JYSKE BANK

Nordea

Virtual Banking Trip

26 March 2025

Strong end to 2024 and historical capital returns

- **Net profit of DKK 5.3bn** at the top of the guidance of DKK 5.0bn-5.3bn for 2024.
- **Highest fee income on record** booked in Q4 amid strong asset mgmt. momentum.
- Largest **dividend** and largest **buyback** in history announced, totalling DKK 3.8bn.

Improved momentum with personal customers

- Increasing and more proactive customer interactions, **improving satisfaction**.
- **Net inflow of customers** in prioritised segments, high private banking demand.
- Highest quarterly **mortgage growth** since 2019 and increased **AuM inflow**.

Outlook for 2025 announced

- **Net profit of DKK 3.8bn-4.6bn** expected for 2025.
- **Core income** impacted by lower policy rates and normalizing value adjustments.
- Outlook for slightly higher **costs** and continued low **cost of risk.**

JYSKE BANK

Virtual Banking Trip

Business, C&I strategy

2028 aspiration and targets

Business Banking

Preferred bank for **business banking clients** that value our proposition of reliability, professionalism, competent advice and responsiveness

Corporate & Institutional Banking

Preferred and reliable bank for **large corporate and institutional clients** within our product and advisory strongholds

#1 In business banking advisory satisfaction[1]

+50% More business client meetings per advisor

Top 3 Ranking in selected criteria supporting strategic focus

+50% Growth in AUM from Institutional clients

+15% Growth in share of wallet[2]

+20% Additional clients in medium businesses and selected large corporates

Note: 1) Measured among Denmark's top 5 banks; 2) Share of wallet measured by ancillary income / lending volume, indexed

Business, Corporate & Institutional Banking Strategy

We will deliver profitable and high-quality growth through initiatives within four strategic pillars

	Business Banking	Corporate & Institutional Banking
Strengthen position	Be a better bank for all and enhance momentum with Medium-sized Business segment and retain existing clients by strengthening position and deepening current relationships	Drive profitable growth in Large Corporates, expand in institutional asset management by deepening relationships, and retain position in market services
Leading advisory	**Professionalise and increase client meeting quality and frequency** through stronger go-to-market approach, performance mgmt. and AI-assisted advisory	**Serve and challenge our clients better** by refining client advisory processes and focusing on their individual needs, and **deploy AI-assisted advisory**
Competitive products	**Serve clients better with complex and international needs** through risk mgmt. and transaction banking solutions and **cross-sell markets** and leasing solutions	**Expand risk advisory solutions to C&I segment, grow asset mgmt.** through deepening client relationships and sustainability as drivers
Next level digital	**Improve client service with better response times and efficiency** through digital solutions powered by AI and data	**Optimise solutions and advisory** through new technologies, AI, and data, delivering tailored data, and by reporting directly to client systems
Impactful marketing	**Position Jyske Bank as a leading, high-value business bank** through stronger positioning, and efficient AI-driven sales and marketing	**Increase market awareness of our strengths** through revamped positioning and networks, engaging contacts as brand ambassadors

JYSKE BANK

Virtual Banking Trip

Personal, Private Banking strategy

2028 aspiration and targets

Personal & Private Banking

Be **the preferred bank** for Affluent Personal customers, Homeowner, Private Banking customers, and Everyday Banking customers

#1

Among Private Banking clients in satisfaction[1]

Top 3

Among Personal customers in satisfaction[1]

+35%

Growth in Assets under Management

+50%

Increase in annual customer acquisition (%) in target segments

+100%

Increase in value-adding customer meetings per advisor per week

Note: 1) Compared against the top 7 largest banks in Denmark

Personal & Private Banking strategy

We build a simpler and more seamless banking experience bringing us closer to our customers

Strengthen position	**Become an even better bank for all** and **enhance momentum** with **Affluent Personal** customers, **Homeowners**, and **Private Banking** clients	
Leading advisory	**Improve relationships through frequent customer interaction** with a systematic, proactive customer approach with focus on capital-light products	**Enhance advisor meeting quality and frequency and boost cross-selling** through tailored, AI-driven tools, and improved performance management
Competitive products	**Enable our advisors to provide 360° dynamic financial advice,** based on simple product offering with attractive, clear, and competitive bundles	**Enhance home-financing offering** through stronger relationships, faster commitments and partnerships in e.g. remortgaging and home buying journeys
Next level digital	**Become an even stronger relationship bank** with local presence, personal, competent advisors and simple, attractive digital customer journeys	**Deliver more proactive and relevant customer engagement** through enhanced CRM tool and AI-assisted servicing and documentation
Impactful marketing	**Position Jyske Bank as a reliable, accessible relationship bank** through launching an updated brand identity and positioning	**Provide personalised and targeted cross-channel marketing** through implementation of digital and data-driven sales and marketing

JYSKE BANK

Virtual Banking Trip

Digitalization, AI, and Data strategy

Enhancing digital competitiveness based on strong point of departure

Harvesting significant customer, quality and efficiency benefits of transformations to integrate AI into all value chains, data driven banking, public cloud and in digitalization of customer journeys

