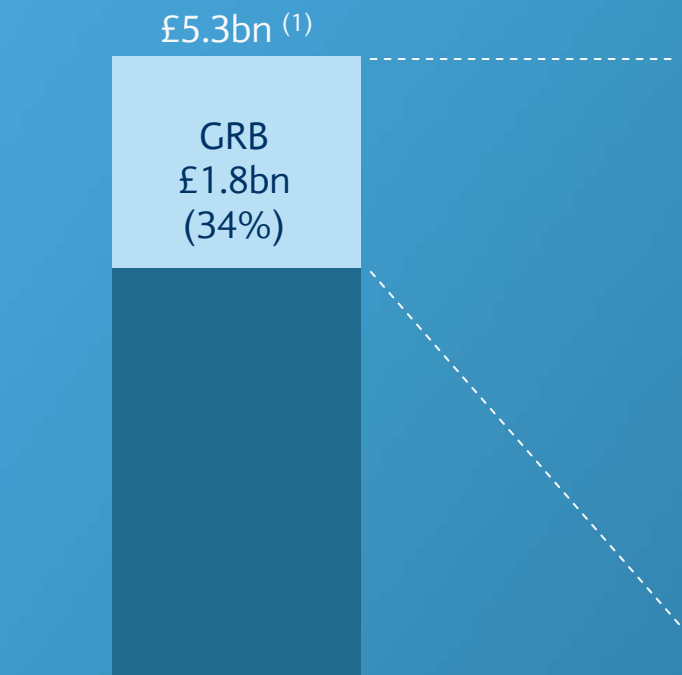


# Barclaycard

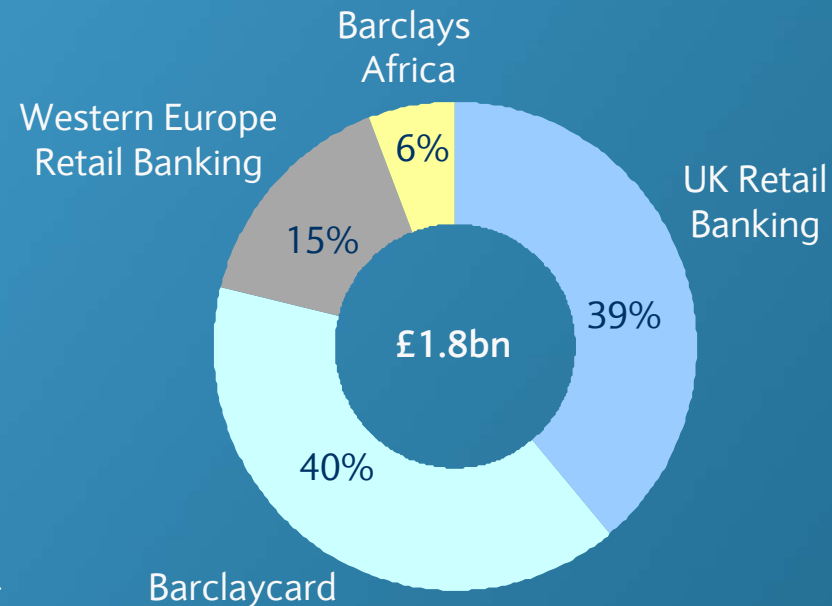
Amer Sajed, CEO Barclaycard US  
September 14, 2010

