



Think Digital, Think Barclays UK



Ashok Vaswani, Chief Executive Officer

WHAT DOES BUK LOOK LIKE?



24 million
customers
and clients



Retail,
Business,
Wealth and
UK Cards



£1.8bn
Income

Q118



£581 m
PBT

Q118 (excluding L&C)



15.7%
RoTE

Q118 (excluding L&C)

OUR WORLD IS CHANGING

TECHNOLOGICAL
INNOVATION

RISING LEVEL OF ADOPTION

GROWING CUSTOMER
EXPECTATIONS

INCREASING REGULATORY
FOCUS

DIGITAL TRANSFORMATION

THE WAY WE DO
BUSINESS

CUSTOMER CENTRICITY

#TRULYCONNECTEDFINANCE

Think Digital, Think Barclays UK



Front end digitisation

Ruchir Rodrigues
Head of Digital



Automation

Raheel Ahmed
Head of Customer Channels, Experience and Engagement



Data

Catherine McGrath
Head of Current Accounts, Payments, Insurance and Information Business



Engineering

Suresh Viswanathan
Chief Operating Officer



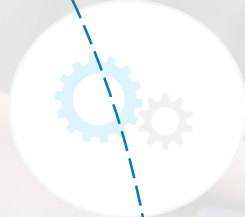
Culture and trust

Ashok Vaswani
Chief Executive Officer

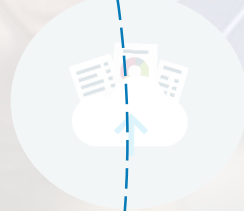


Ruchir Rodrigues, Head of Digital

Front end digitisation



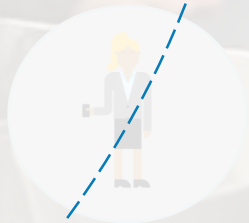
Automation



Data



Engineering



Culture and
Trust

- Transforming customer journeys
- Personalised and connected experiences
- Integrated human touch

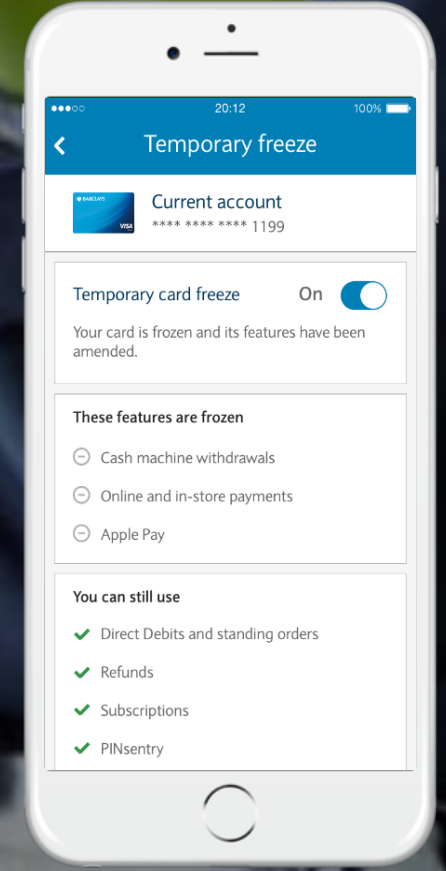
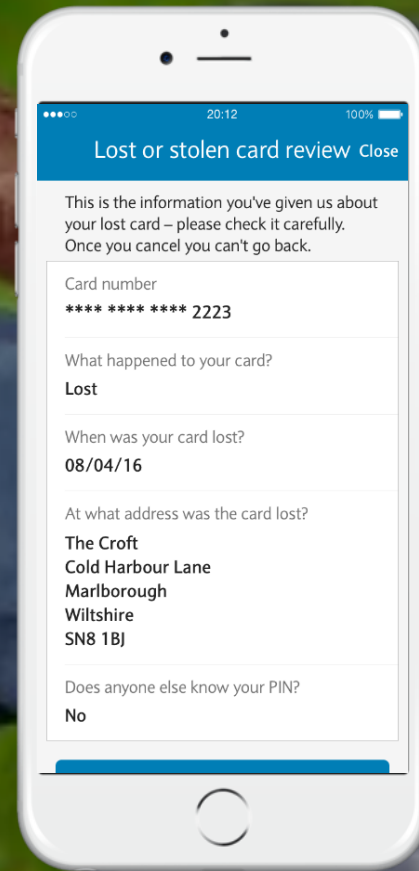
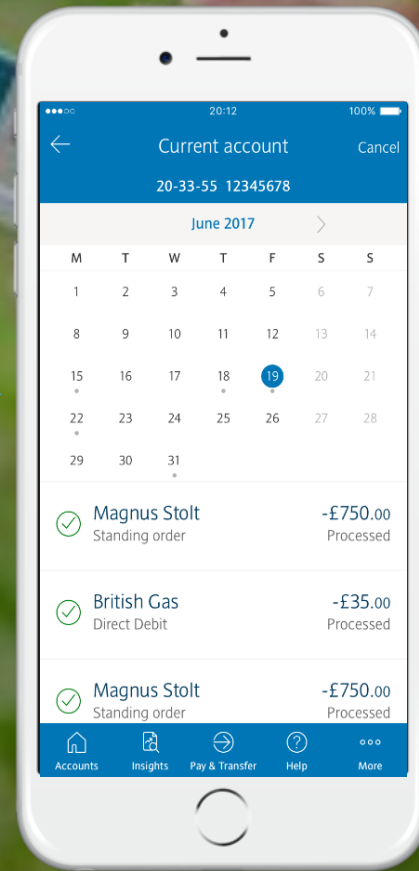
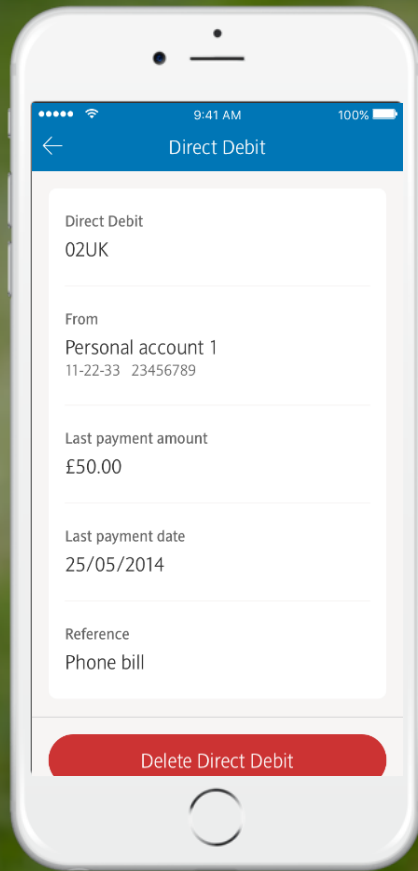
-
- Smartphone penetration in UK of up to 95% by 2022
 - 87% of all journeys start via a digital channel
-

We have the
UK's #1
Banking App

Most used
Banking App in
the UK

Transforming customer journey

Redesigning transactional journeys to be simple, intuitive and delightful with instant gratification



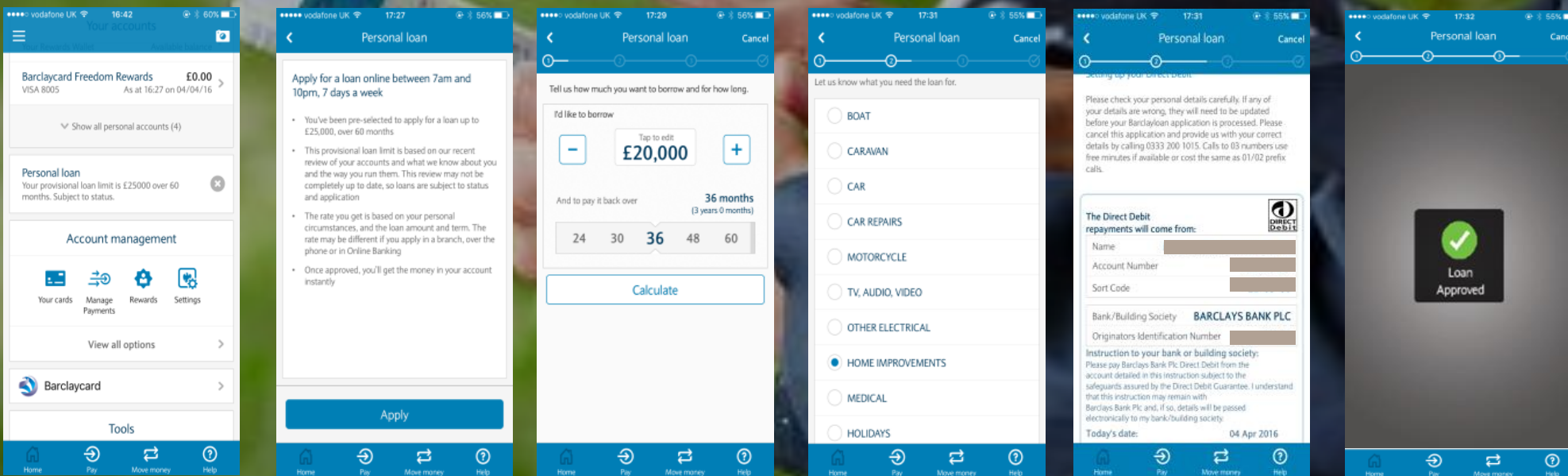
Amend Direct Debits

Report Lost/Stolen Card

Transforming customer journeys

Redesigning product journeys for our customers

PERSONAL LENDING DIGITAL JOURNEY



6 DAYS TO 6 CLICKS

320% value increase (2013 – 2017)