	Point of departure	2028 ambition
Customer experience driven	• **Leading full digital product suite** for personal customers • **Good tools and processes** in place for our business customers	• **Improve digital competiveness** especially for business customers utilising AI and data driven banking, and next level digitalized customer journeys
Scalable platform	• **Strong, agile, scalable platform** with cost-sharing through Bankdata setup • **Strengthened digital Operating Model** for higher value creation	• **Better use of Bankdata** with solutions that fit our needs, close collaboration, and based on an open banking model utilising AI, data, APIs and cloud
New technologies	• **AI exploration** and initial use cases **underway** • **New coherent AI and data-driven banking programme**	• **Future proof technology foundation** after transformation to the cloud, data driven banking and AI integration in value chains
Compliant and resilient setup	• **Continued investment in AML and KYC** systems and procedures • **Resilient cybersecurity** setup	• **Further investments in quality and efficiency** of AML and KYC with AI and data integration • **Continued resilient cybersecurity** setup

Select initiatives

Simplify product offerings across daily banking, housing, and investment

Modernize the fee system

Create an integrated personal/business banking experience

Improve digital services

Accelerate commercial excellence

Improve consistency and quality of advice and increase meeting frequency

Reduce advisors' administrative work

Integrate customer experience across personal and business banking

Consolidate risk management

Become a market leader in risk management

Strengthen cash management

Seamless and coherent property financing

Sharpen marketing

Sustainability in Business and C&I

Redemption of foreign bonds

Streamline processes - FOO and Consents

Optimize central customer service

Improved pricing process

Design and implement branch and central team operating model

Central knowledge management with automated data-driven customer insights for advisors

Improve E2E housing financing offering

Automation of the credit process

Create 360 dynamic financial advice

Detail new branch concept, agree on target branch footprint, and implement new branch concept

Digitize customer journeys

Tailor digital prompts and recommendations

Sharpen brand and positioning

Explore strategic partnerships

Q&A

Disclaimer

This presentation and the information contained therein is furnished and has been prepared solely for information purposes by Jyske Bank A/S. It is furnished for your private information with the express understanding, which recipient acknowledges, that it is not an offer, recommendation or solicitation to buy, hold or sell, or a means by which any security may be offered or sold.

The information contained and presented in this presentation, other than the information emanating from and relating to Jyske Bank A/S itself, has been obtained by Jyske Bank A/S from sources believed to be reliable. Jyske Bank A/S can not verify such information, however, and because of the possibility of human or mechanical error by our sources, Jyske Bank A/S or others, no representation is made that such information contained herein is accurate in all material respects or complete. Jyske Bank A/S does not accept any liability for the accuracy, up-to-dateness, adequacy, or completeness of any such information and is not responsible for any errors or omissions or the result obtained from the use of such information. The statements contained herein are statements of our non-binding opinion, not statement of fact or recommendations to buy, hold or sell any securities. Changes to assumptions may have a material impact on any performance detailed. Historic information on performance is not indicative of future performance. Jyske Bank A/S may have issued, and may in the future issue, other presentations or information that are inconsistent with, and reach different conclusions from, the information presented herein. Those presentations or the information reflect the different assumptions, views and analytical methods of the analysts who prepared them and Jyske Bank A/S is under no obligation to ensure that such other presentations or information are brought to the attention of any recipient of the information contained herein.

Nothing in this presentation constitutes investment, legal, accounting or tax advice, or a representation that any investment or strategy is suitable or appropriate to your individual circumstances, or otherwise constitutes a personal recommendation to you. This presentation is intended only for and directed to persons sufficiently expert to understand the risks involved, namely market professionals. This publication does not replace personal consultancy. Prior to taking any investment decision you should contact your independent investment adviser, your legal or tax adviser, or any other specialist for further and more up-to–date information on specific investment opportunities and for individual investment advice and in order to confirm that the transaction complies with your objectives and constraints, regarding the appropriateness of investing in any securities or investment strategies discussed herein.

Jyske Bank A/S or its affiliates (and their directors, officers or employees) may have effected or may effect transactions for its own account (buy or sell or have a long or short position) in any investment outlined herein or any investment related to such an investment. Jyske Bank A/S or its affiliates may also have investment banking or other commercial relationship with the issuer of any security mentioned herein. Please note that Jyske Bank A/S or an associated enterprise of Jyske Bank A/S may have been a member of a syndicate of banks, which has underwritten the most recent offering of securities of any company mentioned herein in the last five years. Jyske Bank A/S or an associated enterprise may also have, within the last three years, served as manager or co-manager of a public offering of securities for, or currently may make a primary market in issues of, any or all of the entities mentioned herein or may be providing, or have provided within the previous 12 months, significant advice or investment services in relation to the investment concerned or a related investment.

Any particular security or investment referred to in this presentation may involve a high degree of risk, which may include principal, interest rate, index, currency, credit, political, liquidity, time value, commodity and market risk and is not suitable for all investors. Any securities may experience sudden and large falls in their value causing losses equal to the original investment when that investment is realized. Any transaction entered into is in reliance only upon your judgment as to both financial, suitability and risk criteria. Jyske Bank A/S does not hold itself out to be an advisor in these circumstances, nor does any of its staff have the authority to do so.