



Deutsche Bank
Communications & CSR

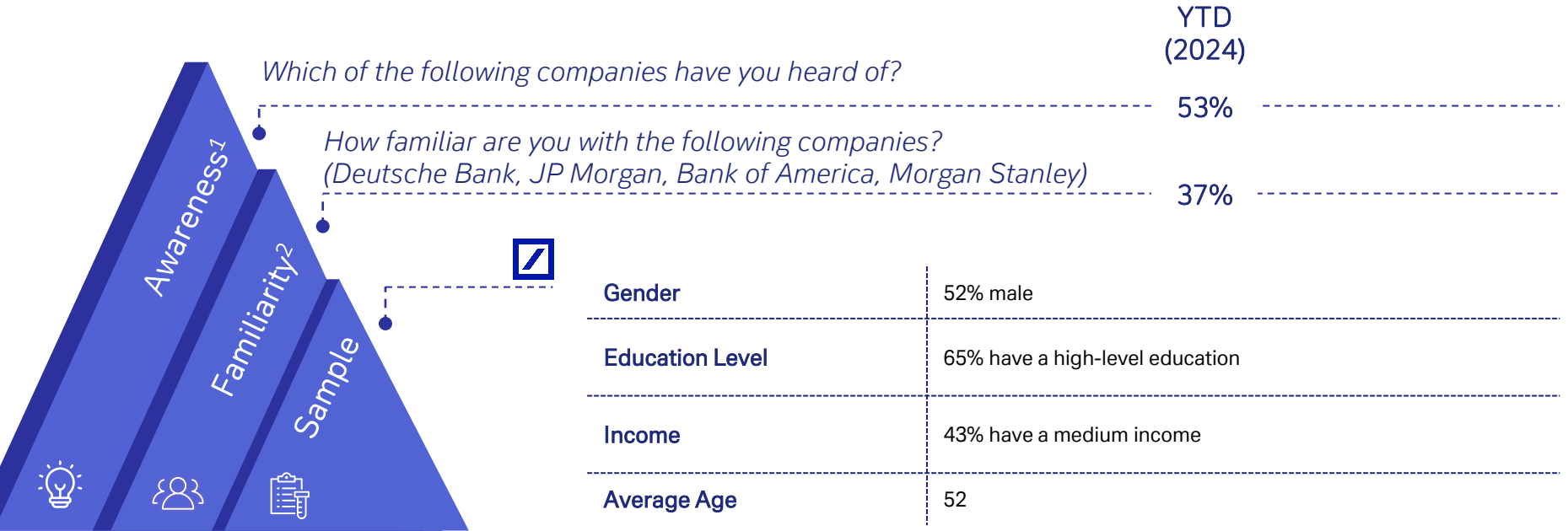
A Look At Deutsche Bank's Reputation In The Americas

September 30th, 2024



Where We Stand

Among The General Population In The US, Roughly Half Have Heard Of Deutsche Bank, One-third Claim To Be Familiar With The Bank's Operations

