

## **ClearBank (A) – £60m Award**

### **Public Commitments Update – Q2 2023**

#### **Key Achievements to Date**

- Now one of the leading SME challenger in terms of BCAs; creating a true SME first alternative to high street banks
- Achieved c.9.6% market penetration; 529,484 members
- Integrated 21 SME solution partners
- Built significant awareness at 52% prompted brand recognition
- Completed integrating a wide range of business registration options from company to domain registration
- Delivered advanced business financial platform functionality including advanced invoicing, digital tax and intermediated credit
- Easier switching with expedited onboarding and trial switching for established business using open banking is live; while work on CASS is progressing

#### **COMMITMENT TO OWN FUNDS CONTRIBUTION**

**CTBB is committed to supplementing the BCR award using our own funds to a value of at least 100% of the BCR grant, throughout the lifespan of the business plan.**

On Track: Having already spent over 90% of the target amount we are confident we are fully on track to achieve the proportionate contribution of own funds to BCR funds.

#### **COMMITMENT TO THE TRANSFORMATION INITIATIVE**

**Transformation will require a concerted effort. More of the same business current account offers will not lead to the necessary shifts in market share, even if they are supported by better switching solutions. Recognising this need for a different approach to succeed, CTBB will achieve its market share objective through a set of powerful propositions to remove friction to switching, provide compelling attractors, and raise awareness of the superior CTBB business current account. CTBB will deliver full functionality under all grant**

**The SWITCHING PROPOSITION: MAKING BCA SWITCHING SIMPLE will build on Open Banking and CASS infrastructure to allow businesses to switch their current accounts easily. The switching proposition will allow even faster onboarding for existing businesses, trial switching, allowing closed account histories to be maintained, dedicated personal onboarding assistance and temporary pop-up onboarding stores.**

On Track: Our remaining deliverable remains the BCA Switching proposition. BCA SWITCHING SIMPLE builds on Open Banking and CASS infrastructure to allow businesses to switch their current accounts easily. Our switching proposition to deliver further improved onboarding for existing businesses, trial switching, allowing closed account histories to be maintained, dedicated personal onboarding assistance and temporary pop-up onboarding stores has largely been delivered. For CASS Pay.UK attestation has been completed. Internal Testing is under way and we remain confident that this testing will complete and will reach our target by the end of 2023.

**3) RAISE AWARENESS by extensively promoting the superior benefits of the CTBB business current account**

- **CTBB recognises that the best business current account will only be chosen by SMEs if the appropriate level of awareness is generated.**
- **CTBB is committed to spending a total of £70m to match the £60m in BCR grants – in addition to the planned current spend – to promote the business current account to achieve the target market share objective.**

On Track: Over £65m of own funds has already been spent and we are confident we will exceed the target of at least £70m by the end of 2023. Awareness currently stands at 52% and the year-end target of 60% looks attainable.

**COMMITMENT TO OPPORTUNITIES FOR PARTNERS**

**CTBB operates as a platform deploying solutions from the best partners in the industry.**

**CTBB commits to integrate at least 25 SME solution partners by 2023.**

On Track: By the end of Q2 2023 this number stood at 21. We continue to expect to meet this commitment.