

Program

Banking Forum Netherlands 2018

Smart monetization strategies in retail and SME banking

Innovative product & pricing systems for retail and small business customers

Jaz Hotel Amsterdam, May 24, 2018

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| 01.00 – 02.00 p.m. | Registration and light lunch |
| 02.00 – 02.20 p.m. | Key success factors for product & pricing excellence in today's banking Jens Baumgarten – Senior Partner, Global Banking Practice <ul style="list-style-type: none">▪ Sales goes digital – Addressing financial needs in the digital age▪ Smart product differentiation – Building the offer around customers' willingness to pay▪ Recalling value – Applying behavioral economics along the customer journey |
| 02.20 – 02.40 p.m. | The multibillion Euro bet – Monetization of digital services in banking Dr. Benjamin Wellstein – Director, Global Retail Banking Practice <ul style="list-style-type: none">▪ Monetization challenges in the context of digitization and open banking▪ Value based differentiation – Customer segmentation in the digital age▪ Innovative price models – Case studies on monetizing digital services in banking & payments |
| 02.40 – 03.00 p.m. | Value based offerings for SMEs – Topline growth from small business customers Gianluca Corradi – Director, Global Corporate Banking Practice <ul style="list-style-type: none">▪ From big to smart data – Revenue enhancement through in-depth relationship data analysis▪ Keeping clients sticky – Data-driven approach for preventing client attrition▪ Beyond topline – RWA optimization and profitable capital allocation |
| 03.00 – 03.30 p.m. | Coffee break |
| 03.30 – 04.00 p.m. | Boosting income from existing clients – upselling deposit clients into investments Maximilian Biesenbach – Partner, Global Private Banking Practice <ul style="list-style-type: none">▪ Client behavior and its implications for the top line▪ Smart transition of self-directed clients into advisory through value-adding services▪ Pricing tools supporting client shift to advised or managed solutions |
| 04.00 – 04.30 p.m. | Panel discussion <ul style="list-style-type: none">▪ Practitioners view on profitable growth in banking▪ Facilitated group discussion▪ Q&A session |
| 04.30 p.m. | Informal networking |

Registration

Please register by April 30, 2018.

To register online, please go to www.simon-kucher.com/en/events/banking-forum-netherlands-2018.

Participation is free of charge, but spaces are limited. If you have any questions, please contact Dr. Benjamin Wellstein, benjamin.wellstein@simon-kucher.com, Tel. +49 228 9843 421. If you require hotel accommodation, please contact Bernadette Schweizer, bernadette.schweizer@simon-kucher.com, Tel. +49 228 9843 307 to take advantage of our special rates.

Venue

Jaz Hotel Amsterdam, De Passage 90, 1101 AX Amsterdam-Zuidoost, Tel. +31 (0)20 2105800

www.jaz-hotel.com/hotels/jaz-amsterdam