

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 has been met. Starling's new marketing campaign spanning TV, VOD (video on demand), cinema and digital, has been live since October 2021. It was designed to acquire new customers by reinforcing Starling's leading proposition. The campaign, along with Direct Response TV advertisements that have been developed to air in January 2022, focused on barriers to switching informed by market research conducted with existing NatWest SME customers.

Starling has also commissioned a series of videos, to be launched in Q1 2022, focusing on key features of the Starling app and offering, increasing awareness of how Starling is improving SME banking by introducing features that make business customers' everyday lives better, easier and more delightful.

Starling display advertising has been 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 has been met. Starling has launched a 'How-To' tutorial video showcasing 'How to switch with CASS' hosted on the dedicated switching page on the Starling website. This acts as both an educational and promotional resource. Additionally, Starling has launched a PR campaign to elevate its brand profile. The campaign is a competition for SMEs that bank with Starling with external judges, who have also provided top tips, to help them 'take flight'. This along with other useful content, advice and case studies, as well as a radio day has further spread the messaging.

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 has been met. As part of the Open Banking APIs initiative, Starling has completed the design and development of market-leading APIs that support functionality which is tailored for SME customers. This functionality has been released to a customer.