58% of all personal lending originates and fulfils digitally

Exponential growth in customer engagement

Over 7.4 million customers now banking securely on-the-go

of interactions

1.7bn
2017

83.3m
2012



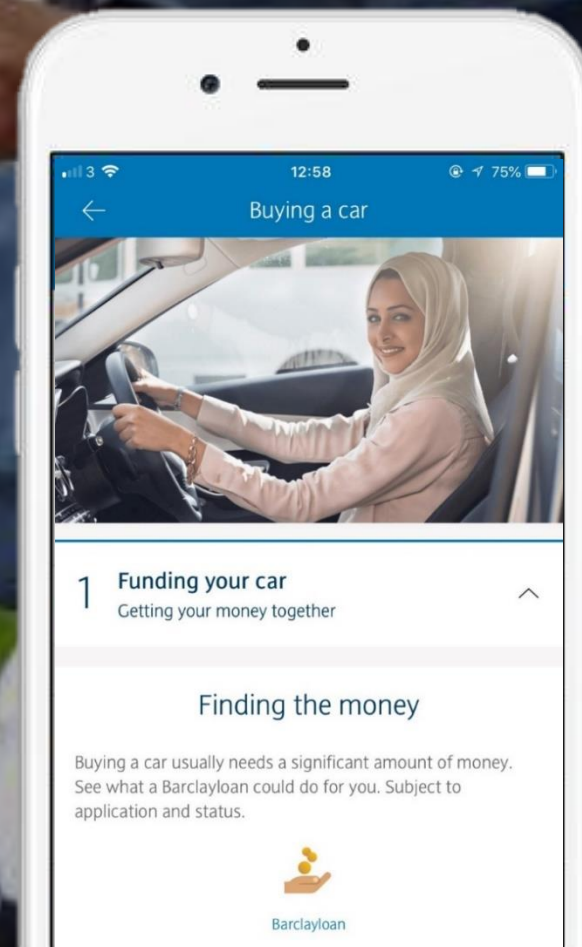
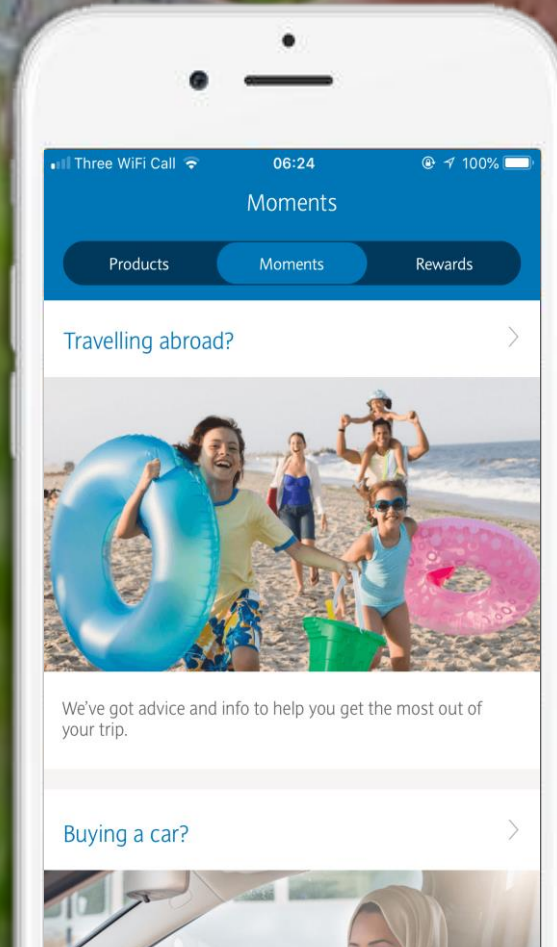
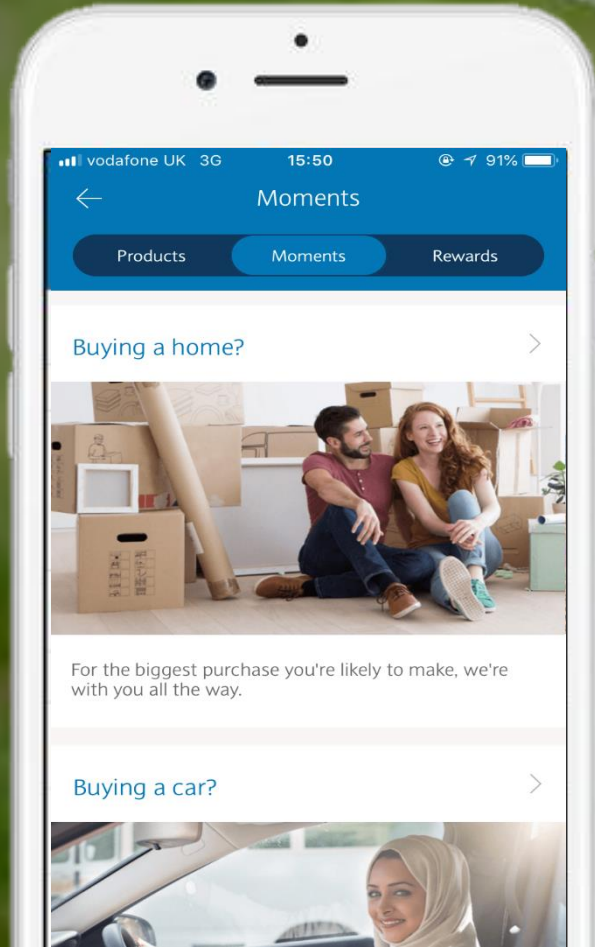
Over 120 journeys transformed...

- + Smart Call
- + Video Banking
- + Mobile Cheque Deposit
- + Pingit P2P
- + Siri Payments
- + Mobile Contactless Payment
- + Cloud It
- + Lost and Stolen Card
- + View Credit Score
- + Change ATM Limits
- + Amend credit limits

