



DekaBank 2012:

First Choice for customers, First Choice in the market

Our strategy – for our customers, shareholders and employees

We belong among the best.

DekaBank is the central asset manager of the Sparkassen-Finanzgruppe. Our business model is based on professionalism, a sense of responsibility and high quality. We build a rapport of mutual trust with our sales partners and customers. For us, market movements provide an opportunity to offer customers custom-tailored investment solutions. This is our corporate philosophy – by bundling together the expertise and professional skills of all of our business divisions, we are one united bank – One Deka.

Our benchmark – for success

We give of our best.

Our managers and employees always give of their best and ...

- ... show commitment to our customers and their needs.
- ... offer customers excellent and creative solutions.
- ... take personal responsibility in reaching their targets.
- ... create value-added chains by being consequently focused on the customer.
- ... think and act collectively – even outside their own business divisions.

That is how we create added value for our customers and shareholders, for DekaBank and for our employees.

Our aim – for ourselves

We compete with the best.

First class performance is our aim, because we count on...

- ... joint responsibility and individual initiative, to constantly strive for personal development and the delivery of high-quality work.
- ... a solutions-based culture which supports and rewards staff performance, excellence and ideas.
- ... a working environment based on trust which enables optimum performance and makes the bank an employer of choice – a "First Choice".

We measure our performance through a scoring and index number system for all business divisions and employees. We are therefore able to commit ourselves to a sustainable strategic orientation in an economic, ecological and social sense.