



A strong brand redefines itself

Martin Blessing, Chairman of the Board of Managing Directors Frankfurt, October 28, 2009

Our new branding

COMMERZBANK 

Our new promise

COMMERZBANK



Achieving more together

„Hausbank“ Commerzbank – our vision

As market leader for private and corporate customers with a European focus, we aim to become the best bank in Germany and first choice for our clients, employees and investors.

We see ourselves as „Hausbank“ (principal bank) for Germany and we stand for long-term partnership and outstanding service.

„Hausbank“ Commerzbank – our promise

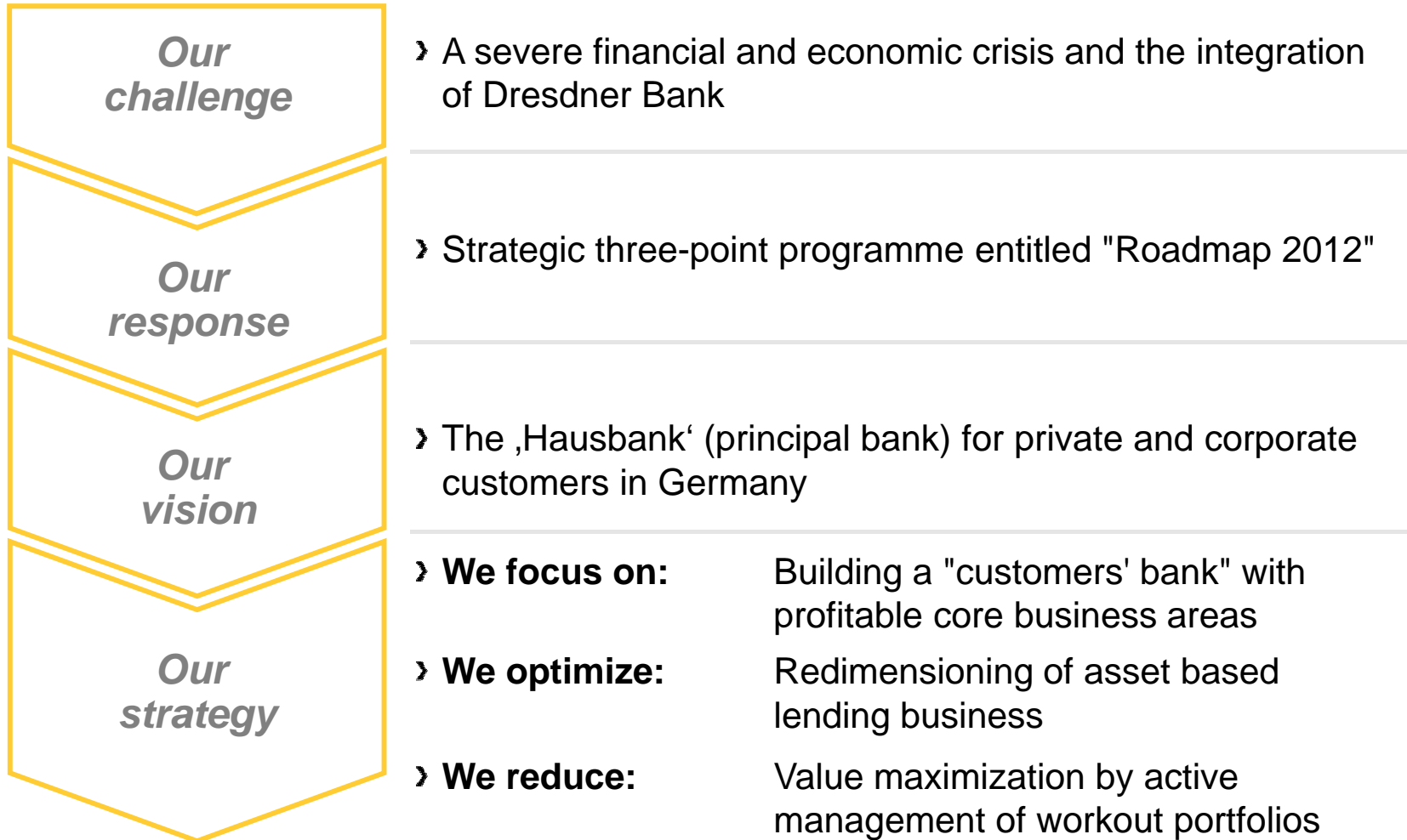
Partnership + Performance =
Achieving more together

Building on strengths and seizing opportunities

- › Broad international network for a high level of performance and expertise around the globe
- › Strong nationwide anchoring in Germany
- › Solid financial basis
- › Strong community of values

Strong financial services provider in one of the world's largest economies

The way forward– our "Roadmap 2012"



Initial successes

We focus on

- › Products for all retail clients, e.g. current account and saving offers
- › Introduction of a future-oriented scoring system for corporate clients
- › Clear and concise customer orientation in investment banking

We optimize

- › Project ‚Focus‘ already with initial successes in reducing CRE exposures
- › Concentration on 10 core markets; new business acquired only very selectively in CRE

We reduce

- › Value maximising reduction of portfolios in the Portfolio Restructuring Unit (PRU)

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Achieving more together

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