...with
**several
industry
firsts**

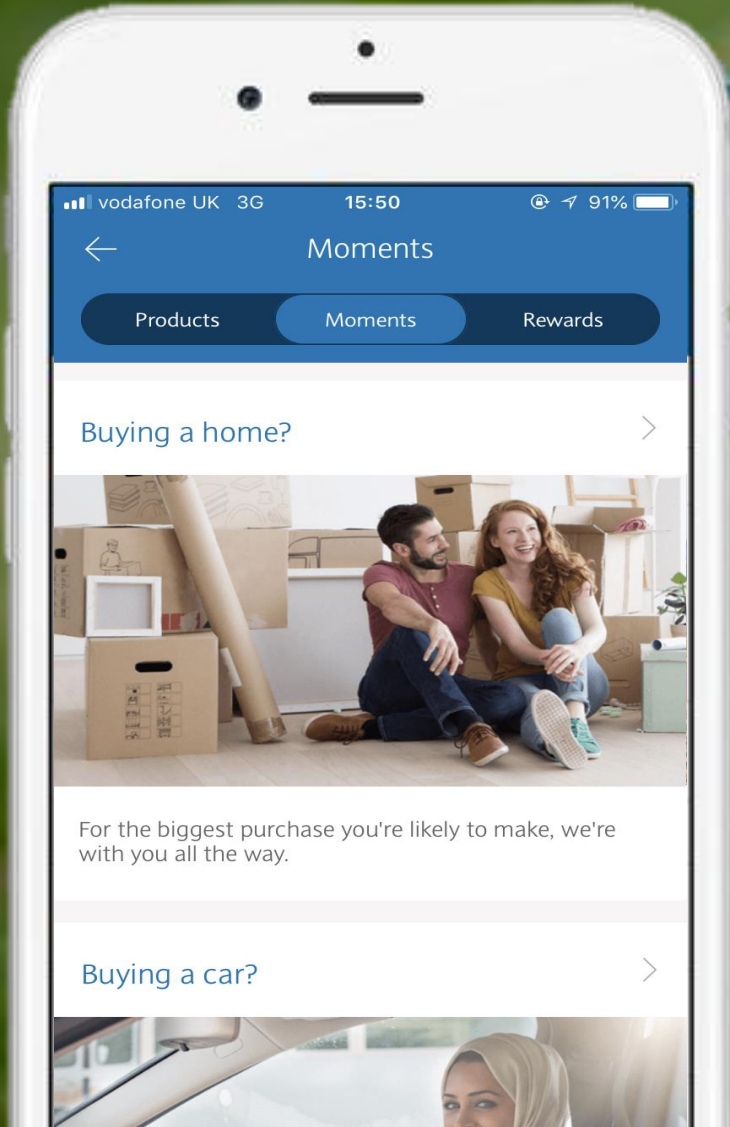
Personalised and connected experiences

Using relevant life moments, we are able to deliver personalised and connected experiences



Personalised and connected experiences

Using relevant life moments, we are able to deliver personalised and connected experiences

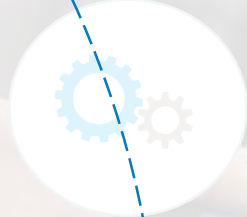


+125%
Home
insurance
solutions

+96%
Savings
solutions

+300%
Cashback
rewards

Front end digitisation



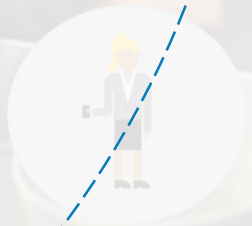
Automation



Data



Engineering



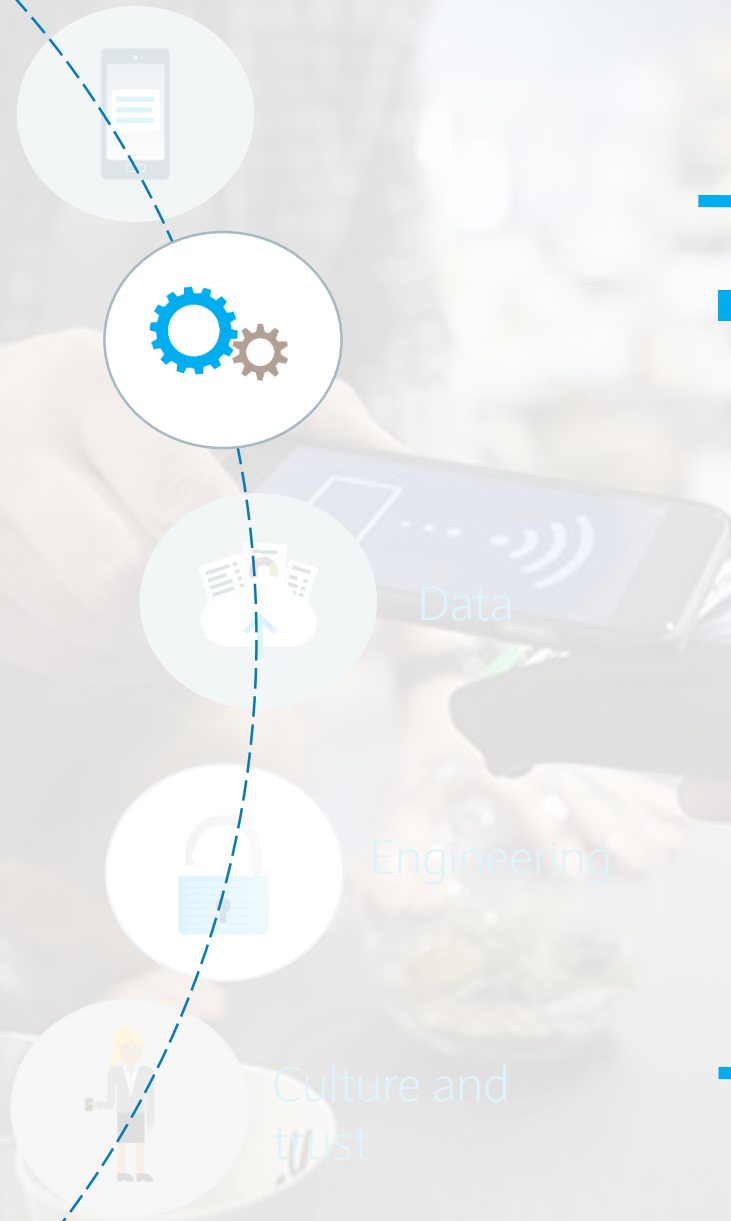
Culture and
trust

- Transforming customer journeys
- Personalised and connected experiences
- Integrated human touch



Raheel Ahmed, Head of Customer Channels,
Experience and Engagement

Automation



- Driving Automation to deliver deeper customer engagement and scalability

>2 BILLION
INTERACTIONS EVERY YEAR

THROUGH AUTOMATION IN:

- Digital
- Physical channels
- Virtual channels

89% TRANSACTIONS
AUTOMATED

10% FIRST POINT OF
CONTACT RESOLUTION

1% BACK OFFICE

- #1 Digital Engagement in the UK
- #1 in Branch Automation Usage

Automating Simple Transactions & Customer Servicing

To remove effort for customers, improve efficiency and contain costs

~200m

Colleague supported transactions removed

> 8600

Less colleagues handling transactions

~110

Unique transactions on BMB

404

Fewer branches

~85%

Of in branch transactions available in virtual

~4.8m

Digital only customers

~0%

Marginal Cost of Transactions

Reinvesting the Gains from Automation

Think Digital, Think BUK

— Digital — APIs — Chatbot —

Growth in Customer Engagement

Shift from reactive to proactive

Monarch
Airlines

+111%

Interactions with customers
about important life
moments

Automation

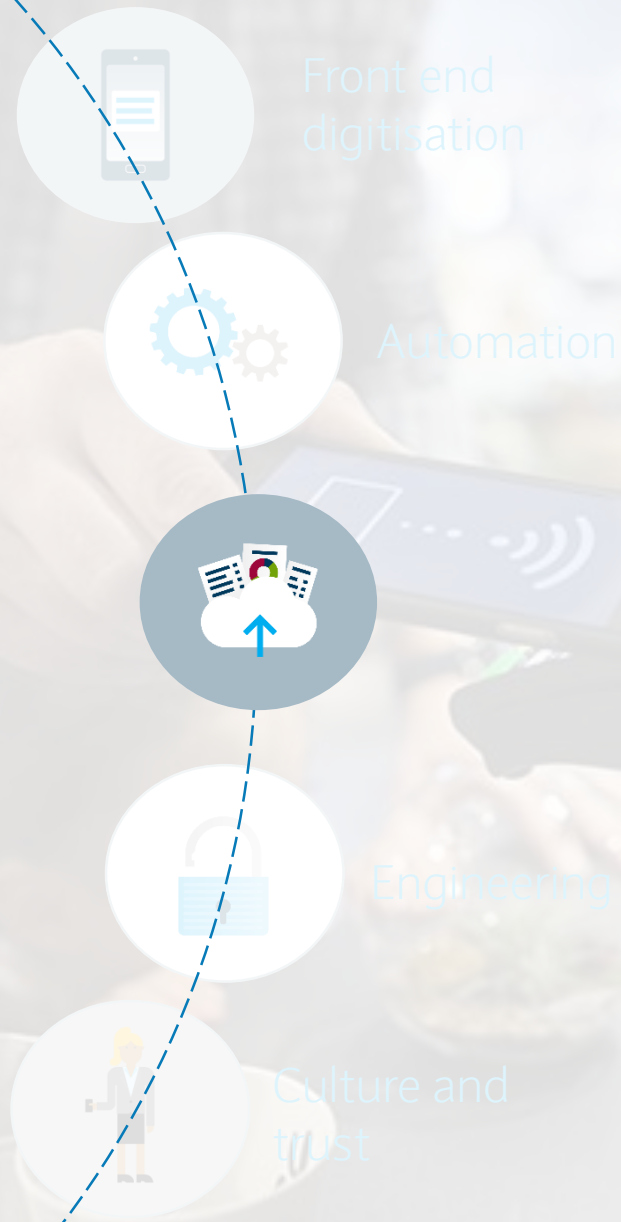


- Driving Automation to deliver deeper customer engagement and scalability



Catherine McGrath, Head of Current Accounts,
Payments, Insurance and Information Business

