

Britta Langer, Dirk Steuernagel and Thomas Gallinger  
(DekaBank product managers)



# Developing **excellent products** is hard work. Fortunately, enjoying them is not.

Kristina Berger used to think that saving was rather bourgeois. After all, there was plenty of time to start saving once she had a regular income from work. Today, the student, who lives in Celle, Germany, is glad she took the recommendation from savings bank adviser Björn Espe and invested in the Deka-Euroland Balance mixed fund through a savings plan. She had soon saved enough money to spend a romantic holiday with her boyfriend in Marbella, Spain. After this successful start, the 23-year-old is already focusing on her next project: an extended stay abroad.

This example highlights that regularly saving even small amounts by investing in an investment fund can help make some of your wishes come true. The Deka-Euroland Balance tracker fund, which has already won several awards from rating agencies, is just one of the funds that enable you to save. The proportion of stocks and shares in the fund is adjusted on the basis of a sophisticated mathematical algorithm. Ideas for such funds come from many different sides: local savings banks, the markets and, first and fore-

most, from DekaBank's own product management unit. Britta Langer, Dirk Steuernagel and Thomas Gallinger are amongst the experts who work there, carefully observing and monitoring market trends as well as changes in investors' requirements on an ongoing basis. Their most important task is to develop precisely tailored product solutions and closely follow the process from idea to market launch. Product management coordinates a large number of activities within the DekaBank Group and involves specialists from fund management, fund administration, legal, custody account services, IT organisation, marketing, sales and the custodian bank. It is a challenging, but very rewarding job.

So it is also thanks to the initiative and innovation of the trendsetters in product management that Deka investment funds regularly win awards for outstanding quality. That is just how it should be, and we want it to stay that way, so that people like Kristina Berger and many other investors can continue to enjoy the sunny side of fund-based saving.



# Dry analysis is the basis of many exciting projects.

Building up wealth step by step and then making her and her family's wish come true turned out to be more than just a dream for Rosa Surace. In fact, she has been able to realise several of her family's wishes. As a customer at Stadtsparkasse Wuppertal, Mrs. Surace used her savings from a Deka-FondsSparplan to surprise her future daughter-in-law with a very special gift, a beautiful wedding dress which they chose together. It helped make the wedding an unforgettable day.

Very few investor's wishes are fulfilled as if by magic. The right products need to be available. With regard to securities funds, for example, it is essential to filter out the most suitable option from a wide range of investment opportunities. For our fund managers, the support from analysts is hugely important for this challenging task, in both qualitative and quantitative terms. The MSCI World international equity index alone comprises more than 1,600 different shares,

and that is not counting the shares of numerous small and medium-sized companies. At Deka Investment, a total of 20 analysts work in the equity segment alone. They research annual reports, interview board members and examine companies worldwide. Johanna Alba-Harkort, Andreas Eickhoff and their colleagues meet with company board members from all over the world approximately 2,000 times a year. Their database of company figures goes back to the 1970s. This close work with companies facilitates accurate assessments of business prospects and trends in the various sectors.

Admittedly, much of the information that our analysts research, collate and evaluate is hidden behind dry figures. However, they can be of decisive importance when it comes to the strong performance of our funds. Which makes it possible for the Surace family and many other investors to transform many exciting projects into reality.

Sandra Ebner, Mario Adorf and Trudbert Merkel  
(Deka Investment fund managers)



# The **whole world** in their sights – that's what fund managers and globetrotters have in common.

Exploring the world first hand and not just through a TV screen has long been the ideal for Ingrid and Detlev Haupt. The couple has travelled to many parts of the world, usually on cruises. And they are already planning their next voyage. The Haupt family does not need to worry about funding their hobby. Customer adviser Johannes Wucherpfennig from the Sparkasse Göttingen savings bank recommended a Deka-AuszahlPlan. It makes sure that their travel budget is regularly topped up.

