

# €92.3<sub>m</sub>

comdirect shareholders benefit once again from a good result

**Profit target achieved in operating terms.** comdirect has demonstrated the stability of its business model in a challenging market environment. Although we invested more in growth in 2012 and net commission income was significantly down on the record level in 2011, with steady net interest income we achieved our profit target with €92.3m.

**Dividend.** We want our shareholders to participate appropriately in comdirect's good performance. We will be proposing a dividend of €0.44 per share to the annual general meeting in Hamburg on 16 May 2013. This produces a strong dividend yield of 5.6% for 2012.



We do more – in banking, brokerage and advice

**More convenient payments.** Our fee-free Visa card with payWave function and SMS info service makes paying by credit card more convenient and secure. As a result of weekly debiting, we also grant our customers a short-term credit facility. In online shopping, the giro pay system simplifies the payment process.

**Faster trading.** comdirect's mobile app means customers always have their custody accounts within easy reach. On the website, active traders additionally benefit from real-time prices, which are available free of charge and automatically displayed in the new domestic order mask. The CFD platform facilitates even faster trading direct from the improved real-time charts.

**Better advisory services.** Building finance advice is now set to be even more personal as a result of the video function piloted in 2012. In future, customers will not just be able to see the product offerings on their adviser's screen, but will be able to see their adviser in person via video link.

**Standardised management.** With the ebase Managed Depot custody account, our B2B partners can offer their customers standardised fund asset management with five different investment strategies – without the management burden or liability risks.

# 125<sub>k</sub>



Our growth continues:  
in customers, accounts,  
custody accounts and assets

**More customers.** We gained almost 125 thousand customers in 2012, thereby consolidating our position as one of the leading direct banks in Germany. Alongside more active marketing and very successful customers-attract-customers campaigns, we reaped the rewards of our product initiatives centred on the current account and card in particular.

**More accounts and custody accounts.** Our fee-free current account with satisfaction guarantee remains the engine of growth for our banking offering. Our new account services convinced not only new customers, but many existing customers as well, with the result that the 16% rise in the number of accounts was much higher than the increase in the number of customers. At the same time, the popularity of the current account was reflected in call money accounts and custody accounts, which benefited from the cross-selling effect.

**More assets under custody.** In addition to growth in customers, the sharp rise in prices in the equity markets impacted positively on the portfolio holdings of our customers. The deposit volumes in our current and call money accounts also increased.

comdirect remains  
“Beste Bank” with high  
customer satisfaction score

**Best bank 2012.** comdirect successfully defended its title of “Beste Bank” in Germany. Independent testers from S.W.I. Finance scrutinised the product offering and terms and conditions, as well as complaints management, advice and customer services on behalf of finance magazine “Euro”. With an average ranking of 1.4, comdirect won the “Beste Direktbank” category, and moreover outperformed all of the branch banks included in the test.

**Best online broker.** In addition, the sister magazine “Euro am Sonntag” named comdirect best online broker. Among other factors, the analysis looked at the securities offering, standard terms and conditions, security, information and analysis tools, as well as the order functionalities of a total of 14 online banks.

**Satisfied customers.** 86% of our customers would recommend us to friends or family – 5 percentage points more than in the previous year. And we encourage them to do so: around a quarter of our new customers in 2012 were gained through our “customers-attract-customers” programme. And once someone becomes a comdirect customer, they generally want to remain one. 85% of our customers intend to remain loyal to us in the next two years as well, as shown by our latest customer loyalty survey.



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»Our customers  
define what we offer.  
Understanding their  
central needs and  
enabling them to  
make better financial  
decisions – that's  
comdirect's path.«

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