Data



- Digital to data
- Personalisation at scale
- Strategic aggregation
- Partnerships
- Connectedness

RICHNESS OF DATA

STANDOUT ANALYTICAL
CAPABILITIES

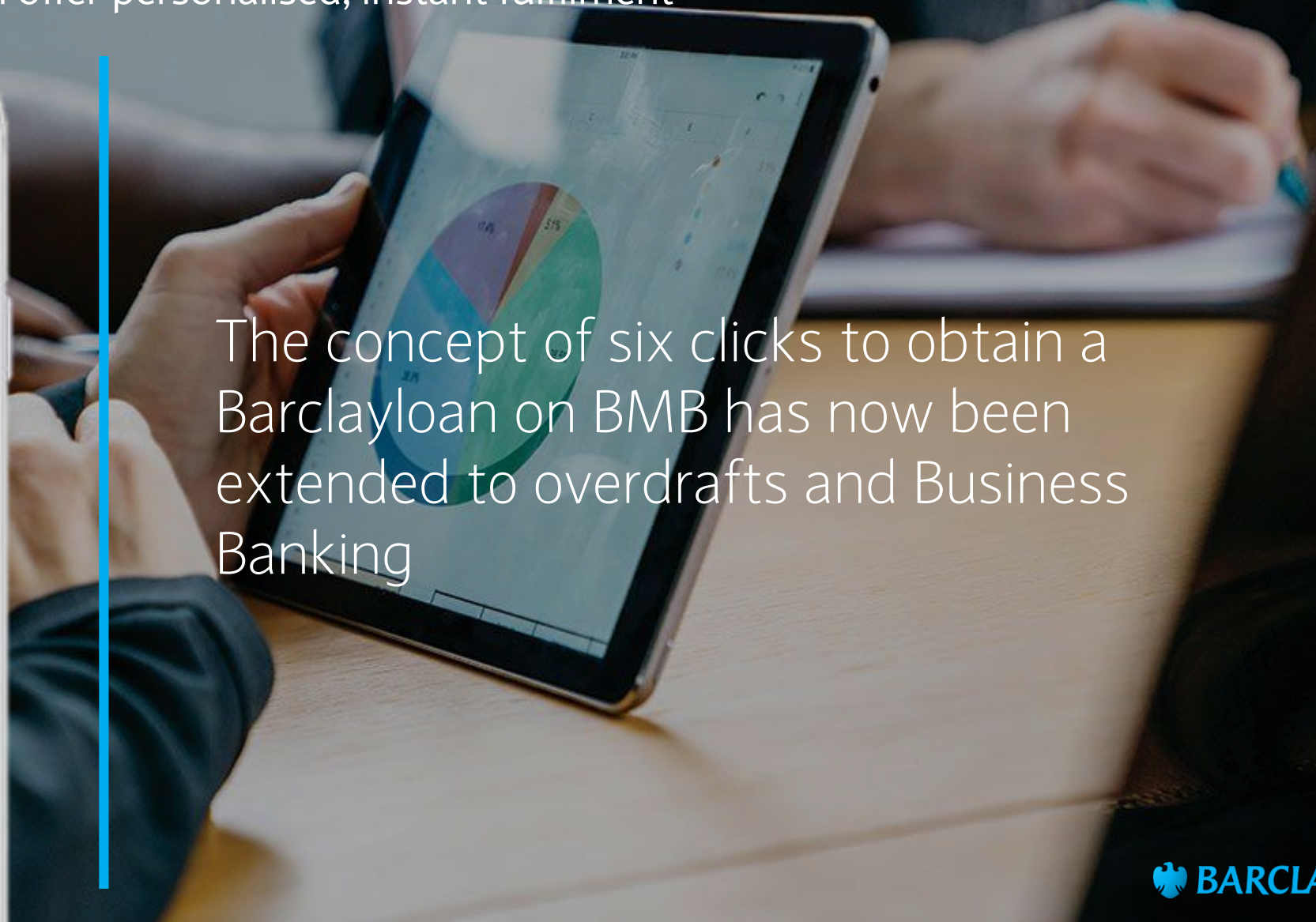
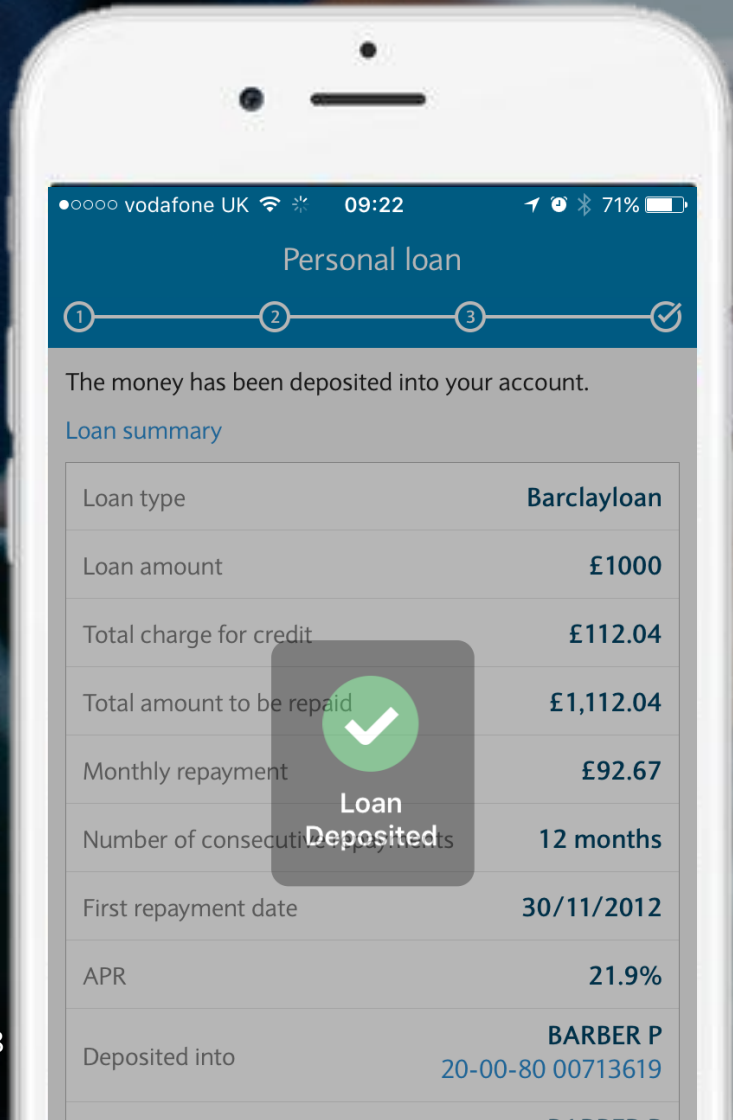
DIGITAL EXPERIENCES

