

Global Communications, Brand & MarComOctober 2024





Why we're here

ING's purpose is to empower people to stay a step ahead in life and in business. This purpose guides us in everything we do.

It represents our conviction in people's potential. We don't judge, coach or tell people how to live their lives. However big or small, modest or grand, we help people and businesses to realise their own vision for a better future.

We know people don't need banks, they need banking. Our **promise to customers** is to make banking frictionless, removing barriers to progress and giving people confidence in their ability to make decisions and to move forward. It frees them from the constraints that stand between them and their passions and encourages them to do more of the things that give their lives meaning.

Who we are

ING is a global bank with a strong European base. Our more than 60,000 employees offer retail and wholesale banking services in more than 40 countries.

Our purpose is to **empower people to stay a step ahead in life and in business.**

Customers are who we're here for, our reason for being. At every step of their ING journey, they should feel an emotional connection with us. Banking is a relationship just like any other, and the best relationships are those in which people feel valued, confident, empowered and in control.

Our products include savings, payments, investments, loans and mortgages in most of our retail markets. For our Wholesale Banking clients we provide specialised lending, tailored corporate finance, debt and equity market solutions, sustainable finance solutions, payments & cash management and trade and treasury services.





What we promise our customers



With many basic banking products indistinguishable from one bank to another, we want to stand out from the crowd by providing **superior customer value**.



We deliver value to customers by making banking **easy, instant, personal** and **relevant** to their needs.



What this looks like depends, of course, on what sort of customer you are. For individual customers and small businesses, ING's emphasis is predominantly on **mobile banking**, while for mid-corporate and Wholesale Banking clients it's all about **personal relationships** and **superior sector and network expertise** supported by **seamless digital delivery**.



To give our customers superior value, we're building on our strong technology and operations foundation to provide seamless digital services while keeping their money and their data safe and secure.

Putting sustainability at the heart

Sustainability is one of the biggest challenges for society. ING aims to be a banking leader in building a sustainable future for our company, our customers, society and the environment.

Our sustainability strategy focuses on climate action and how we can help to halt and reverse nature loss, while monitoring human rights and working to advance financial health and inclusion.

The climate crisis threatens both the planet and its people. ING wants to play a leading role in accelerating the global transition to a low-carbon economy. As a bank, we do this through financing: working with clients on their transitions to net zero while financing the technologies and solutions needed for a sustainable future. And because the global transition needs to include everyone, we're also finding new ways to enable people to stay a step ahead on climate change.

Society is transitioning to a low-carbon economy. So are our clients, and so is ING. We finance a lot of sustainable activities, but we still finance more that's not. See how we're progressing on ing.com/climate.



Our 3Q2024 results in numbers

"In the third quarter of 2024, we have again delivered strong results and are executing well on our strategy to accelerate growth, increase impact and deliver value for all stakeholders. We have grown our customer base and taken important steps in our climate action approach. Our good commercial momentum has led to robust income growth, specifically in fee income. We have also seen increased lending and deposit volumes and resilient margins."

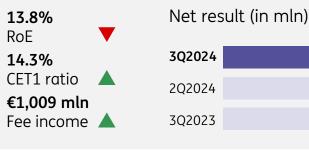
Steven van Rijswijk – CEO of ING











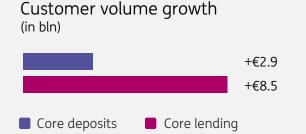


+189,000 mobile primary customers

Customers

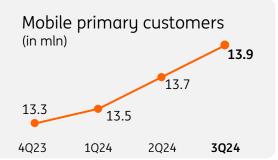
Results

We deliver value to customers by making banking easy, instant, personal and relevant.



NPS score

#1 in 5
out of 10
Retail markets



€1,880

€1,780

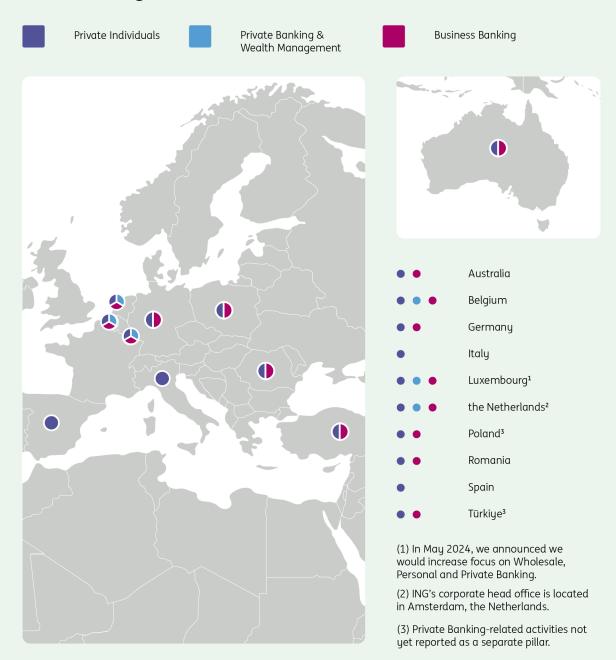
€1,982



Society

We aim to put sustainability at the heart of what we do. See our full story at www.ing.com/climate. We believe that we can make the most impact by financing the technologies and solutions needed for a low-carbon economy. We have sharpened how we engage with our clients and have taken new steps on our energy financing policy. See our Climate Progress Update for more. We acted as sole sustainability coordinator for the upsized refinancing of a syndicated €2 billion revolving credit facility linked to ESG goals for Henkel, owner of consumer brands like Pritt glue and Syoss hair care. This contributed to a 15% increase in our sustainable volume mobilised year-to-date.

Retail Banking



Wholesale Banking

Map highlights the location of offices in ING's Wholesale Banking international network



On 2 March 2022 we announced that we no longer do new business with any Russian companies due to the invasion of Ukraine. We have reduced our exposure significantly since then.

ING does not have a banking license in the US and is therefore not permitted to conduct banking activities in the US. Through its wholly owned subsidiary ING Financial Holdings Corporation and its afilliates, ING offers a full array of wholesale financial products such as lending, corporate finance and a full range of financial markets products and services to its corporate and institutional clients.

Our leadership

Management Board Banking

Chief financial officer

Tanate Phutrakul



Chief executive officer

Steven van Rijswijk



Chief risk officer

Ljiljana Čortan



Head of Retail, Market Leaders and Challengers & Growth Markets Pinar Abay



Head of Wholesale Banking

Andrew Bester



Chief operations officer

Marnix van Stiphout



Chief technology officer

Daniele Tonella



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