# Global Retail Banking (GRB) contribution to Barclays

Barclays 2009 PBT  
Composition



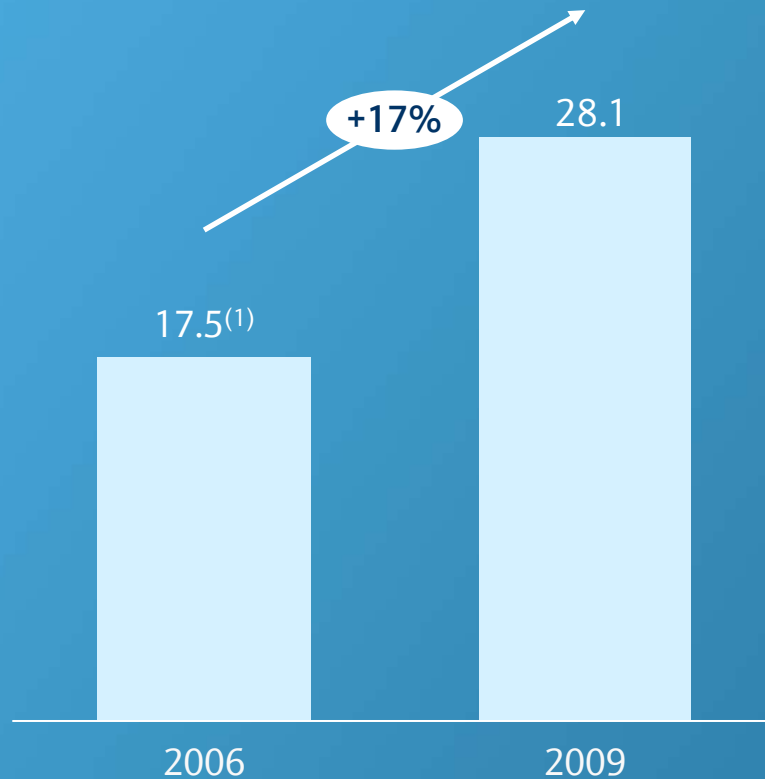
GRB  
2009 PBT by business



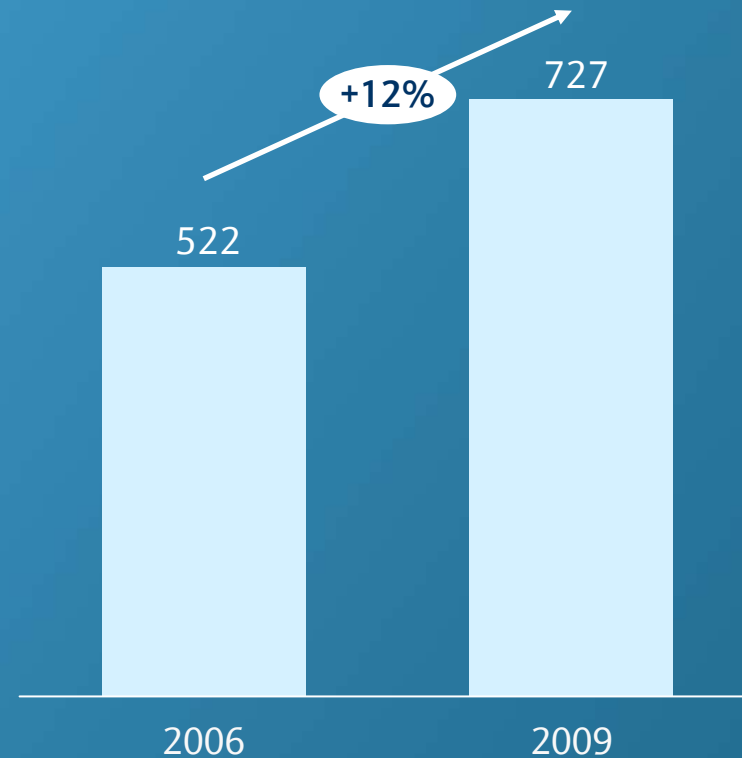
(1) Excluding the gain from disposal of BCI

# Barclaycard has strong track record of sustainable growth

Average customer receivables  
(£bn, % CAGR)



PBT  
(£m, % CAGR)

