

Starling Bank Ltd – Public Commitments

COMMITMENT 1 STARLING WILL CONTINUE TO ATTRACT SME SWITCHES FROM NATWEST

Starling will undertake a range of targeted marketing activities aimed at enabling and encouraging NatWest customers to switch to Starling.

This commitment is on track. Starling has launched a new marketing campaign spanning TV, VOD (video on demand), cinema and digital, it is designed to acquire new customers by reinforcing Starling's leading proposition. The campaign, along with Direct Response TV advertisements that are being developed, focuses on barriers to switching informed by market research conducted with existing NatWest SME customers.

Starling is also producing a series of videos focusing on key features of the Starling app and offering, increasing awareness of how Starling is improving SME banking by introducing features that makes business customers' everyday lives better, easier and more delightful.

Starling display advertising is live on a number of affiliate platforms, whilst campaigns have been launched on apps, search engines and social media platforms.

COMMITMENT 2 EQUIP SMEs WITH DIGITAL BANKING INSIGHTS, SKILLS AND TOOLS

Many business customers do not have the time or opportunity to carry out an in-depth review of the products and services offered by different banks. Starling will launch a suite of "how-to" videos and marketing campaigns aimed at increasing awareness of Starling's proposition amongst NatWest SME customers.

This commitment is on track. Starling has produced three 'How-To' tutorial videos in-house and is working with external agencies to deliver another five videos. These act as both an educational and promotional resource, aiming to give NatWest customers a deeper insight into and understanding of the differentiated features and benefits of Starling. Additionally, Starling is working on two PR campaigns which will elevate Starling's brand profile.

COMMITMENT 3 STARLING WILL EMPOWER SMEs BY PROVIDING ACCESS TO A BROAD FINANCIAL ECOSYSTEM

Starling was built with Open Banking in mind and allows third party providers to serve its SME customers with additional tools and services. Starling will enhance its market-leading APIs to provide full compatibility with an SMEs' existing offering at NatWest. This will allow customers to switch and maintain all their existing services.

This commitment is on track. As part of the Open Banking APIs initiative, Starling has begun the initial phase of design and development to ensure the delivery of market-leading APIs that support functionality which is tailored for SME customers.