EXPONENTIAL GROWTH



Personalisation at scale

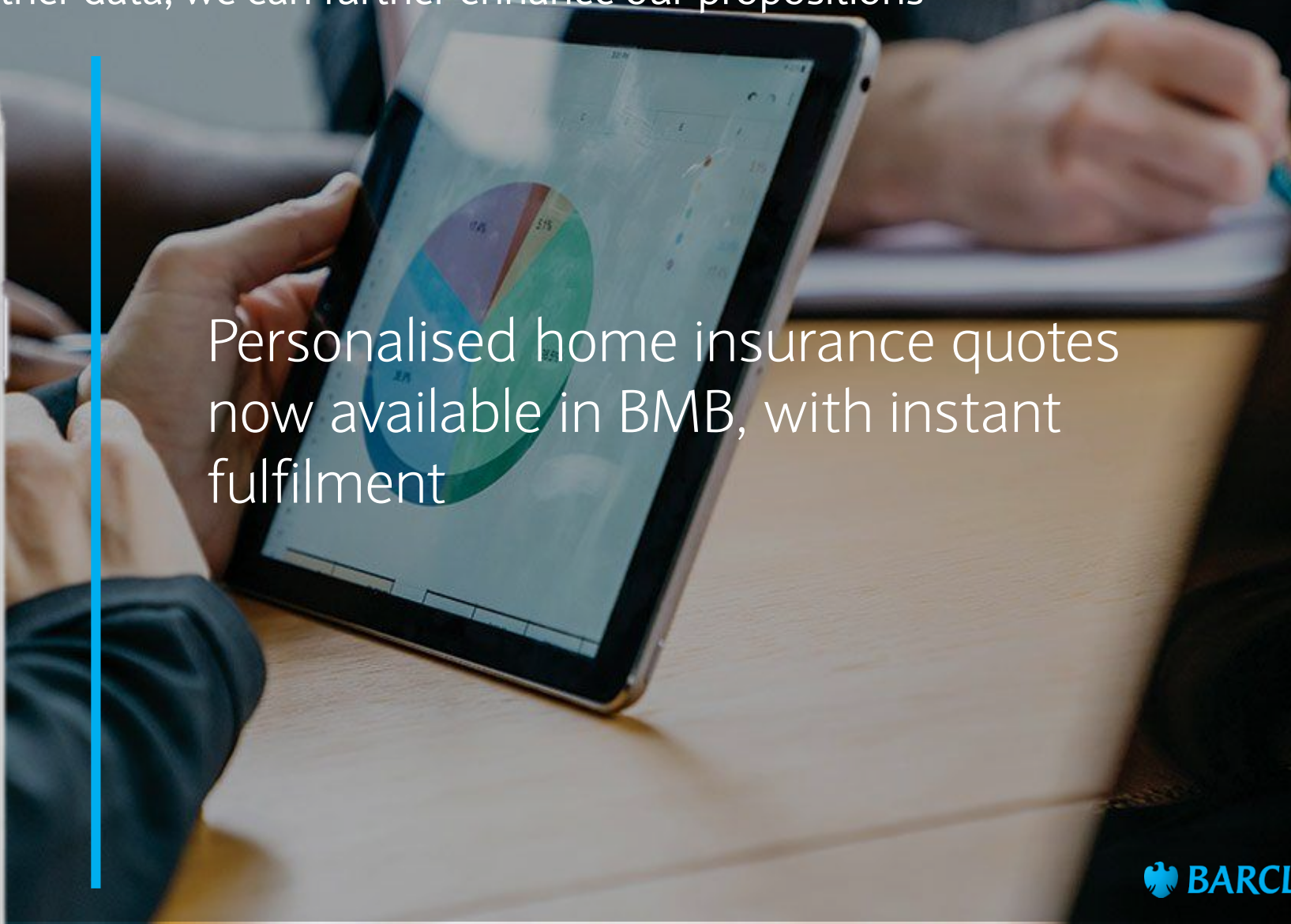
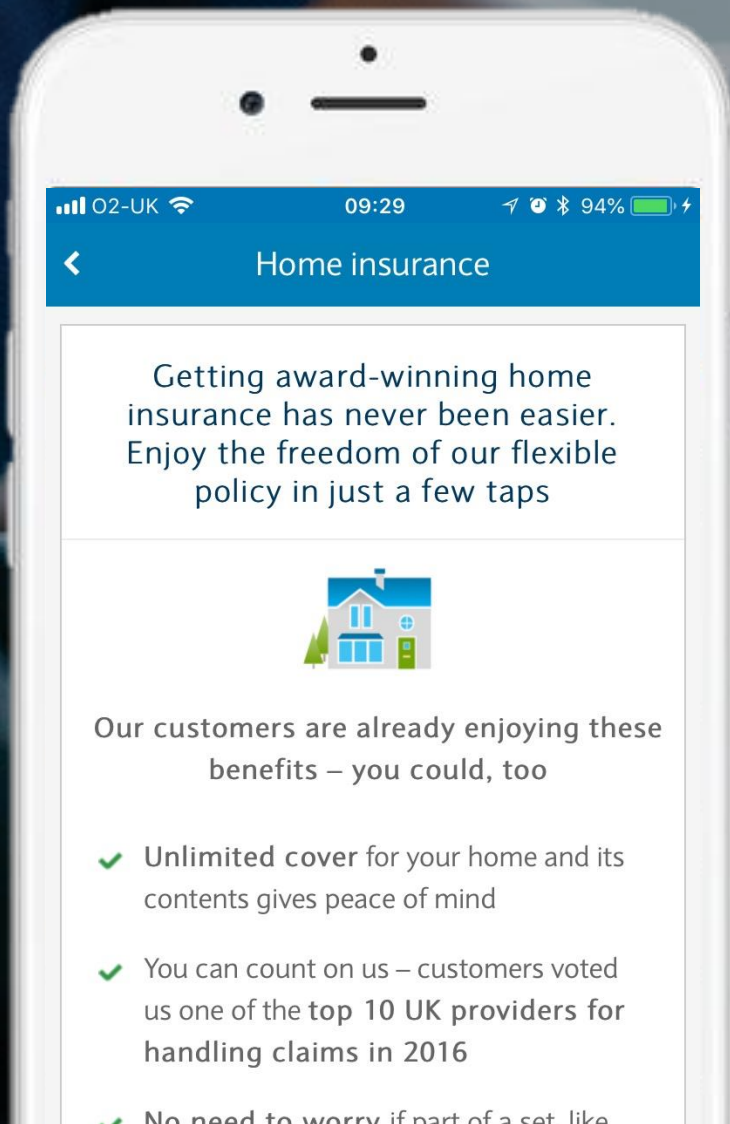
By leveraging our data, we can offer personalised, instant fulfilment



The concept of six clicks to obtain a Barclayloan on BMB has now been extended to overdrafts and Business Banking

