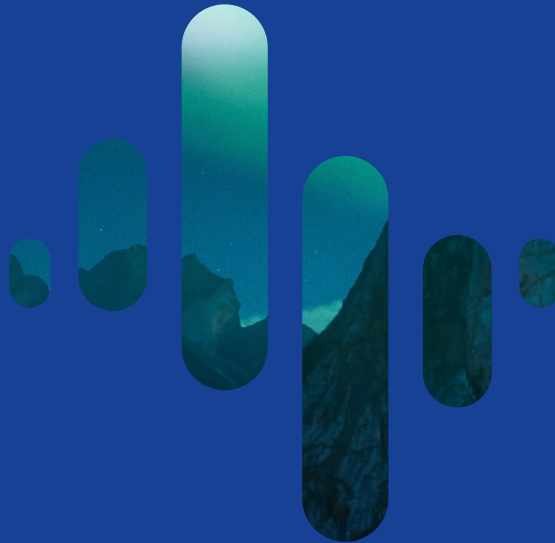


# Nordea



**Your gateway to the Nordics**







# Your gateway to the Nordics



***Way up north** you will find a place of wide and deep forests, mountains and plains, a multitude of lakes and a coastline that stretches on for thousands and thousands of miles. Here, you bear through the dark and cold winters and relish the long bright summer nights. A demanding and sometimes harsh environment that formed the Nordic people's spirit, making them open for new ways and ideas and giving them the urge to seek out the world.*

*The Vikings sailed out into the dark ocean, guided only by the stars. They travelled along the mighty Volga river and traded goods in the middle east. During the centuries to come, trade, the exchange of ideas, skills and knowledge were essential for the development of the Nordic region and with the industrial revolution, innovation and world trade boomed.*

*This is the legacy that the largest bank in the Nordics, Nordea, is built upon. A continuous will to keep an open mind and to know your craft, to be inventive, seek partnerships and enable trade around the globe. With our deep and long-term roots in all of the Nordic countries, we offer you a smooth, secure and welcoming **gateway to the Nordics**.*

# Three concepts spring from our heritage and guide us into the future

## Open Thinking

People in the Nordics have a long reputation of valuing open thinking. But it's not only about having an open mind and to think freely, it's also about being tolerant, transparent, willing to seek partnerships, build networks and form alliances. We believe that these are qualities that have formed us. Today, given the open digital world and its rapid development and changeability, these qualities are more crucial than ever for us to succeed and meet your needs and wishes.

## Innovation

In many ways, innovation goes hand in hand with open thinking. A harsh environment on the outskirts of Europe has fostered an ability to overcome challenges and think and act in new ways. The will and ability to innovate is the heart and soul of Nordea.

## Trading all over the world

The Viking ships are long gone but the spirit remains. Many of Nordea's 700 000 Nordic corporate customers do business globally. Nordea has the resources, ambition and skills to let them do it in a safe, flexible and efficient way. Giving them abilities, just like the early Nordic traders, to look and go beyond the horizon.





# Nordea at a glance

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## Total operating income (2018)

9,005 EURm

## Operating profit (2018)

3,953 EURm

## Common Equity Tier 1 Capital ratio

15.5%

## Return on equity

9.7%

## Loan loss ratio

7 bps

## Market Capitalisation

29.8 EURbn

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All figures taken from Annual Report 2018. Visit [Nordea.com/IR](https://www.nordea.com/IR) for more information

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Employees



57%



43%



41% of management are women



# One bank for the Nordic region

**Nordea is your gateway to the Nordics.** With its deep roots and key operations in all of the Nordic countries, Nordea has played an important part in establishing a shared economy and fostering a borderless trading zone throughout the region. Nordea is the only truly Nordic bank and has the resources, skills and leverage to meet your every needs across the Nordic marketplace

**Nordea is the largest financial services group**  
in Northern Europe based on market capitalisation

## AA Rating



Personal  
customers

**10m**

Q4 2018



Corporate  
customers

**0.6m**

Q4 2018



Number of  
employees

**28.990**

Q4 2018



Total  
assets

**EUR 551.4bn**

Q4 2018



Assets under  
management

**EUR 282.6bn**

Q4 2018



# One bank for the Nordics

## Reliable, solid and secure

- Nordea is one of the few European banks with an AA rating
- We are the largest financial services group in the Nordic region and one of the biggest banks in Europe
- As the third largest corporation in the Nordics, we combine a global presence with local expertise

## A passionate and open leader in the Nordics

- Leading the way, enabling dreams and aspirations for our customers and the world around us
- A passion to serve customers and to have the courage to do what is right
- Seeking collaboration for the common good




