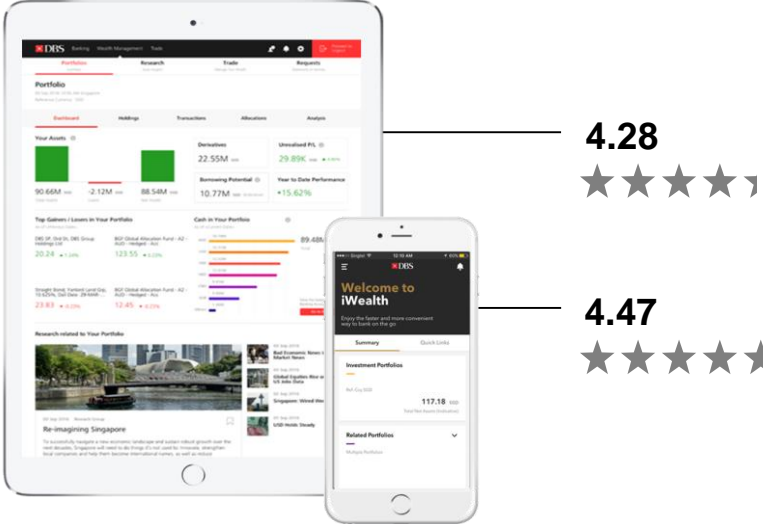


Increasing engagement

Insights and research readership (page views)



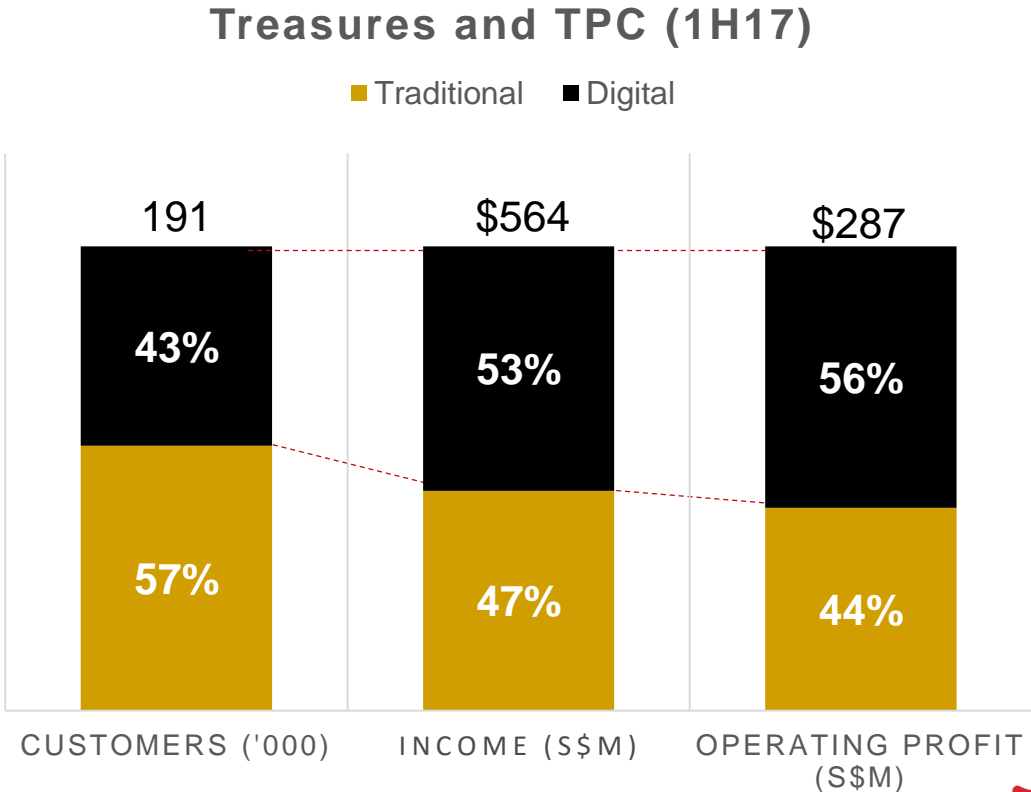
5-star rating as at Oct 2017



Increased engagement leading to an increase in income and operating profits

Treasures and Treasures Private Client cost-income ratio	Traditional 53%	Digital 45%
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	Singapore	Hong Kong
Products	1.6x	1.2x
Financial transactions	3.2x	3.1x
Non-financial transactions*	40x	7x
Income per customer	1.3x	1.1x



