

Metro Bank – £70m Award

CIF Key Achievements to Date

- In June 2021 we launched a Metro Bank SME brand campaign focused on our dedication to helping small businesses thrive via the special relationship we have with our customers. It involved giving three Metro Bank customers their very own national advertising campaign, as well as running ads for Metro Bank's SME offering across a range of local and national radio stations and digital channels.
- In March 2021 we launched in-app invoicing for business customers – allowing quick creation, tracking and management of invoices, all from within the Metro Bank mobile app. Customers can also add their business's logo to each invoice for additional personalisation.
- In February 2021 we began a phased launch of our business current account online application process for multi-director businesses, ahead of a successful public launch in April 2021. This follows the launch for sole traders and single-director businesses in July 2020.
- In August 2020 we announced a new partnership with cloud accounting provider Clear Books, offering easy accounting software with free bank feeds and exclusive discounts to Metro Bank small business customers.
- In June 2020 Metro Bank started offering government-backed loans to our business current account customers. By the end of 2020 we had lent over £1.5bn to more than 36,000 customers.
- In June 2020 we opened our third new store in the North of England, in Sheffield. This follows recent openings in Manchester and Liverpool.
- 69 jobs have been created in the North of England, including eight apprentices.
- In June 2020 we enabled Direct Debit origination, letting business customers create, automatically collect, and manage payments with their own customers via Direct Debit.
- In June 2020 we released new receipt management functionality into our mobile app, letting businesses capture and store receipts, which get automatically matched to the customer's transaction history.
- In June 2020 we enabled physical sweeping functionality, helping businesses to manage their liquidity with automated rules for transferring funds between their accounts.
- In March 2020 we announced a new partnership with ezbob, an award-winning lending-as-a service provider, to deliver a next-generation small business loans platform.
- In February 2020 we became a direct participant of Bacs, the Pay.UK-operated payment system, helping enable Direct Debit origination for business customers through a new partnership with Bottomline Technologies.
- In December 2019 we launched 'MCash' our new on-demand cash collection and delivery service to support the 4.2 million UK SMEs that rely on cash.
- In September 2019 we launched the first part of our Trade Services capabilities – offering Letters of Credit and Documentary Collections.
- In September 2019 we launched our artificial-intelligence-led 'Business Insights' capability into the Metro Bank mobile app – helping businesses manage their cash flow and make more data-driven decisions.

Assessment Period 9 (April 1st, 2021 – June 30th, 2021)

These Public Commitments are based on Metro Bank's Revised Business Case which was approved in January 2021. The former Public Commitments, including rationale for the changes can be viewed [here](#).

COMMITMENT 1: WE WILL RADICALLY TRANSFORM THE UK SME BANKING EXPERIENCE

- **Our unique model is able to combine growth with remarkable levels of service quality. We're committed to staying in the top 2 for customer service in the CMA service ratings.**
- **At current rates, Metro Bank business banking customers are 30% more satisfied than the industry average.**

- Commitment 1 is on track.
- Metro Bank was ranked number 2 in the most recent CMA service rankings during the reporting period (February 2021).

COMMITMENT 2: WE WILL PROVIDE A "METRO MULTIPLIER" TO C&I FUNDING

- **Metro Bank will spend ~£2 of its own funds for every pound it receives from the Capability**

& Innovation Fund.

- **This committed co-investment will ensure that the C&I funds have real impact, helping more SMEs benefit from better service and market-leading digital innovations and capabilities that bit sooner.**

- Commitment 2 is on track.
- Metro Bank remains committed to spending ~£2 of its own funds for every pound it receives from the Capability & Innovation Fund.

COMMITMENT 3: WE WILL OPEN 15 NEW METRO BANK STORES IN THE NORTH BY THE END OF 2025

- **C&I funds will be used to fund frontline roles for 18 months to provide SMEs with the support and service they need**

- **Metro Bank will pay for all store capital costs.**
- **All our stores will be open 7 days a week, early and late, offer in-store debit and credit card printing, safe deposit boxes and access to a Local Business Manager.**
- Commitment 3 is on track.
- Our next new store is on track to open in Bradford in the second half of 2021.

COMMITMENT 4: IN DELIVERING OUR PLANS WE WILL CREATE ~300 NEW JOBS IN THE NORTH

- **When combined with our Metro Multiplier, C&I funding will directly support the creation of ~300 high quality jobs in the North by 2025.**

- **C&I funding will also support the creation of ~50 new apprenticeship roles in the North by 2025.**
- Commitment 4 is on track.
- So far 69 colleagues have joined Metro Bank in the North, including eight apprentices.
- Reduced store activity during the pandemic has led to a slower rate of job creation than originally planned.