## **Local, regional and global reach**

- With approximately 450 branches across the Nordics and leading online and mobile banking platforms, Nordea has the largest distribution network in the region
- Nordea has leading positions within corporate and institutional banking as well as retail and private banking and the largest customer base of any financial services group in the Nordics

## **Award winning**

- Best Transaction Bank in the Nordics 2018 – The Banker
- Best Bank for Cash Management in the Nordics 2019 – Global Finance
- Best Trade Finance Bank in the Nordic Region 2019 – Global Trade Review

## **The leading Nordic custodian**

- Commitment to the business through significant investment into the product and its continuous development
  - The largest Nordic bank and largest custodian with critical mass
  - Strong local presence, expertise and market advocacy
- 



## • Open Thinking initiatives

- Sustainability – Nordea has been ranked as one of the top 100 sustainable corporations in the world and we are fully focused on moving towards a sustainable future through collaboration with our customers and partners.
- Leveraging Data – As the amount of personal data grows even further via increased connectivity and the Internet of Things, we will explore the role of banks in using this data to provide relevant and trusted services in the digital age.
- Open Banking platform – As the first movers in Open Banking in the Nordics, we continue to cultivate a community of developers and tap into existing ecosystems to both drive innovation and help partners flourish.
- P27 Nordic payment infrastructure – We are a key member of the consortium of Nordic banks working together on Project 27 which aims to create the world's first area for domestic and cross-border payments in multiple currencies, establishing an instant, friction free trading zone.
- Simplification – We are committed to long-term simplification and the implementation of our new core banking platform and new Nordic payment platform is already underway, replacing our legacy systems and processes.

## Sustainability

As the leading bank in the Nordic region, we play a key role in the transition towards a sustainable future.

We collaborate with companies focused on sustainability such as Deedster, which has developed an app to help people reduce their carbon footprint by passing daily tests known as 'deeds'.

Nordea was one of the first banks to introduce a green bond to the market and was a founding signatory of the UN's Principles for Responsible Banking.

## Leveraging Data

Banks are seen as a trusted pair of safe hands for looking after personal data, creating opportunities for introducing new services and improving the customer experience.

Nordea aims to stay at the forefront of understanding how this data can be leveraged to benefit customers in the digital age.

Defining a digital identity and supporting consent management are examples of two ways that data can be used to provide more assurance and trust in the system.

## Open Banking platform

The prize winning Nordea Open Banking portal was first launched in 2017 with the focus on creating an active and collaborative dialogue with the developer community. Already over 4400 developers have joined up to explore the platform.

Our community hub of suppliers creates the ideal place for developing a mutually beneficial network.

Our ambition is to use the Open Banking platform to create a marketplace where API providers can publish APIs and market them to other developers.

## P27 Nordic payment infrastructure

P27 aims to establish a single pan-Nordic payment infrastructure for the 27 million inhabitants of Denmark, Sweden, Norway and Finland, increasing simplicity and scale efficiencies by establishing a Nordic infrastructure for multi currency clearing.

The project will lead to increased trade in the region, the harmonisation and standardisation of payments across the Nordics, make instant cross-border payments possible and increase transparency.

## Simplification

The implementation of our new core banking platform which replaces our legacy systems is now available for selected Finnish customers, with a full roll-out expected across all Nordic countries by the end of 2020.

Our new Nordic payment platform has been successfully processing SEPA payments since 2017 and has now been launched for all incoming cross-border payments in Norway. Denmark will follow at the beginning of 2020.



## Innovation initiatives

- Instant and Mobile Payments – We were first movers in enabling a range of mobile payment solutions and wearable devices across the Nordics and continue to develop the award winning Nordea Wallet app, making sure our customers have the choice of being able to pay the way they like.
- Emerging technologies – We are exploring the use of innovative technologies such as blockchain and Artificial Intelligence to stay at the forefront of delivering new solutions for our customers.
- Supporting e-commerce – We are enabling a shift in corporate business models with Nordea Connect, our payment service provider (PSP) offering that brings flexibility, trust and simplicity to e-commerce.
- Customer Sprints – We have implemented an agile way of working to focus on developing holistic solutions and innovative new products in partnership with our customers as we prepare for the future together.
- Corporate API solutions – With the release of solutions such as Instant Reporting, FX and Consumer Finance APIs, we are the first bank in the Nordics to go beyond PSD2 compliance and deliver commercial Open Banking services for corporate customers.



## **Instant and Mobile Payments**

We are the first bank to launch mobile payment solutions across the Nordics such as Apple Pay, Google Pay, Samsung Pay, Fitbit Pay and Garmin Pay.

We're transforming the shopping experience in the Nordics with our Nordea Wallet app.

We are the first bank in the Nordics to offer instant Euro payments across borders.