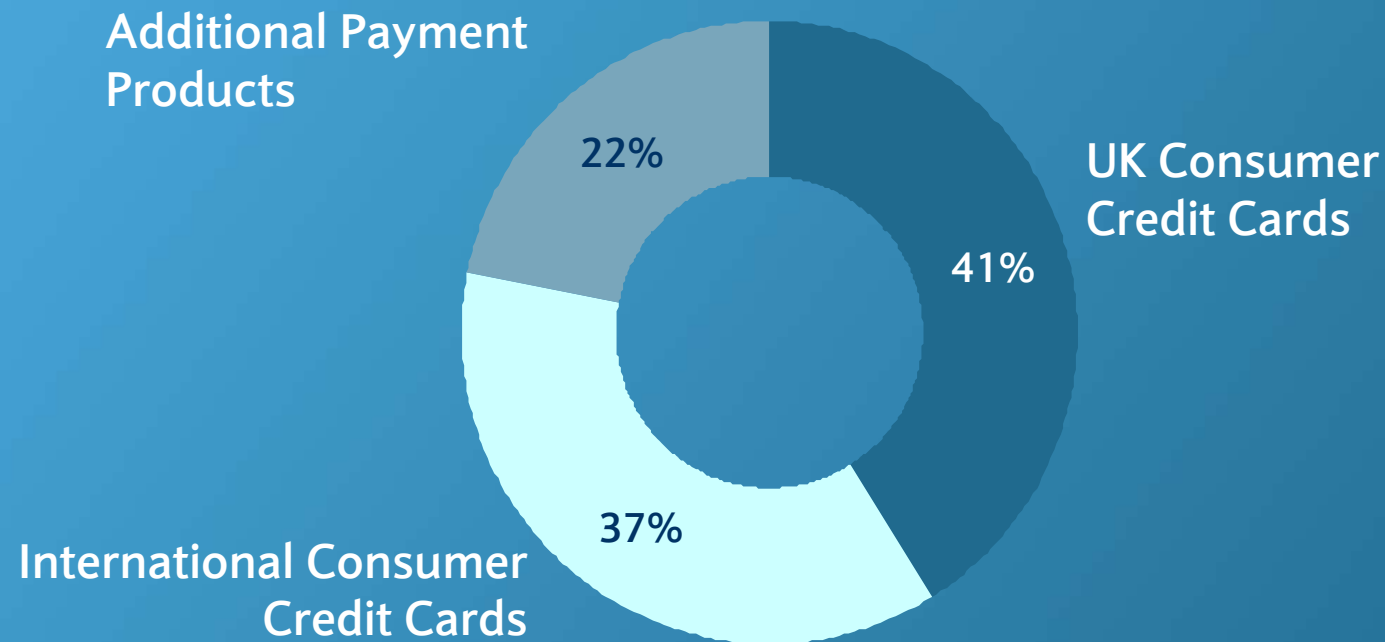


(1) Restated to reflect current Barclaycard business composition (excludes WE and Africa cards and Marine Finance; and includes Absa card)



# Strength from a diversified business model

Income 2009



# Barclaycard growth strategy

GRB Vision = LIVES MADE MUCH EASIER

Leading  
positions in  
existing  
markets

Product  
diversification  
beyond  
consumer  
credit cards

Leadership in  
payments  
innovation

Enabled by rigorous risk and cost management

# Leading market positions

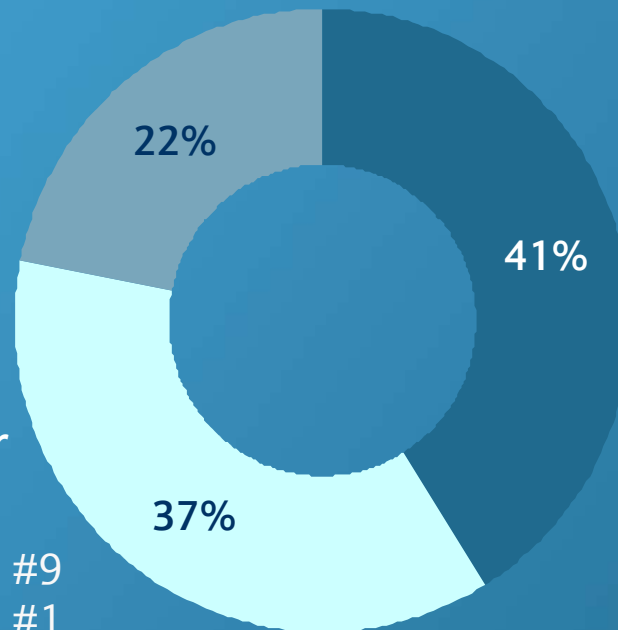
Income 2009

## Additional Payment Products

- Payment Acceptance
- Commercial Payments
- Barclays Partner Finance
- Secured Lending