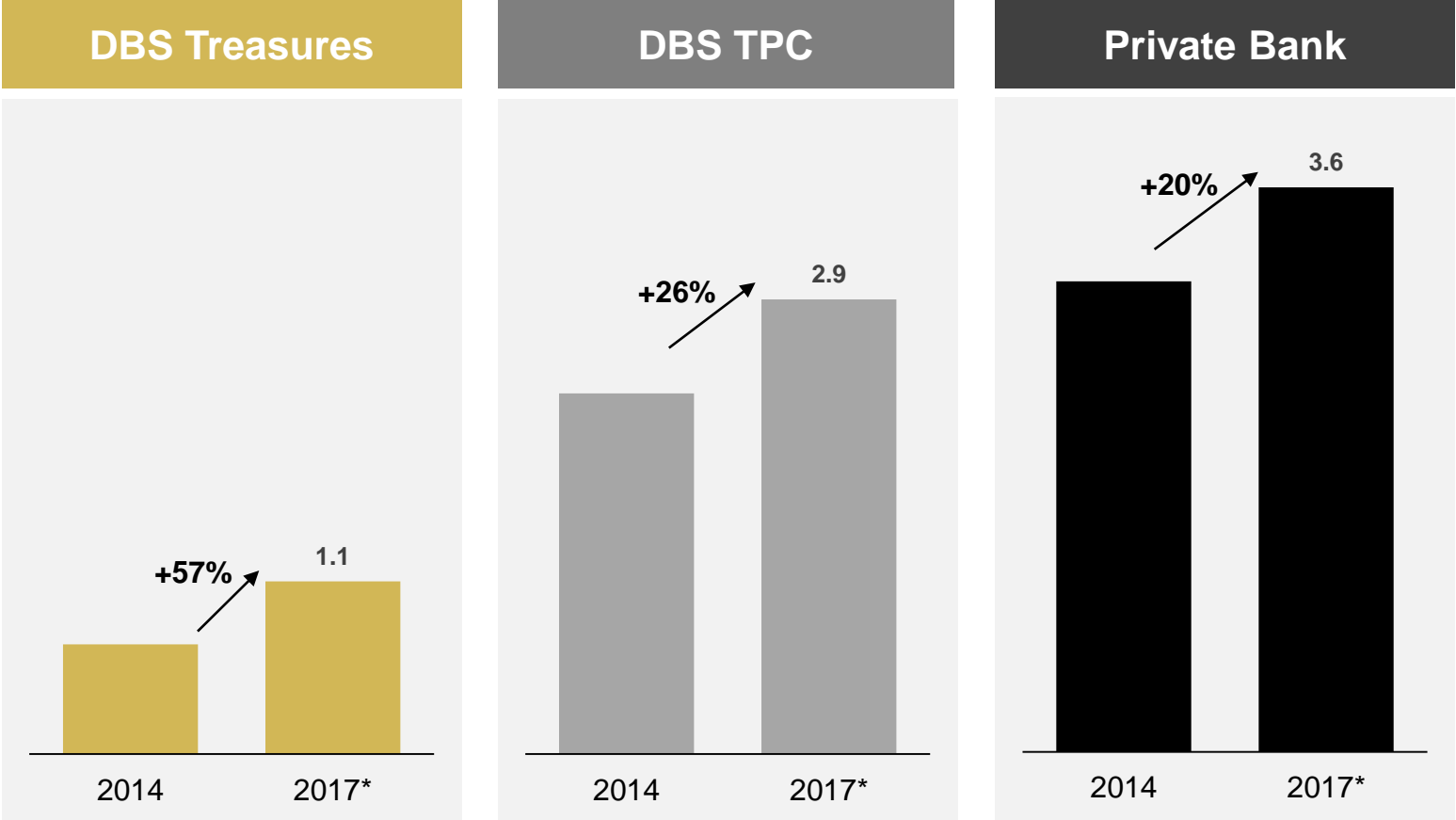
1H17 data

*Non-financial transactions include managing payees, updating of personal details, viewing e-statements, changing preferences