Mr. and Mrs. Haupt share this interest in the world with our fund managers. For example with Mario Adorf, who is responsible for the Deka-GlobalChampions equity fund, which invests across the globe. This interest is also shared by commodity expert Sandra Ebner, who works for Deka-Commodities, trading in contracts for oil, gas, industrial metals and precious metals on the international markets. Tradition and innovation are not mutually exclusive. The best proof of this is our flagship fund, the DekaFonds, which

has been managed by Trudbert Merkel for the past 20 years. This classic fund focuses on German blue chip companies and always includes exactly those companies in its portfolio which benefit the most from the export strength and global competitiveness of the German economy.

Across all asset classes, around €104bn are invested in our mutual securities funds. They are backed by many investors who have placed their trust in us, just like the Haupt. Fund managers therefore have considerable responsibility. They need to ensure that they invest investors' money wisely and sustainably in securities with a strong outlook, while always achieving a balanced risk/reward ratio. It is a challenging task, because you never know when the international financial markets will face the next turmoil, and portfolios need to be managed safely and securely during such phases. Fund managers and sailors agree: in both calm and stormy seas, you have to stay on course and always keep your focus on the ultimate goal.



# We **work hand in hand** to make our funds even better for all of our investors.

At first glance, the needs of investors can vary widely, especially those of private and institutional investors. The Rudomskis are a young couple who have been able to combine studying and family life in a way that makes sure neither their education nor their young son Jakob suffers. Their financial independence is owed to an inheritance, which they invested in Deka investment funds. Following the recommendation of their adviser, Vera Zickermann from Stadtparkasse Burgdorf savings bank, a share of the inheritance was invested in Deka-GeldmarktPlan to cover regular transfers during their studies. The Rudomskis also made a long-term investment by buying units in guaranteed funds.

Flexibility, security, return and liquidity are also requirements that many institutional customers have when it comes to investments with DekaBank. Such mandates can easily amount to hundreds of millions. The needs of our key account customers are not really that different from those of a family like the Rudomskis. Regardless of whether

a fund is a mutual or special fund, modern portfolios have long been far more than just a combination of different shares and bonds. Rather, fund management utilises specialised capital market services, such as complex financial instruments, to meet investor requirements in terms of safeguarding value, generating reliable target returns and tax-optimised income.

The DekaBank Group's investment companies work hand in hand with our Corporates & Markets business division. This approach lets us develop flexible and customised solutions that are distinctly customer-oriented. This is true, for example, in ETF trading, where Jörg Sengfelder and his colleagues ensure that investors can always buy and sell units in the exchange traded funds of our subsidiary, ETFlab, at a fair price. Since our products can be individually adjusted, they are as suitable for the Rudomskis as they are for our institutional investors, thereby proving that asset management "made by Deka" adds value and offers the perfect solution to a wide range of investor requirements.

Andreas Wüstenberg, Stephanie Rüffer,  
Hendrik König, Gesa Wilms and Dr. Sven Olaf Eggers  
(Asset Management Property)



## Working together: the Nilges family and we **invest sustainably.**

Ute and Friedel Nilges from Bellinghen in Germany's Westerland region had one wish, which was to enjoy a carefree retirement in their new home and at the same time do their share for the environment. Regular investments in the Deka-ImmobilienEuropa fund helped to make it possible. The couple's new home is a "passive house", which uses hardly any energy and actually generates extra power via solar panels. In fact, the house generates more energy than its residents need. Now that's what you call a good investment.

Our investors invest sustainably on a small scale while we do so on a large scale. In recent years, we have gradually increased the share of green buildings in the portfolios of our open-ended mutual property funds to more than 10% of all properties. By 2015, this share is set to rise to around 40%. To implement this and other forward-looking concepts, we rely on a team of more than 450 experienced property experts in our Asset Management Property (AMI)

business division. Hendrik König, for example, is the fund manager responsible for the portfolio of the WestInvest InterSelect fund. Andreas Wüstenberg and his colleagues manage the buying and selling of properties for the funds. The tasks related to property management, comprising the commercial and technical management of properties, are in good hands with Gesa Wilms and her team. Sven Olaf Eggers and his team are in charge of coordination and cross-divisional tasks, such as the investment management for property companies. Stephanie Ruffer is a specialist in property finance, which, alongside Asset Management, is the second core business of the AMI business division.