Personalisation at scale

By leveraging our data and partner data, we can further enhance our propositions

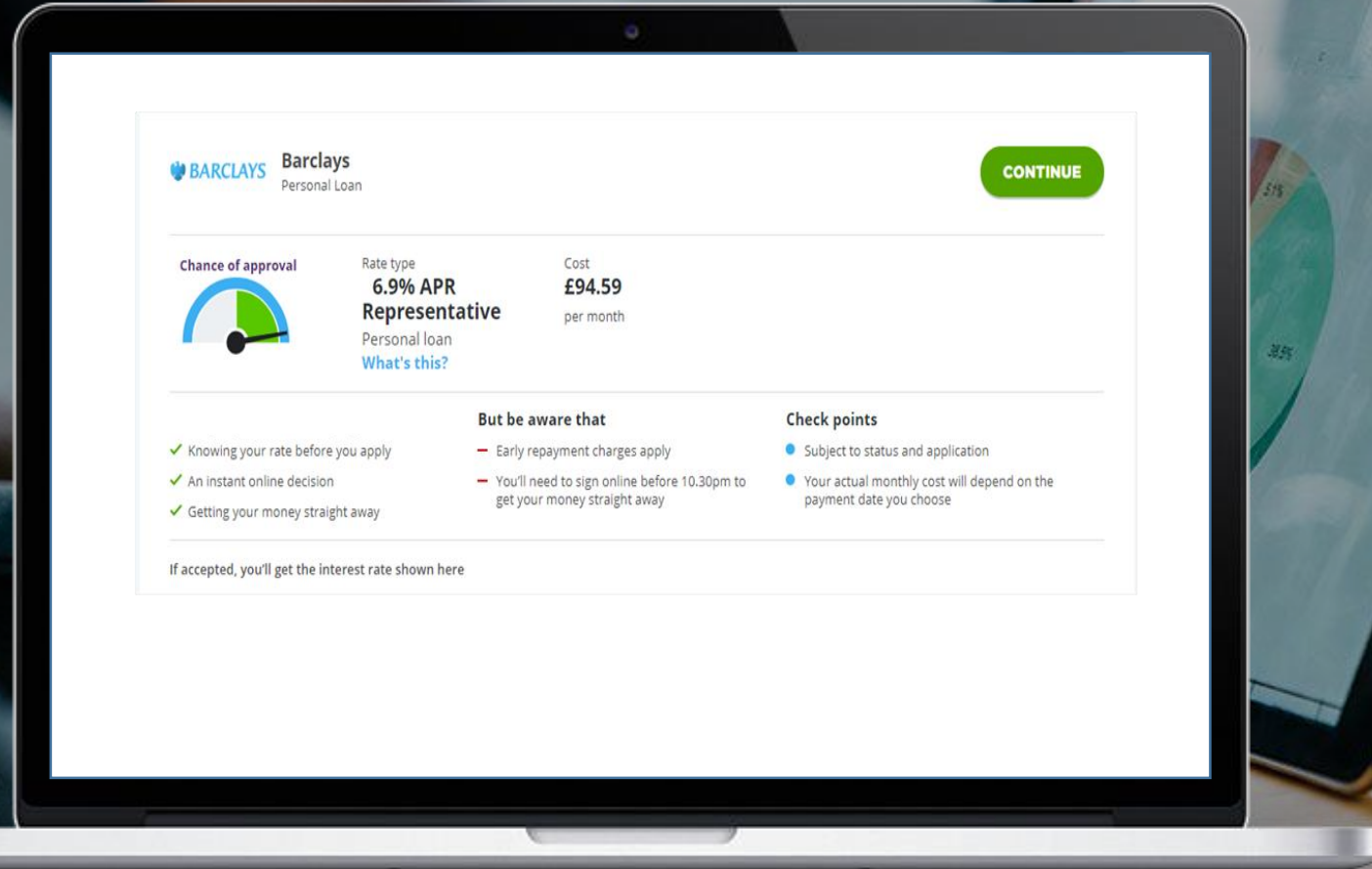


Personalised home insurance quotes now available in BMB, with instant fulfilment

Coming
Soon

Personalisation at scale

By leveraging our data and APIs, we can go off our estate



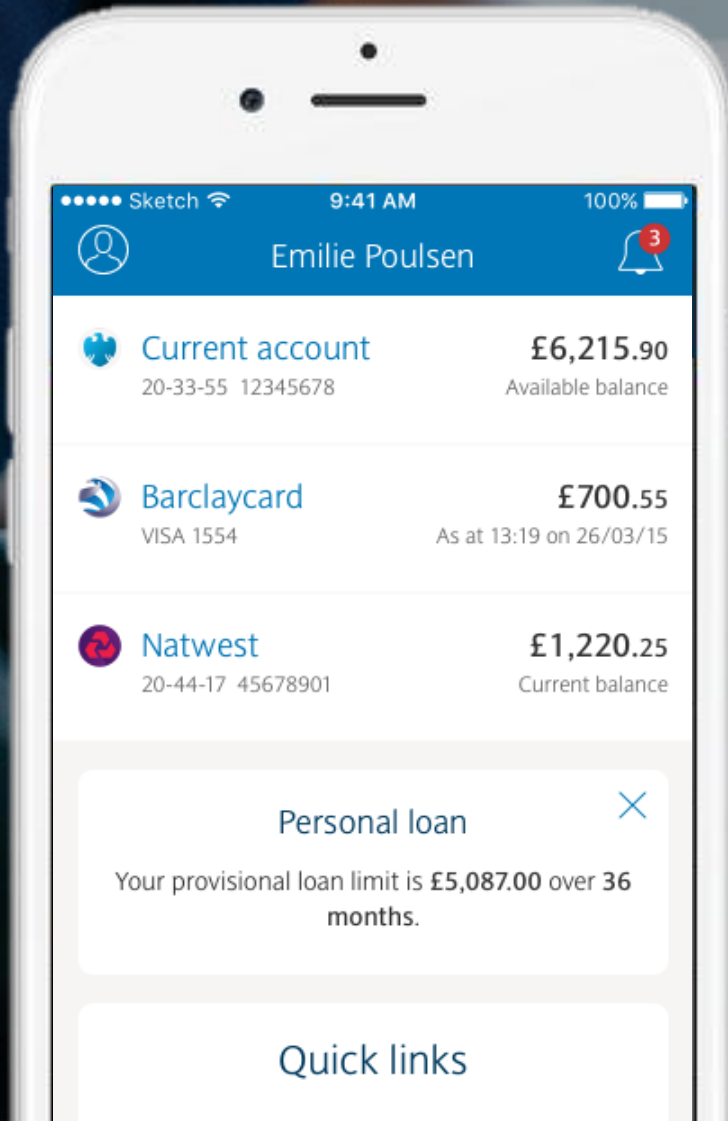
Offering pre-selected loans where our customers are

Strategic Aggregation

Think Digital, Think BUK

Coming
Soon

By leveraging our data, partner data and our customers choosing to bring their data to us, we can further aggregate data for our customers



NO SEPARATE APP

NO LOGIN DETAILS SHARED

USING APIs TO BRING
FINANCES TOGETHER

Trialling with our customers in the next two months

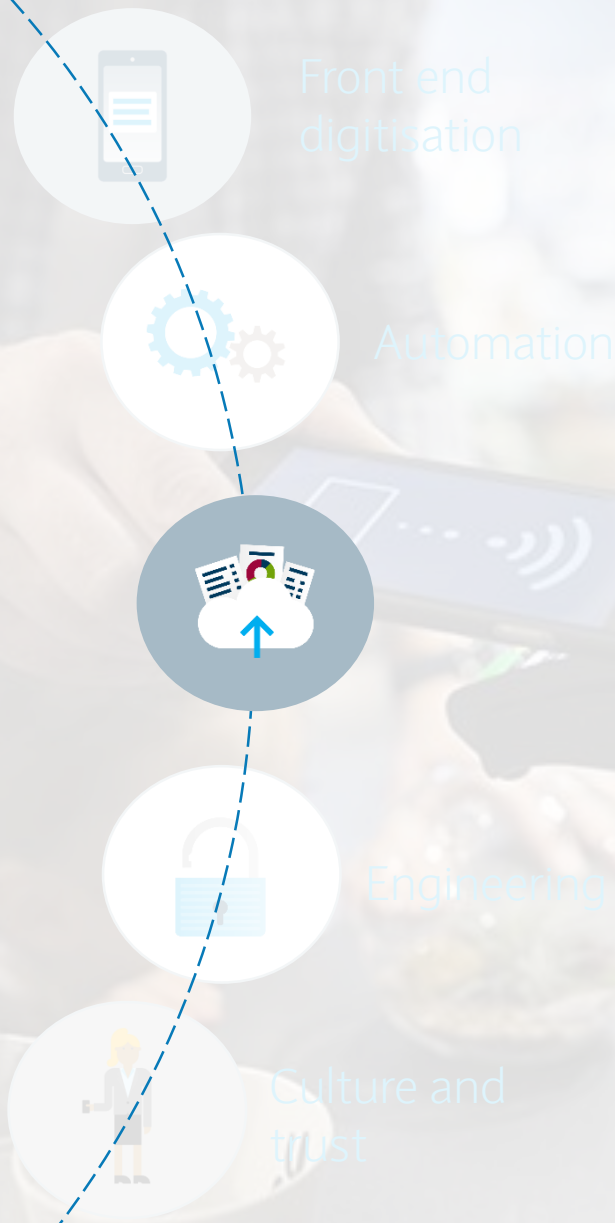
STRATEGIC PARTNERSHIPS

ENHANCE DIGITAL
JOURNEYS

CREATING RELATIONSHIPS

IMPROVING CUSTOMER
EXPERIENCE

Data



- Digital to data
- Personalisation at scale
- Strategic aggregation
- Partnerships
- Connectedness

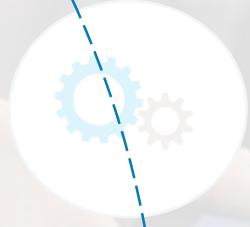


Suresh Viswanathan, Chief Operating Officer

Engineering



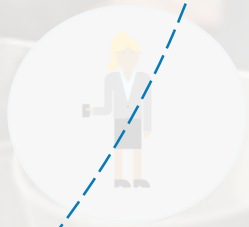
Front end
digitisation



Automation



Data



Culture and
trust

-
- Keeping customers safe
 - Less is more
 - Do it once
 - Data driven operations
-

ENGINEERING

KEEPING CUSTOMERS SAFE

- Self Healing, Mobile, Desktop & Server Telemetry
- Investment in Cyber
- Balancing Personalisation With Regulation