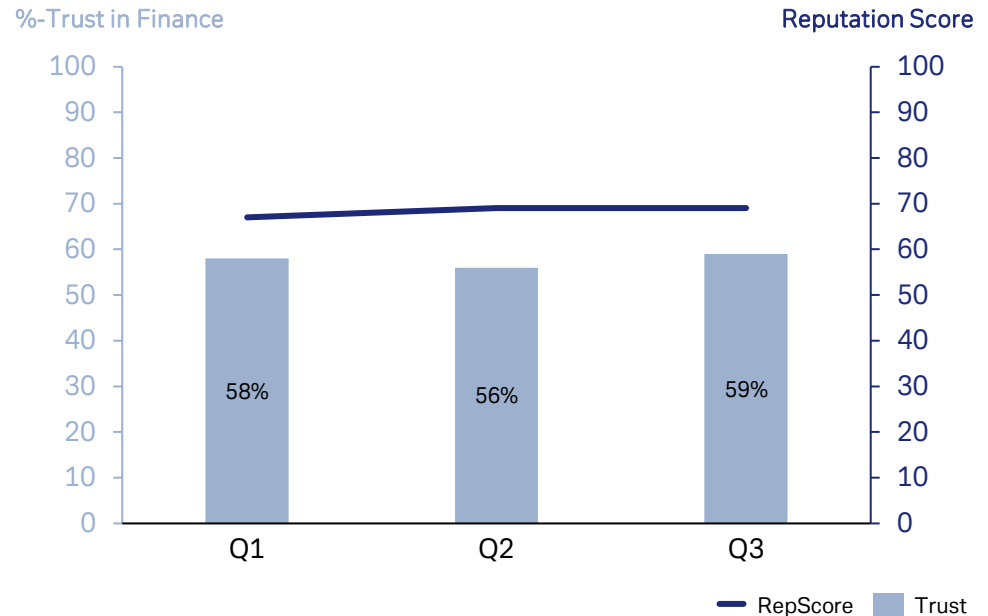
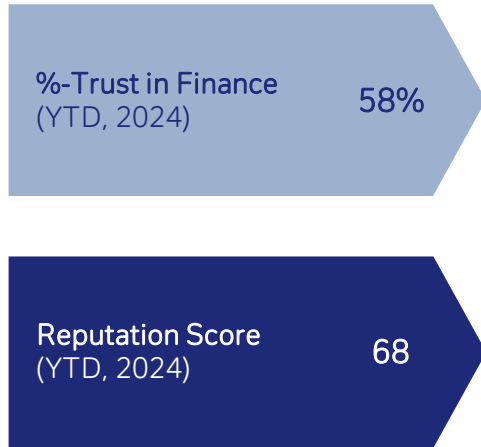


Data collection period: 01.01.2024 – 15.09.2024; 2. Awareness: Which of the following companies have you heard of? Answer: Multi select; 3. Familiarity: How familiar are you with the following companies? Answer: 1 – not at all familiar; 7 – very familiar, All respondents rating company at 4 and above are included in the sample; 4. 2024 (YTD): n DB USA = 7,043; Source: Reputation Tracking for DB

Deutsche Bank's Reputation Score Has Held Steady Through The First Three Quarters of 2024



Deutsche Bank's reputation score increased from 67 in Q1 2024 to 69 in Q2/Q3 2024. The sample familiar with Deutsche Bank generally places great trust in the finance industry, peaking at 59% in Q3 2024.



'Representative', Is The Best Performing Touchpoint Across Stakeholder Groups, While 'Media' And 'Products & Services' Reach The Most



Clients Highest score

YTD: 85

- share: Products & Services
- score: DB Website and Word of Mouth

Journalist

YTD: 81

- share: Products & Services
- score: DB Website and no touchpoint

Decision Makers

YTD: 79

- share: Media
- score: Representative

Talents

YTD: 79

- share: Media
- score: Products & Services and Personal Contact

NGO Advocates

YTD: 74

- share: Media
- score: Representative

GenPop

YTD: 68

- share: None
- score: Products & Services and Representative

Stockholders

YTD: 65

- share: Media
- score: Products & Services and Representative

Politically Eng. Citizens

YTD: 64

- share: None
- score: Representative & DB Website & Products & Services

Lowest score

1. Data collection period: 01.01.2024 – 15.09.2024; 2. GenPop DB USA = 7,043; Clients = 808; Journalists = 356; Decision makers = 559, Talents = 694; NGOs = 408; Stockholders = 968; Politically engaged citizens = 3,706; People may belong to different groups and may have multiple touchpoints; See exact stakeholder definitions in appendix Only touchpoints with highest score and largest share displayed
Source: Reputation Tracking for DB

Diving Deeper, Physical Touchpoints Have The Most Positive Impact On Reputation, Followed By Owned and Earned



Reputation score coding: 50 - 59 60 - 69 70 - 79 80 - 89 90 - 100

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Highest RepScore within the respective stakeholder group

1. Data collection period: 01.01.2024 – 15.09.2024; 2. GenPop DB USA = 7,043; Clients = 808; Journalists = 356; Decision makers = 559, Talents = 694; NGOs = 408; Stockholders = 968; Politically engaged citizens = 3,706; See exact stakeholder definitions in appendix Source: Reputation Tracking for DB

Statistical significance: differences between groups were tested for statistical significances using two-sample t-tests. The reported confidence level is 95%. Tested on the share within one touchpoint



Where We're Going

Transition To A Purpose Led Company Is Translated To A New Claim And Enhanced Brand



Purpose

Our purpose statement provides the reason Deutsche Bank exists – our north star.