For more than 40 years, we have been at home in the world's property markets, both as investors and finance providers. Our work contributes to realising property projects in many countries and locations. Which in turn enables our investors to fulfil their dream of financial independence – just like the Nilges.

Tanja Strika, Tanja Potzkai and Martin Grammer  
(DekaBank Sales)



## We in Sales agree with Mr. Weig: **passion** is what drives us.

Manfred Weig's art reflects a great deal of creativity – and also always reveals passion. And so it made total sense for him to turn his hobby into his profession by opening his own gallery. However, he did not do it naively or on the spur of the moment, but rather planned it carefully and secured it financially. Mr. Weig received excellent advice from his savings bank. Bianca Volkert, his customer adviser, recommended investing the paid-out sum from a life assurance policy in Deka investment funds, applying a structured approach. This has provided Mr. Weig with the necessary financial buffer to enable him to become self-employed.

Manfred Weig can rely on the customer adviser team at the Sparkasse Hanauerland savings bank in Kehl, Germany. And the savings banks can count on the Sales team at DekaBank. Tanja Strika, Tanja Potzkai and Martin Grammer are just three of a total of around 120 colleagues in our Sales team. They represent the direct link to the savings banks and are close to their customers throughout all regions in Germany, on a daily basis. They keep in touch with "their savings banks" and support them in all sales-related matters.

For example, they might give a talk about new Deka products during a customer event, or organise a training session for savings bank employees about changes in the legal requirements regarding investment advice. As an alliance partner in the Sparkassen-Finanzgruppe, DekaBank also supports many savings bank campaigns locally, and our colleagues from Sales act as contact partners in this area as well.

We are delighted about this close cooperation and are consistently expanding it. As part of this, we significantly strengthened our sales team in the past three years and recruited 15 new employees, many of whom work as field staff. The close cooperation between the savings banks and DekaBank forms a core element of our business model. As the central asset manager, we provide the savings banks with the products they require for customer-facing business as well as for investments for the savings banks' own account. We also see it as our duty to continuously strive to find ways to improve business. We are as passionate about our job as Mr. Weig is about his gallery.

Diana Pfeiffer and Christoph Borkowski  
(DekaBank's broker and customer service team)



## **Fast, friendly and competent: our outstanding service.**

Petra and Reinhold Engels always knew that they would want to celebrate their daughter Leonie's first communion in style with all their friends and family. It is a family tradition. A party for 80 guests that lasts a whole weekend requires plenty of organising. As parents, they knew very well that it would have its price tag. That is why they also started thinking about the financial side of things at an early stage. They discussed the matter with adviser Jakob Braun at the Sparkasse Düren savings bank and put some money aside every month for four years, investing it in a Deka-Fonds-Sparplan. When the time came, they were in a position to arrange the kind of party which will be a lasting memory for their daughter and the many guests.

In abstract terms, the Engels family wanted to organise a project perfectly, so that many people would benefit. DekaBank's custody account service is based on very similar considerations. Obviously, the dimensions involved are quite different. With around 4.6 million customer securities accounts and more than 48 million transactions a year, the DekaBank Group is one of the largest custody account pro-

viders in Germany. Every year, DekaBank's 60-strong broker and customer service team receives approximately 750,000 telephone calls and 25,000 e-mails from savings banks and investors. Diana Pfeiffer and team leader Christoph Borkowski know that what counts is a fast, competent and friendly response. A high standard of service ensures that phone calls are answered quickly and reliable information is provided in response to queries regarding a wide variety of topics, ranging from product concepts to order processing and tax aspects. If a very complex matter requires highly detailed information, it is immediately forwarded to colleagues specially trained in that specific area. That means that we are able to help thousands of customers and savings bank advisers every day, convincing them of our expertise.

The custody account service rounds off the examples we are presenting along the value-creation chain of Deka investment funds. From product idea to supporting investors, our actions are distinguished by expertise, commitment and a service-oriented approach. Thereby, we consistently focus on our customers.