Productivity uplift

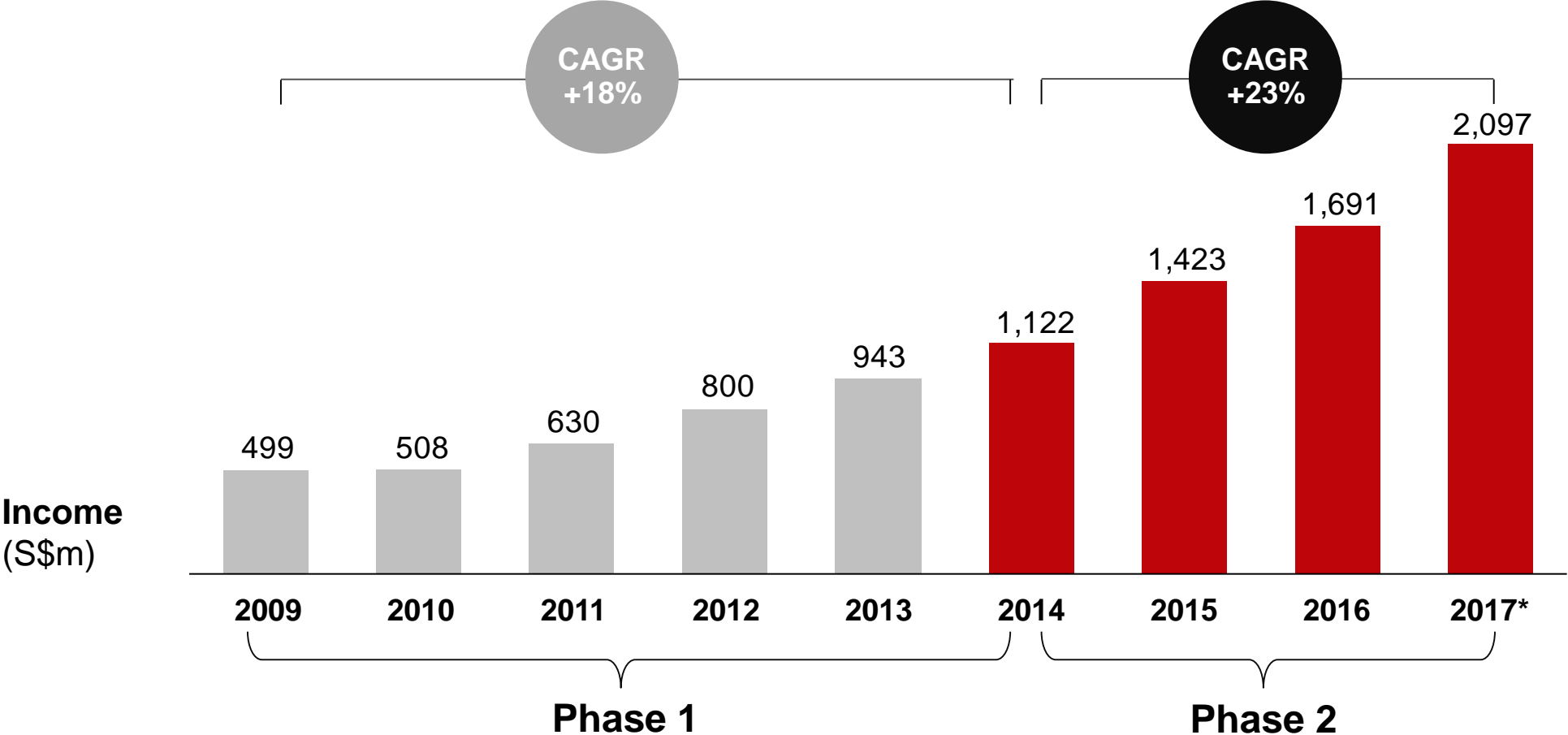
Revenue per Relationship Manager (S\$m)



MIS view
* Annualised based on 9M17

Hence, the outcome of Phase 2 of our Wealth journey...

Wealth income doubled and achieved CAGR of 23% from 2014



MIS view
* Annualised based on 9M17

In summary, we have..

- Scaled acquisition at a lower cost
- Grown transaction volume digitally
- Increased income per customer through digital engagement
- Increased RM productivity
- Achieved CAGR of 23%



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