Context: UK Powerhouse

Personal & Corporate Banking
43% of Core Barclays PBT

PBT: £3.3bn
RoE: 13.7%
Footings >half a trillion GBP
16m Personal Customers
885k Corporate Businesses

Scale
Diversified
Unique

Corporate
Personal
Wealth
Mortgages

1. Structural Elements
2. Operating Environment

Financials - FY 2014 Excluding CTA
Today’s Story, Not Tomorrow’s Promise

Evolving virtual and digital technologies
To create differentiated client and customer experiences
Financial Services Partner for the UK Ecosystem

- **Corporate**
  - Best positioned bank in the
defined time zone corridor
  (UK / Europe / Africa)

- **Personal**
  - Best positioned bank for
  individuals economically vested
  in the UK

- **All UK companies**

- **UK company subsidiaries
  overseas**

- **Foreign companies doing
  business with the UK**

- **British nationals overseas**

- **Individuals who wish to
  participate in the security and
  safety of the UK**

North-South Corridor