COMMITMENT 5: WE WILL BUILD A RANGE OF GAME-CHANGING DIGITAL CAPABILITIES TO HELP SMEs THRIVE

- **In 2019 we launched an artificial-intelligence led insights capability for SMEs using our mobile app, helping them to understand their cash flow and forthcoming payment obligations better.**

- **In 2019 we launched a mobile cash pick up and drop off service, ensuring SMEs can save time managing their cash.**

- **Starting in 2020 and completing in 2021 we will launch a truly straight-through business current account online application, enabling 100% of SMEs in the UK to benefit from the Metro Bank experience.**

- **In 2021 we will enable SMEs to manage bookkeeping, invoicing and receipts via mobile and online banking and help them link to their favourite cloud accounting platform.**

- **By 2023 we will offer SMEs the UK's first end-to-end payments and accounts receivable solution that automatically reconciles with cloud accounting services, allowing businesses to get paid faster and save time.**

- Commitment 5 is on track.
- API-enabled integrations with a range of leading cloud accounting providers are on track to launch later in 2021.
- The end-to-end payments and accounts receivable solution will start development in 2022 to be available to customers in 2023.

COMMITMENT 6: WE WILL BUILD THE CAPABILITIES NECESSARY TO SUPPORT LARGER AND MORE COMPLEX SMEs

- **Starting in 2019 we began to enhance our trade finance and foreign exchange capabilities to ensure that the 14% of SMEs that trade internationally can access the finance products they need to grow.**

- **In 2020 we offered SME customers the ability to accept direct debits, supporting the 12% of SMEs that rely on subscriptions and membership revenue from customers.**

- **In 2020 we also delivered balance sweeping capabilities to help SMEs better manage their liquidity.**

- **In 2021 we will deliver a new SME overdraft proposition and a new Small Business Loan platform to**

ensure SMEs can get access to the finance they need in a matter of minutes.

- This will be followed in 2021 by a new Revolving Credit Facility proposition.

- In 2022 we will offer a market-leading commercial credit card proposition, offering SMEs a full suite of customisable limits and controls.

- Commitment 6 is on track.
- Our Small Business Loans platform and SME overdrafts proposition will both be delivered in the second half of 2021, to ensure that SMEs can get access to the finance they need in a matter of minutes.
- By prioritising quick and easy access to government-backed loan schemes for existing customers in 2020 and 2021, work on a new Revolving Credit Facility and SME credit card proposition has started later than originally planned.

COMMITMENT 7: WE WILL HELP 8+ INNOVATIVE UK SMEs SCALE BY PARTNERING WITH THEM TO DELIVER OUR BID COMMITMENTS

- In delivering our bid commitments we will partner with 8+ UK SMEs, helping them scale next-generation innovations for business banking customers.

- This will expand the addressable market for these companies by more than 395,000 SMEs by 2025.

- Commitment 7 is on track.
- So far we have partnered with five UK SMEs.

COMMITMENT 8: WE WILL PROVIDE BCR LTD AND OUR CUSTOMERS WITH UNPRECEDENTED TRANSPARENCY ON OUR PROGRESS TOWARDS DELIVERING ON OUR COMMITMENTS

- In June 2019 we provided BCR Ltd with access to real time Microsoft Power BI dashboards, so it can track progress against agreed project milestones.

- Every quarter until our commitments are delivered, we will publish a “BCR Commitments Update” on our public website, so that stakeholders can monitor our progress.

- Commitment 8 is on track.
- Metro Bank provided BCR Ltd with access to real-time Microsoft Power BI dashboards to track our progress against agreed project milestones in June 2019 as planned. We will continue to publish quarterly updates on our progress on the Metro Bank website.

Investing £70M from the Capability and Innovation Fund will enable Metro Bank to win an additional 93,000 SME BCA customers by 2025, based on Frontier Economics’ calculations. This equates to a 1.3 percentage point move in market share of stock. When combined with our ‘business as usual’ growth plans, Metro Bank will become an at-scale challenger with a 5.6% BCA market share of stock by 2025, serving more than 395,000 customers.

- Growth in BCA stock has been impacted by reduced store footfall throughout the pandemic, and a pause in business account opening between October 2020 and February 2021 while we prioritised processing Business Bounce Back Loan (BBLs) applications from existing customers.
- We are still on track to meet our 2025 targets.