We are supporting innovation in the wearables space as we want to assist our customers in being able to pay how they like by using the payment device of their choice.

## **Emerging Technologies**

The new digital industry requires new digital financial services to match.

We are exploring the ways that AI will make banking faster, more convenient and simpler for our customers.

Our focus on blockchain technology is aimed at developing tangible new solutions that can have a direct impact on increasing customer value in the immediate future.

## **Supporting e-commerce**

Nordea Connect provides the core of our new e-commerce offering and consolidates the most relevant Nordic payment methods for merchants in one unified set up. Nordea Connect utilises our market position, payment experience, and partnership approach to create a solution that combines traditional banking services with our new digital payment services. With a focus on providing partnerships and support to corporate customers on their business journeys, Nordea Connect brings flexibility, trust and simplicity to e-commerce.

## **Customer Sprints**

We use design sprints to work closely with different corporate customers, fintechs, big techs and competitors across industries to find new opportunities for creating value for our customers.

We are transforming into a digital-first business, focused on technology driven innovative products and services inspired by intrapreneurs, partners and customers.

Customer sprints are designed to support innovation through collaboration, increasing the pace of delivery while reducing complexity.

## **Corporate API solutions**

After taking the leading position in Open Banking in the Nordics, Instant Reporting, FX and Consumer Finance APIs (Application Programme Interfaces) are our first premium APIs that go beyond PSD2 compliance and deliver commercially viable solutions for our corporate customers.

With an increased focus on collaboration, our open API technology enables us to collaborate with third parties and co-create more comprehensive solutions for our customers.



## Global trade initiatives

- Tools to trade – Our Trade Portal platform gives our customers all of the information and resources they need for conducting international business. Trade Club enables customers to find business opportunities, partner banks and expand their trade network to seek out new possibilities.
- we.trade – Developed by Nordea in a European-wide collaboration of banks, we.trade is a blockchain based trade platform that allows companies, from small and medium sized enterprises to large corporates, to make fast, easy and paperless trades.
- Nordic guarantee programme –We are the true gateway to the Nordics with a guarantee programme that offers a single homogenised solution across the four home countries of the region, overcoming the complexities of different currencies and languages.
- Bank partnerships enabling international reach - With our global network of bank partnerships, Nordic footprint and international units, we are able to support and connect our customers whether they are seeking to do business in the Nordics or connecting to the rest of the world.

## **Tools to trade**

Trade Portal is a unique resource that provides tools and information on exploring new markets, finding counterparties, organising shipments and setting up an overseas business.

Trade Club is our exclusive service for Nordea customers to connect with businesses worldwide.

In a global network comprised of more than 15 banks in 39 countries Trade Club enables customers to find business opportunities, partner banks and expand their trade network.

## **we.trade**

We are leading the way in enabling the digitalisation of the trade process.

We.trade increases trust and transparency between trade counterparties.

The platform simplifies the trade process by allowing companies to find commercial counterparties, create trade proposals and purchase orders, set payment conditions and request related services from their banks, which can be agreed upon and executed in a secure space.

## **Nordic guarantee programme**

Our bank guarantees provide trading partners with protection that covers virtually every phase of the transaction between buyer and seller.

We provide the same homogeneous service for bank guarantees across the Nordics, overcoming the complexities created by four distinct languages, four currencies (Sweden, Norway and Denmark have individual currencies while Finland has the Euro) and EU membership status (Sweden, Finland and Denmark being members of the EU while Norway is not).

## **Bank partnerships enabling international reach**

By maintaining a network of bank partnerships, we help our customers access the relevant markets they need when conducting business outside of the Nordics as well as our partner banks customers to access the Nordic market.

Our unique Nordic footprint makes us ideally placed to help any company conduct seamless business in the region.

## **Let's continue the conversation!**

We are looking forward to discussing how we can develop a partnership with you that makes the most of the exciting opportunities available both now and in the future.

**Please drop us a line at**  
[txbmarketengagement@nordea.com](mailto:txbmarketengagement@nordea.com)



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**The implementation** was very well done by Nordea and was very smooth. A lot of the work was probably done behind the scenes but that just goes to show how well the project management was done.

The global cash pool means we can focus on what's really important to us – our business and making waterproofing easy for our customers.

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**Jonas Olin,**  
Group CFO, Nordic Waterproofing



# Nordea

## One bank for the Nordics

[nordea.com](https://nordea.com) | [insights.nordea.com](https://insights.nordea.com)



Awarded

**"Best Bank for  
Cash Management in  
the Nordics 2019 "**

Global Finance

Awarded

**"Best Transaction Bank  
in the Nordics 2018"**

The Banker

Awarded

**"Best Trade Finance Bank  
in the Nordic Region  
2019"**

Global Trade Review