## International Consumer Credit Cards

- United States: #9
- Germany: #1
- Absa Card: #2
- Entercard Joint Venture: #2



## UK Consumer Credit Cards

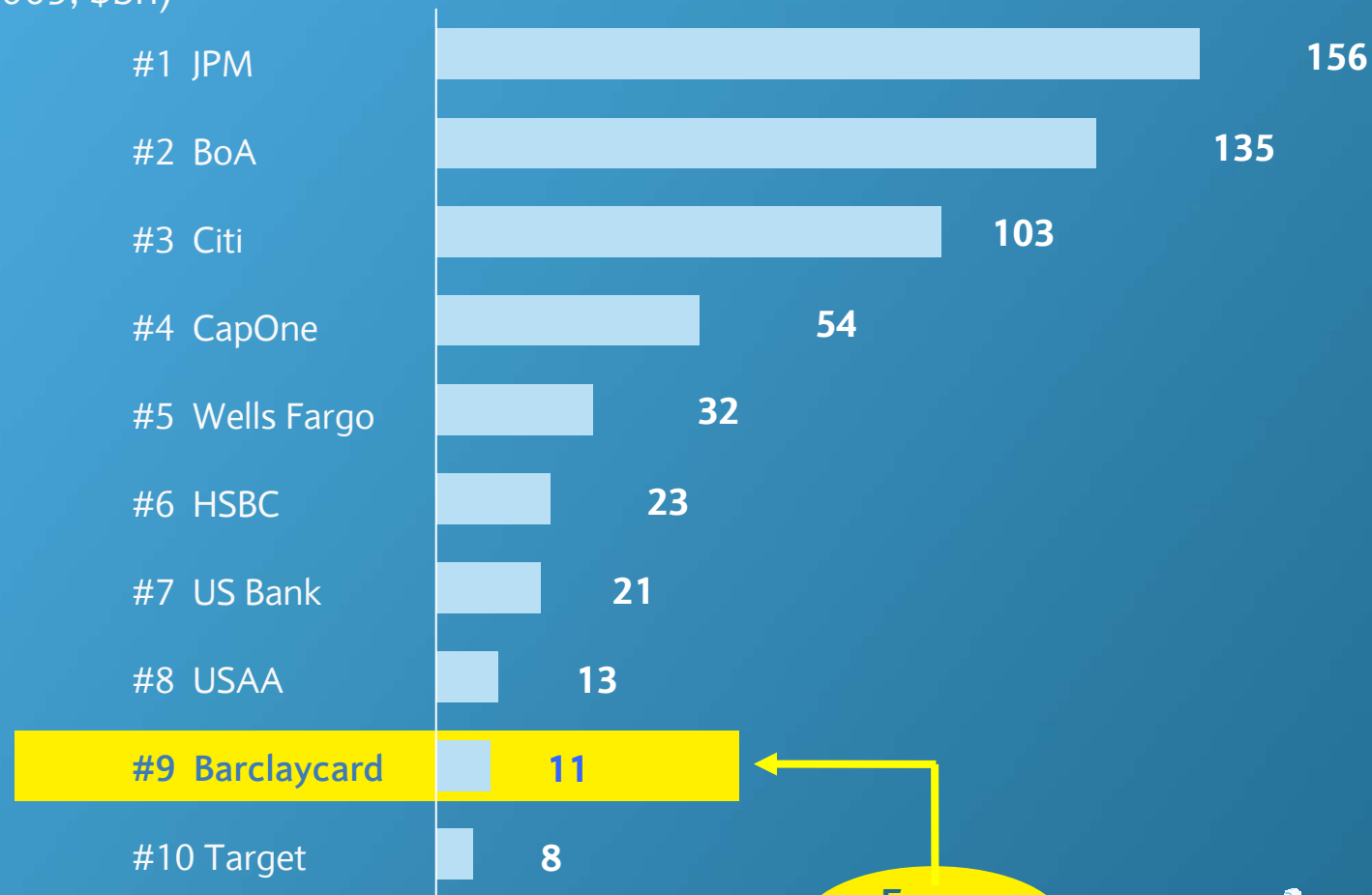
- United Kingdom: #3

Sources: US- Nilson 02/09; Germany, EnterCard & UK - Datamonitor 06/09;  
Absa - competitor annual reports 2009



# US example: From #18 to #9 in 5 years

Top US Credit Card issuers by card receivables  
(2009, \$bn)