ENGINEERING

LESS IS MORE

- From 1,075 Applications in 2015 to 550 in 2018
- Shared Platforms

ENGINEERING

DO IT ONCE

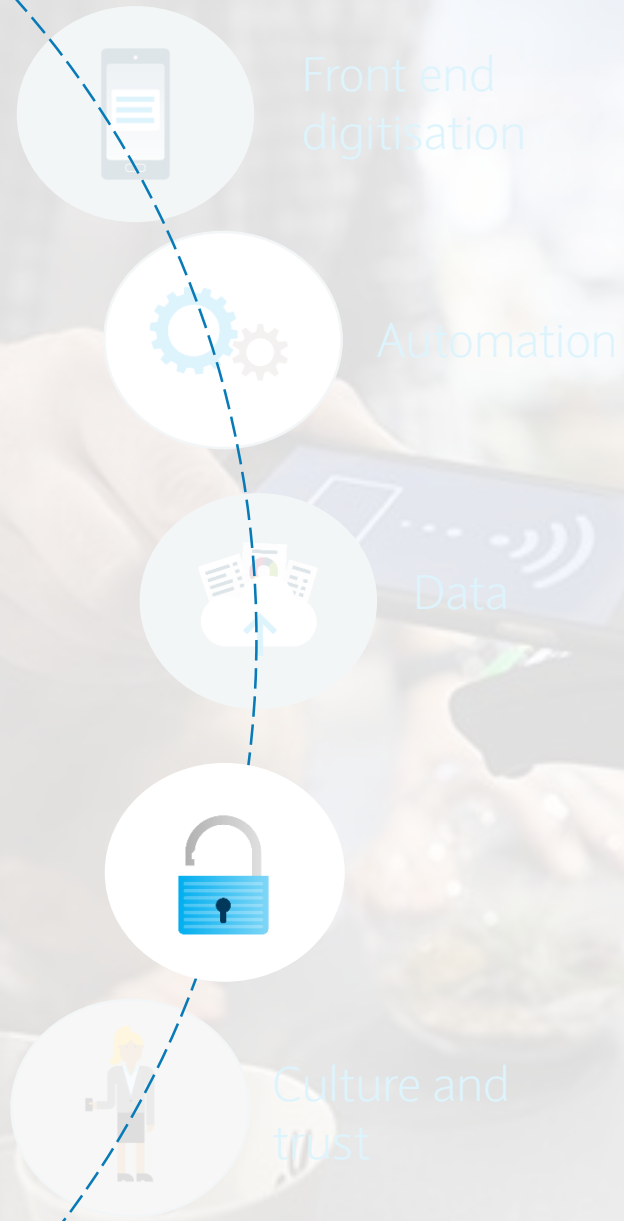
- Colleague = Customer
- Deploy Across Multiple Channels

ENGINEERING

DATA DRIVEN OPERATIONS

- Customer Obsessed
 - Ops Tech vs. Tech Ops
-

Engineering

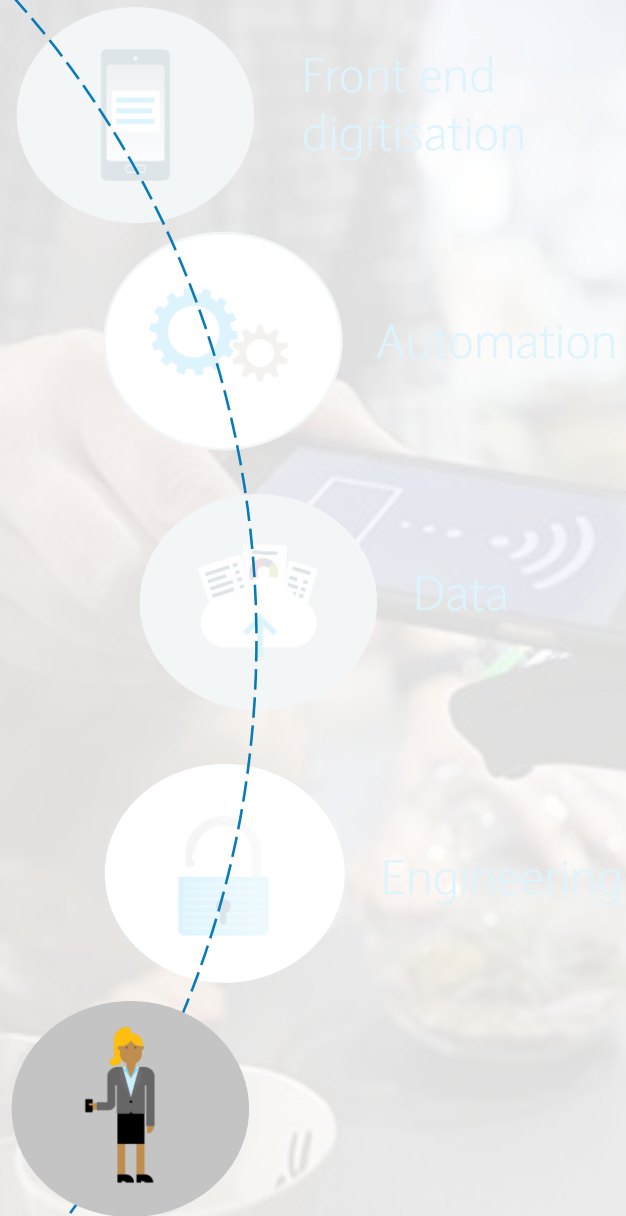


-
- Keeping customers safe
 - Less is more
 - Do it once
 - Data driven operations
-



Ashok Vaswani, Chief Executive Officer

Culture & Trust



- Right culture and talent to deliver a 21st century bank
- Building customer trust

#DIGISAFE

OVER 4.8 MILLION CUSTOMERS
took action to keep themselves digitally safe

Digital Eagles

DIGITAL EAGLES

NATIONWIDE NETWORK OF DIGITAL EAGLES

helping our customers adapt to the rapidly developing digital world around us

FUTURE WORKFORCE

INVESTING IN OUR COLLEAGUES
to provide the skills and knowledge needed for the
future



Eagle Lab



EAGLE LABS

17 EAGLE LABS ACROSS THE UK

providing a robust mix of 'maker spaces', to enable the quick and easy creation of prototypes through digital fabrication; and 'incubator' spaces, to help fledgling businesses to create, innovate and grow

WHAT
DOES ALL
THIS ADD
UP TO?



Shape of our business has changed

£m	2015	2016	2017
Income	7,343	7,366	7,383
Impairment	(706)	(896)	(783)
Costs	(3,917)	(3,882)	(4,148)
PBT	2,720	2,587	2,447
ROTE (%)	21.1%	19.3%	17.3%

Income

- + Balance sheet growth
- + NIM discipline
- Unsustainable revenue
- Regulatory Changes
- Macro and margin compression

Impairment

- + Connectedness

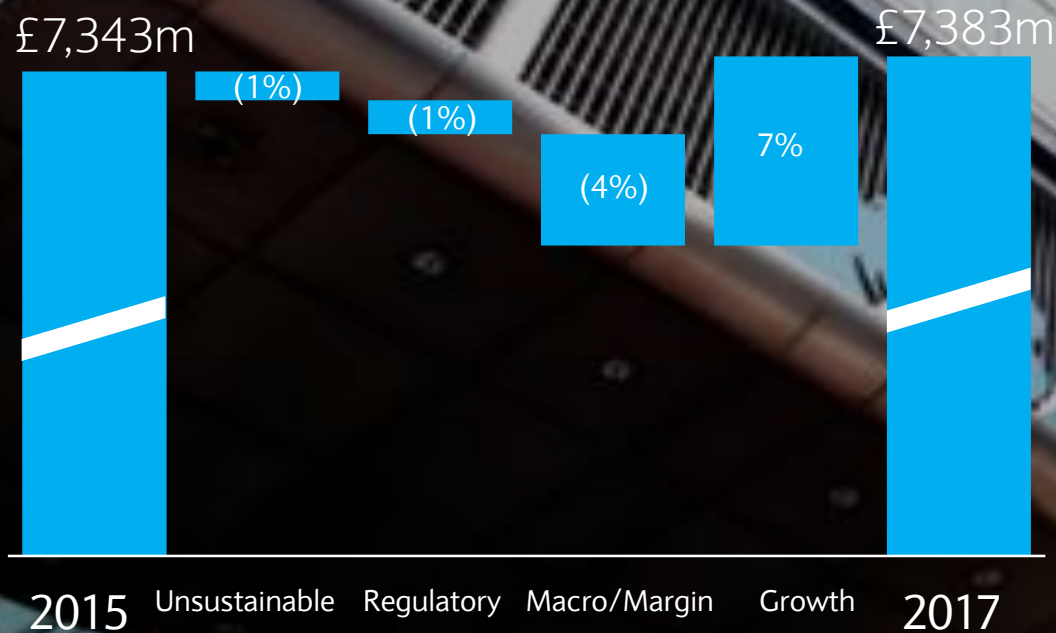
Costs

- + FTE reduction
- + Automation
- + Branch optimisation
- Digital investment
- Cyber and resilience
- Ring Fence bank

