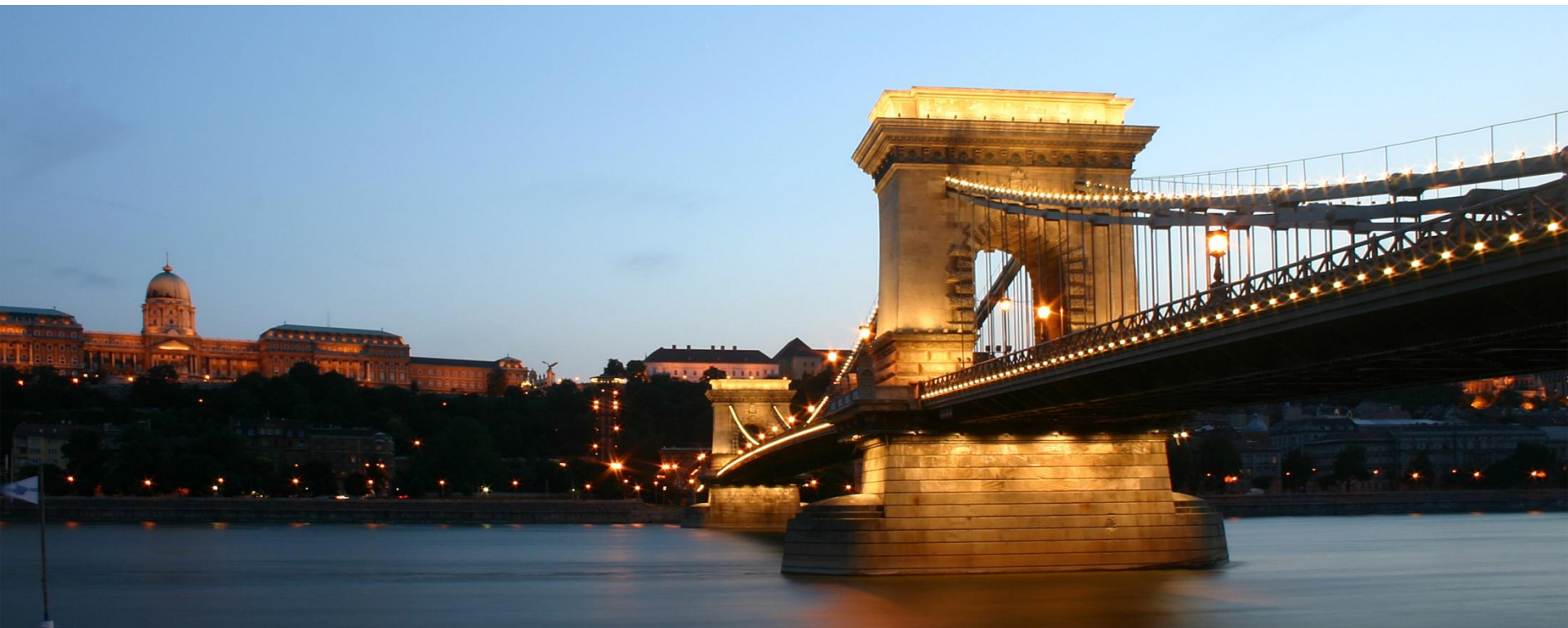


Restoring banking's reputation

A presentation by Dr. Gábor Hegyi, Managing Director,
for the World Communication Forum in Davos 2013



Where we are: Key quotes from the World Economic Forum 2013

“Banks need to change their business models. Financial service providers need to be reminded that it’s all about service to clients, and clients need to be put back at the core. Self-interest has to take a back seat” – Axel Weber, former Bundesbank chief, Chairman of UBS

“We should have better regulation, but not necessarily more. We will not achieve growth unless we have a proper financial industry that lends money that fuels growth” – Andrey Kostin, Chairman and Chief Executive, VTB Bank (Russia)



“[We do not want] five more years of pointing fingers, scapegoating and using misinformation ... and thinking we’re making a better system” – James Dimon, Chairman and CEO, JPMorgan Chase



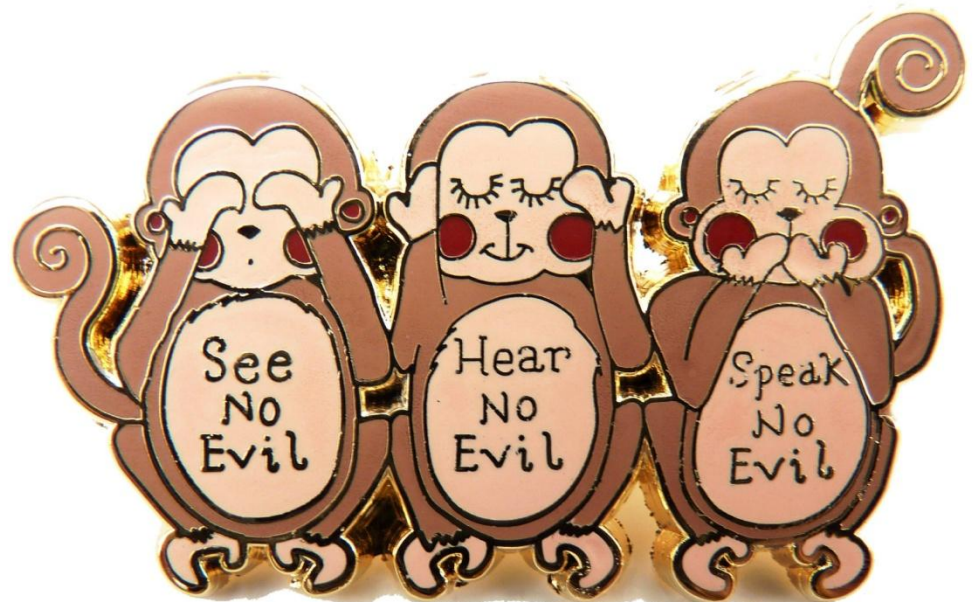
Banking's image problem

- Banks have suffered a sustained, prolonged and repeated reputational impact in the aftermath of the 2008 GFC.
- This has made public advocacy on their behalf very difficult.
- There are areas where banks have not used communications tools to their best advantage.



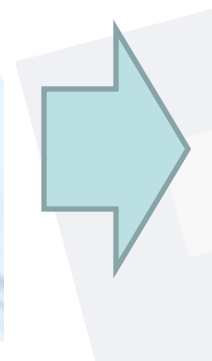
The shortcomings of silence

- Many banks' silence in the face of criticism has not helped them.
- By keeping quiet, they have left the field open to their critics.
- Silence is **not** golden.



Future strategy for the banks

- “**New approaches and solutions** from both governments and the private sector are required to restore confidence to markets” – Professor Klaus Schwab, Founder and Executive Chairman, World Economic Forum
- “Banks need **a new strategy** ... You need to **separate from the past** ... We need to move forward in a different mode” – Axel Weber
- “Banks are likely to become **more like utilities** as they refocus on core competencies” – ‘The Future of the Global Financial System’, World Economic Forum Report, 2013
- “Banks must return to the center of society” – Jürgen Fitschen, Co-CEO, Deutsche Bank



Banking reputation: Back to basics

- **Do it yourself** – pro-actively manage your own comms and image program, individually and through industry associations
- Revisit your core values – **go back to your roots**
- Build **synergies** – apply the same values from product marketing to corpcomms
- Do **active CSR** – engage with your community, become part of it
- Start **small** and **work up** – even the little things count
- Earn **trust** – even if it sometimes means being dull



Thank you!

 **Capital Communications**

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