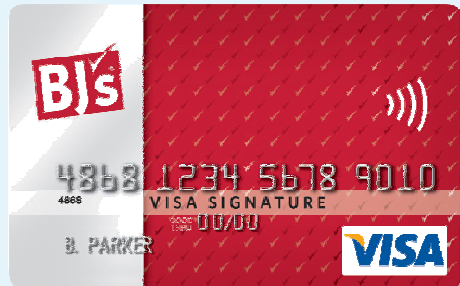
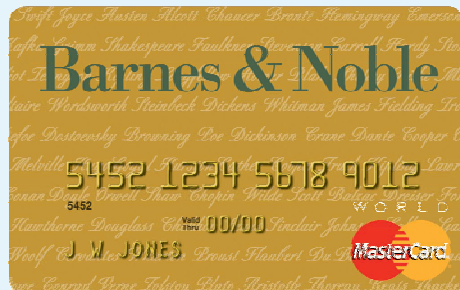


From  
#18 to #9



Source: Nilson report February 2010 Visa and Mastercard issuers, Datamonitor, annual reports

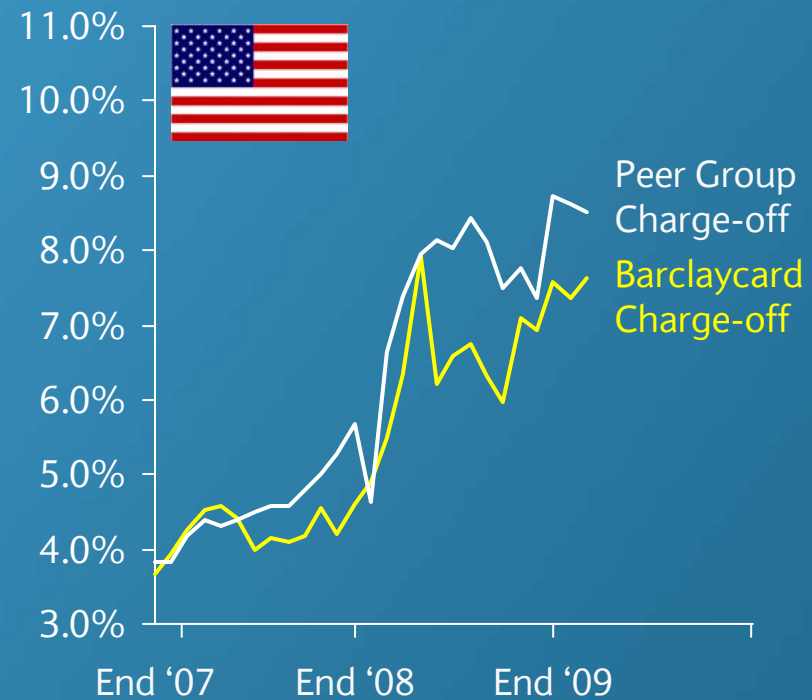
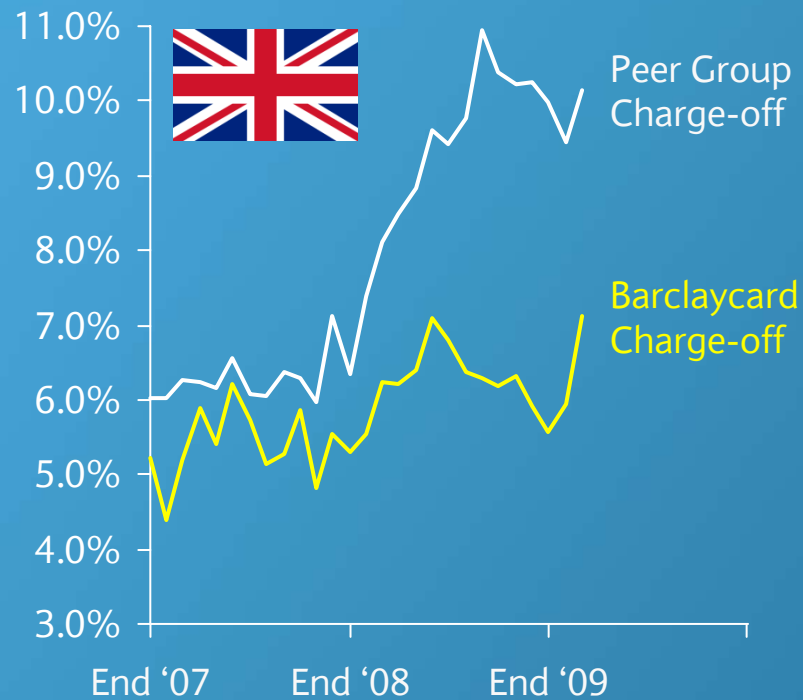
# US example: select partners





