

Our Mission:
 We compete to be the leading global provider of financial solutions for demanding clients, creating exceptional value for our shareholders and people.

Founded in Berlin in 1870 to support the internationalisation of trade, Deutsche Bank has since come a long way: We are now a leading global investment bank, with a strong and profitable private clients franchise. We have been elected IFR's *Bank of the Year* twice in just three years.

We remain committed to capturing growth opportunities and to anticipating and shaping market development. We know that our most precious asset is the intellectual capital of our people. This is why we seek out and bring together the world's top talents—each with their own passion to perform.

It is our brand that connects our businesses, regions and markets to effectively deliver the one bank. And our values show how we bring our brand to life each and every day.

Dr. Josef Ackermann
 Chairman of the Management Board and the Group Executive Committee

Deutsche Bank – Group Brand Communications (BBC)

Passion meets Performance



Visit us—www.db.com

The way we do
business

A Passion to Perform. **Deutsche Bank** 



Deutsche Bank –

We are a European global powerhouse dedicated to excellence, constantly challenging the status quo to deliver superior solutions to our demanding clients. That's why to us "A Passion to Perform" is far more than just a claim—it is the way we do business.

Our Brand

A Passion to Perform

This is the way we do business.

Pursuing Excellence

We compete with the best in the industry in attracting top talent to deliver a franchise that is second to none.

Leveraging Unique Insights

We are a multi-cultural bank that unites the energy and expertise of our diverse workforce to generate the right results for our clients and communities.

Delivering Innovative Solutions

We constantly challenge the status quo to anticipate future needs and deliver innovative solutions to our clients.

Building Longterm Relationships

We go that extra mile to create eye-level partnerships and commitments that endure.

Our Values

Performance

We are committed to a result-oriented culture.

Trust

We behave reliably, fairly and honestly.

Teamwork

We benefit from the diversity of our business and our people by working together to achieve success.

Innovation

We are constantly challenging conventional wisdom and developing new solutions to meet customer requirements.

Client Focus

We place customers at the centre of our activities and they drive all that we do.