Financials exclude material items but includes the cost and impacts of SRP. PBT includes other net income. Material items excluded: PPI (£2,077m FY15, £1,000m FY16, £700m FY17); Other customer redress (£355m FY15; Pension valuation gain (£296m FY15) and the gain on disposal of Barclays' share of Visa Europe Limited (£151m FY16); PBT and ROTE are impacted by the change in tax rate in 2016 and the perimeter impact of the RFB in 2017

Sustainable income generation through digital transformation

Reshaping the business



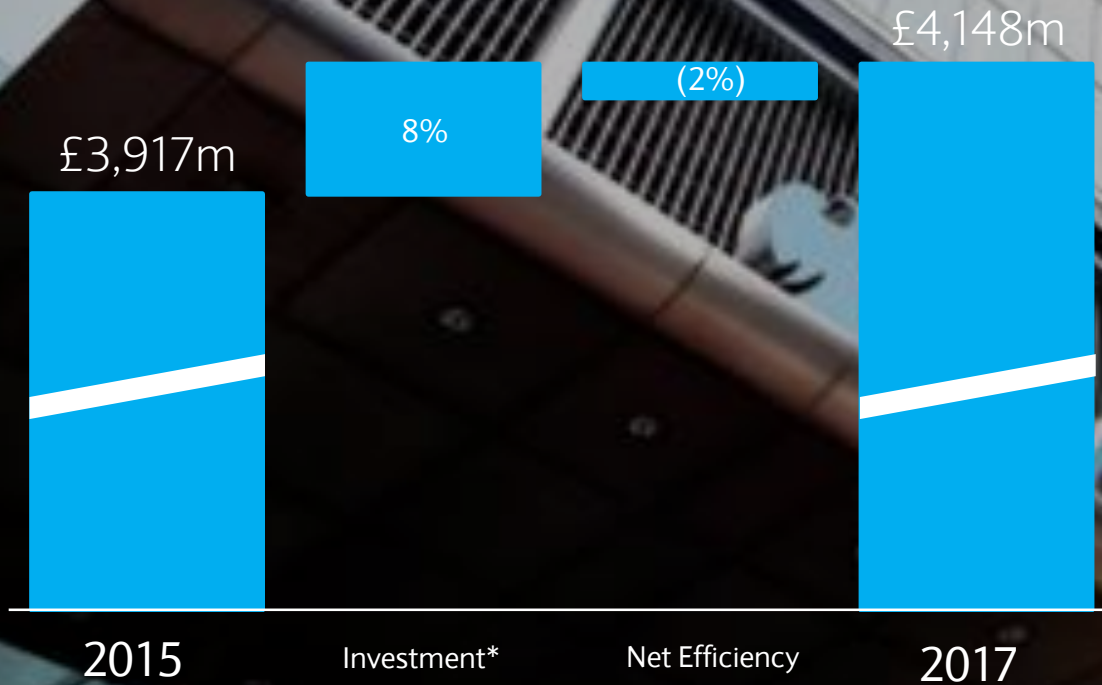
Q118 Retail Digital Origination



Digital Current Account Growth

Funding digital transformation

Funding the transformation



* Investment includes digital, cyber, SRP and other restructuring

Investment

Digital FTE
+22%

Digital Estate
+50%

Tech Cost incl. cyber
+38%

Efficiency

Branch FTE
-4%

Automated transactions
+10%

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Notes

Page	Term	Note
3	PBT and RoTE	Profit before tax and Return on Tangible Equity exclude litigation and conduct charges
9	Smartphone penetration	Source: Deloitte, Global Mobile Consumer Survey 2017
9	Journeys started via digital channel	Source: SAP Customer Activity Repository May 17 Omni-Channel Customer Engagement
10	UK's #1 Banking App	Source: The Forrester Banking Wave™: European Mobile Apps, Q2 2018
10	Most used banking app in the UK	eBenchmarkers November 2017 Mobile Banking
13	# of interactions	Interactions volumes consist of the number of logins to Mobile Banking, Barclaycard app and online, and Pingit
15	Home insurance solutions increase	Year to May 18 YoY increase through Digital
15	Savings solutions increase	
19	Interactions every year	Interactions volumes consist of: <ul style="list-style-type: none"> • The number of logins to Mobile Banking, Online Banking, Barclaycard app and online, and Pingit • Call volumes handled through virtual channels including non-voice and IVR contained • Customers Identified and verified in Branch • Customers accessing their Barclays account through the post office counter
20	Transactions automated	Where customer has completed a servicing transaction on their account through online, mobile, automated telephony and automated devices in branch. Period: January to May 2018
20	First point of contact resolution	Transactions resolved or completed for the customer at their first point of contact with Barclays. Period: January to May 2018
20	Back office	Transactions that are handed off to a back office for further processing. Period: January to May 2018
20	#1 Digital engagement	Source: eBenchmarkers - October 2017
20	#1 in branch automation usage	
21	Colleague supported transactions	Transactions supported by colleagues in branch and virtual, includes counter transactions, calls to agent, in branch servicing. Period: 2012 to date
21	Digital only	Customers that exclusively use our digital channel in the last 3 months
21	404 fewer branches	Period: 2013 to 2018 YTD
21	0% marginal cost	As we take on new customers, we can handle their transactions through digital channels with negligible additional costs
23	Moment interactions	Period: 2018 YTD YoY
49	Retail digital origination	Refers to digital lending by value for loans and cards (cards incl. new lending and transfers to bank /balance transfers for existing customers), digital rate switches by value for Mortgages and 3 month on book stock value for overdrafts
50	Investment / Efficiency	Percentages represent increases from 2015 to 2017

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Important Notice

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This document contains certain forward-looking statements within the meaning of Section 21E of the US Securities Exchange Act of 1934, as amended, and Section 27A of the US Securities Act of 1933, as amended, with respect to the Group. Barclays cautions readers that no forward-looking statement is a guarantee of future performance and that actual results or other financial condition or performance measures could differ materially from those contained in the forward-looking statements. These forward-looking statements can be identified by the fact that they do not relate only to historical or current facts. Forward-looking statements sometimes use words such as 'may', 'will', 'seek', 'continue', 'aim', 'anticipate', 'target', 'projected', 'expect', 'estimate', 'intend', 'plan', 'goal', 'believe', 'achieve' or other words of similar meaning. Examples of forward-looking statements include, among others, statements or guidance regarding or relating to the Group's future financial position, income growth, assets, impairment charges, provisions, business strategy, structural reform, capital, leverage and other regulatory ratios, payment of dividends (including dividend payout ratios and expected payment strategies), projected levels of growth in the banking and financial markets, projected costs or savings, any commitments and targets and the impact of any regulatory deconsolidation resulting from the sell down of the Group's interest in Barclays Africa Group Limited, estimates of capital expenditures and plans and objectives for future operations, projected employee numbers, IFRS 9 impacts and other statements that are not historical fact. By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances. These may be affected by changes in legislation, the development of standards and interpretations under International Financial Reporting Standards including the implementation of IFRS 9, evolving practices with regard to the interpretation and application of accounting and regulatory standards, the outcome of current and future legal proceedings and regulatory investigations, future levels of conduct provisions, the policies and actions of governmental and regulatory authorities, geopolitical risks and the impact of competition. In addition, factors including (but not limited to) the following may have an effect: capital, leverage and other regulatory rules (including with regard to the future structure of the Group) applicable to past, current and future periods; UK, US, Africa, Eurozone and global macroeconomic and business conditions; the effects of continued volatility in credit markets; market related risks such as changes in interest rates and foreign exchange rates; effects of changes in valuation of credit market exposures; changes in valuation of issued securities; volatility in capital markets; changes in credit ratings of any entities within the Group or any securities issued by such entities; the potential for one or more countries exiting the Eurozone; the implications of the exercise by the United Kingdom of Article 50 of the Treaty of Lisbon and the disruption that may result in the UK and globally from the withdrawal of the United Kingdom from the European Union and the success of future acquisitions, disposals and other strategic transactions. A number of these influences and factors are beyond the Group's control. As a result, the Group's actual future results, dividend payments, and capital and leverage ratios may differ materially from the plans, goals, expectations and guidance set forth in the Group's forward-looking statements. Additional risks and factors which may impact the Group's future financial condition and performance are identified in our filings with the SEC (including, without limitation, our annual report on form 20-F for the fiscal year ended 31 December 2017), which are available on the SEC's website at www.sec.gov.

Subject to our obligations under the applicable laws and regulations of the United Kingdom and the United States in relation to disclosure and ongoing information, we undertake no obligation to update publicly or revise any forward-looking statements, whether as a result of new information, future events or otherwise.