# Strong risk management...

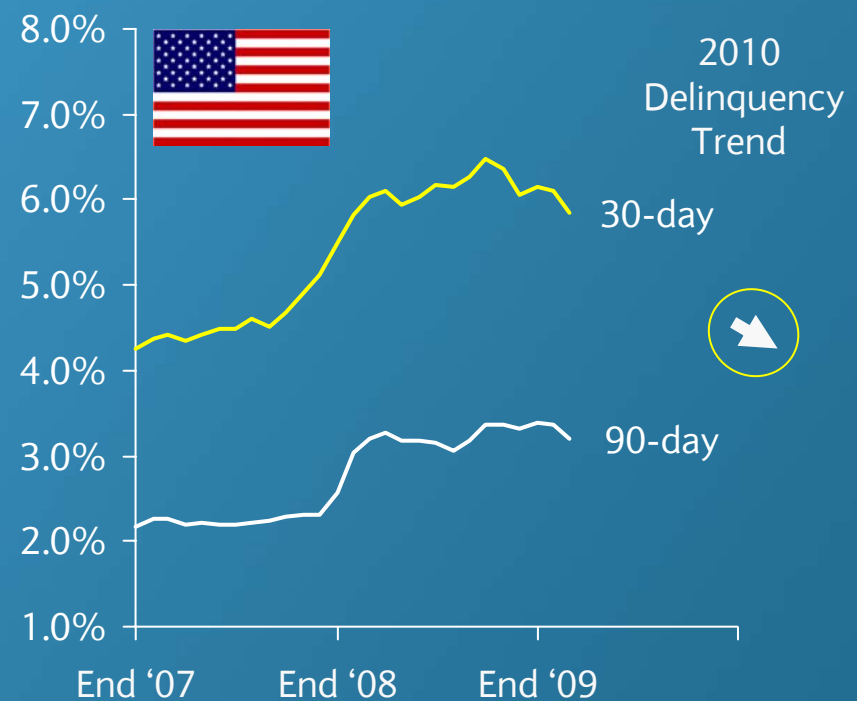
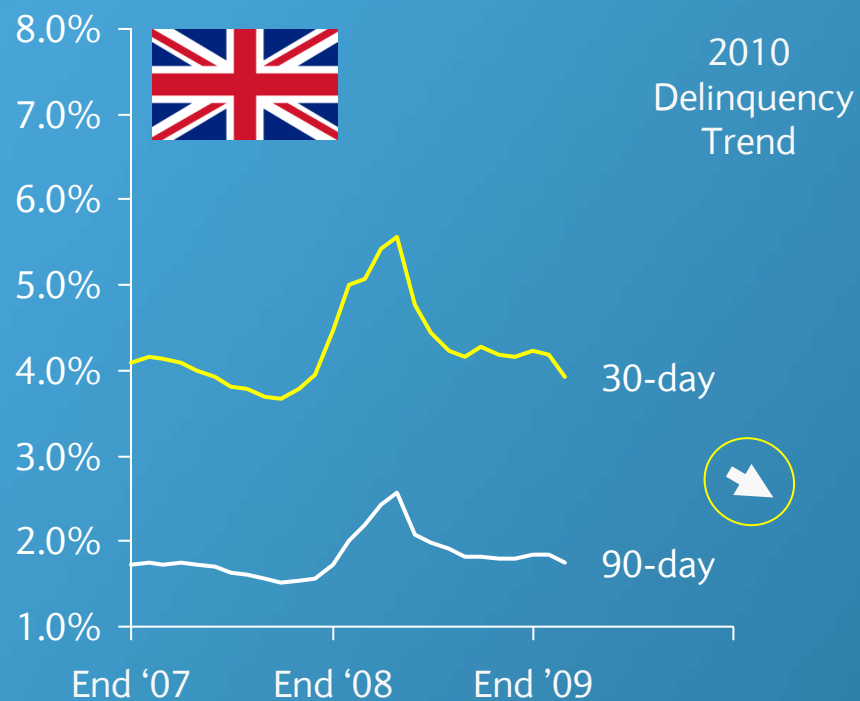
## Charge-off trends