Vision

Our vision translates our purpose statement into a tangible long-term goal – a clear view of what long-term success looks like for Deutsche Bank.

Strategy

Our strategy delivers the roadmap to success – what Deutsche Bank does to achieve its vision.

Culture

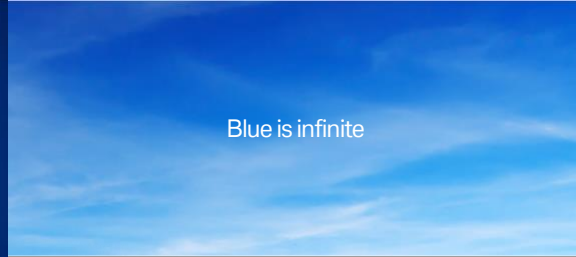
Our culture is the sum of our behaviours – it is a key driver of how we realise our purpose, achieve our vision and deliver our strategy.

Claim

Our brand claim communicates our condensed value proposition to the market – our promise.



Blue is depth



Blue is infinite



Blue boosts creativity

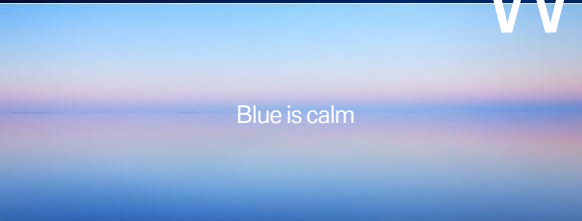


Blue is home

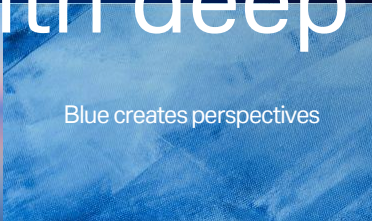


Blue is the colour of horizons

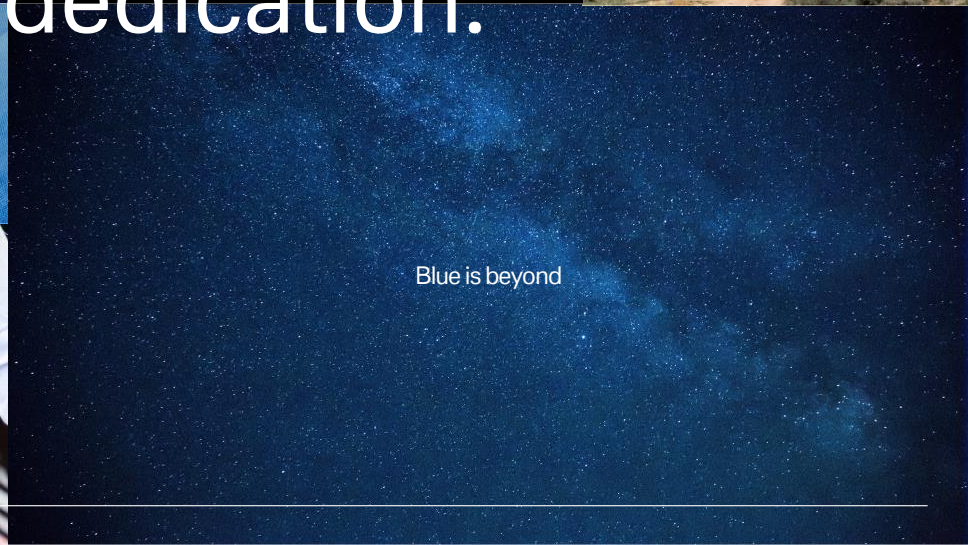
With deep dedication.