Note: UK comparison is based on weighted average of securitisation portfolios (RBS, MBNA, CapOne, HSBC)  
US is data from Visa benchmark study with 6 of the top 7 US issuers in the peer group

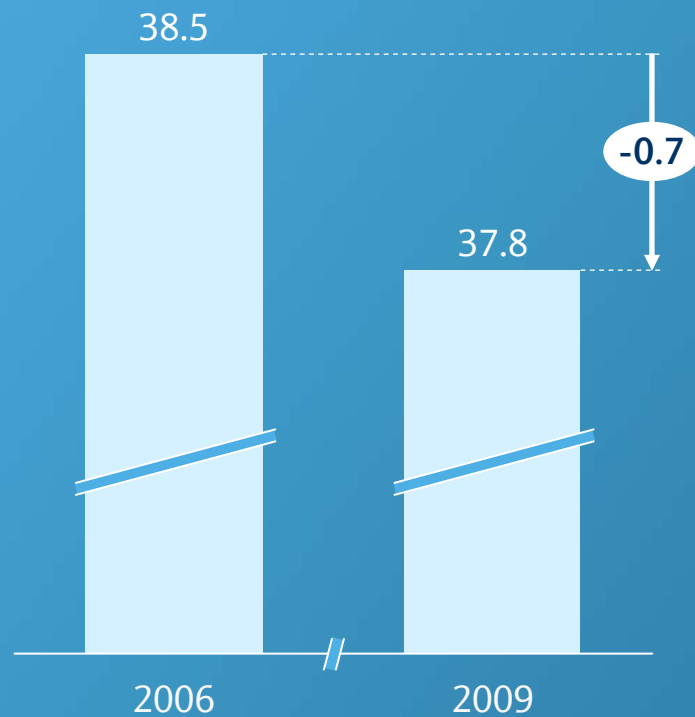
# Strong risk management...

Barclaycard 30 and 90 day delinquency trends (%)

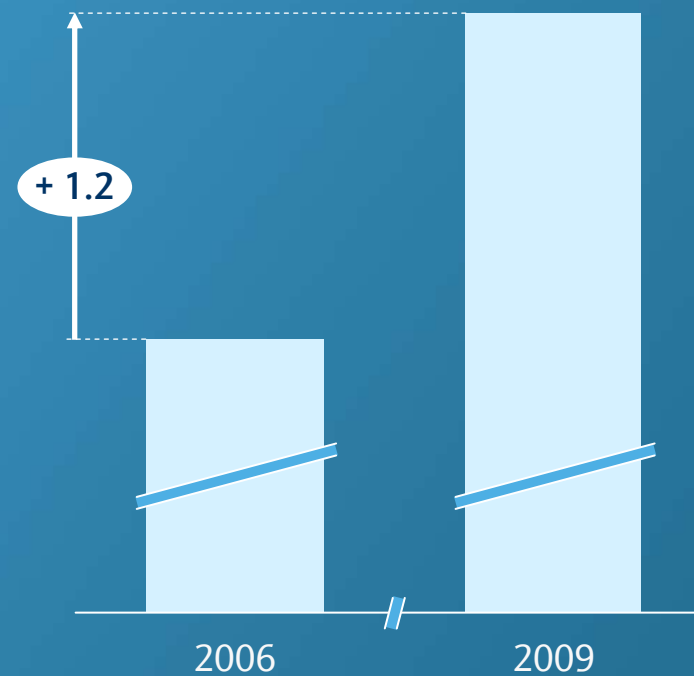


## ...cost control and investment for the future

Cost : Income Ratio  
(%)



Gross Investments<sup>(1)</sup> : Income Ratio  
(%)



# Barclaycard priorities

LIVES MADE MUCH EASIER

Leading  
positions in  
existing  
markets

Product  
diversification  
beyond  
consumer  
credit cards

Leadership  
in  
payment  
innovation

Enabled by rigorous risk and cost management

- Strong compound annual profit growth
- Continued growth in existing markets
- Continued product, customer and income diversification
- Payment innovation