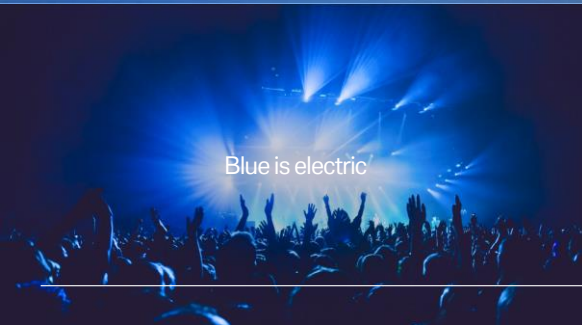
Blue is calm



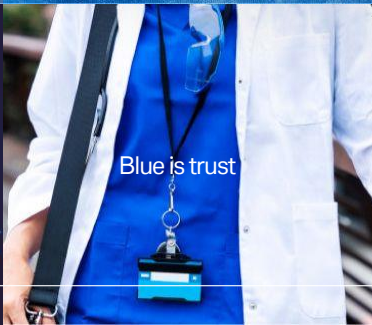
Blue creates perspectives



Blue is beyond



Blue is electric



Blue is trust

What Deutsche Bank does

With deep dedication...



Thought Leadership

Long-term partnership

Fresh perspectives

Access to global opportunity

Client benefit

...we expand our clients'
opportunities

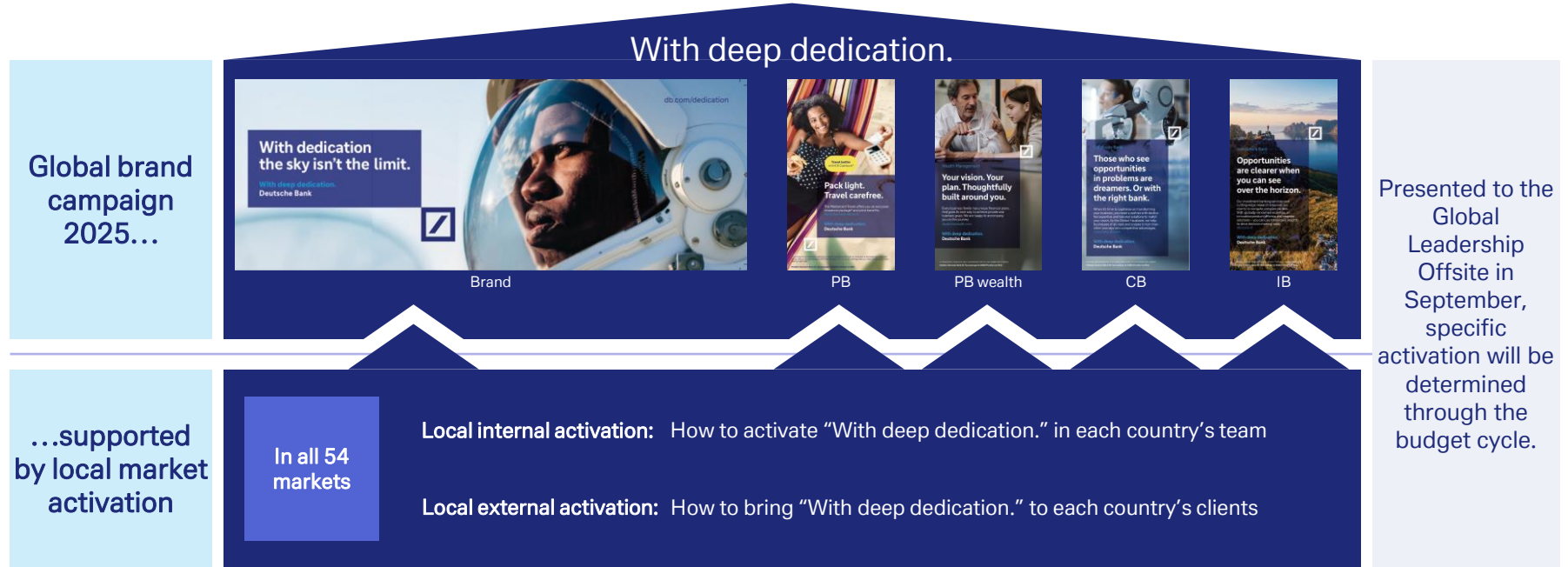
New levels of efficiency

Building legacies

Solving complexity

Bringing clients ahead

A 2025 Brand Campaign Will Translate Global Ambition Into Our Local Markets





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