Building a purpose-led bank.

We champion potential, helping people, families and businesses to thrive.

Our colleagues' safety and wellbeing has been our priority throughout the crisis. Our priority throughout the pandemic has been to give colleagues the right support so they can continue working safely at home or in our buildings and minimise the effect of the crisis on customer service.

Every decision the bank's leadership makes is underpinned by our purpose and colleague wellbeing.

We moved quickly to provide early reassurance on pay, enabled 50,000 colleagues to safely work from home (five times the population of the City of London) and provided new wellbeing resources such as a virtual GP. We have difficult times ahead but our decision-making will be driven by our purpose and doing the right thing.

Note: (1) May 2020 covid-19 colleague survey, 35,808 respondents.

As a result, our colleagues told us:

- 95% agree on the importance of our colleagues’ safety.
- 92% are proud of our contribution to community and society.
- 91% feel our purpose is meaningful to them.
- 84% think we are doing a good job of responding to the pandemic.

We supported our colleagues with:

- Provided property and technology equipment bundles to support home working with c.6,000 being distributed.
- Strict social distancing measures for colleagues working in offices or branches.
- Immediate payments release adopted to support all our suppliers' cashflow.
- Quick reassurance with full pay for six months to all – even if ill or with care responsibilities.
- Home working quickly made available to over 50,000 colleagues.
- Launched a Wellbeing Hub for colleagues with over 27,500 hits.

We are proud of our contribution to community and society, feel our purpose is meaningful to them and think we are doing a good job of responding to the pandemic.
Building a purpose-led bank

In these challenging times our purpose has never been more important.

We champion potential, so the 19 million people, families and businesses we serve in communities throughout the UK and Ireland can rebuild and thrive.

If our customers and communities succeed, so will we.

We believe that when we work to benefit society, we will deliver long-term value and sustainable returns. At the centre of our approach is the belief that we have a reciprocal relationship with society and the communities where we operate and that we can only deliver on our purpose-led strategy by continuing and deepening our relationships with all of our stakeholders.

As we do this, we are working with Blueprint for Better Business and focusing on how we can be honest and fair with our customers and suppliers, a good citizen, a responsive and responsible employer and a guardian for future generations.

Our Purpose
We champion potential, helping people, families and businesses to thrive

Our strategy
Our strategy is to deliver on our purpose and drive sustainable returns to shareholders through four strategic priorities.

Click the video below for more about our purpose:

Areas of focus
There are three focus areas of our purpose where we can make a meaningful contribution to our customers, colleagues and communities.

Climate
Leading the climate challenge

Enterprise
Removing barriers to enterprise

Learning
Building financial capability

Supporting customers at every stage of their lives

Simple to deal with

Powered by partnerships & innovation

Sharpened capital allocation

Click the video below to hear our CEO talk about our purpose-led strategy.

Being purpose-led is about balancing the needs of all our stakeholders and not avoiding the tough decisions. It is about accepting and recognising the difficulties and challenges, and bringing the right people into decision-making.
Building a purpose-led bank

2020 was a year like no other.

The dramatic spread of COVID-19 disrupted lives and livelihoods, affecting communities and businesses worldwide. The last year accelerated the need for purpose-led business.

It meant we worked fast to put in place both financial and non-financial support to help those that needed it most. Our purpose has acted as our north star throughout, guiding our behaviour and decision-making and we remain committed to providing help and support to those who need it the most.

Supporting our colleagues has been a priority during the crisis:

37,000 pieces of equipment delivered enabling 50,000 colleagues to work from home.

37,500+ views of a Wellbeing Hub launched for colleagues.

Supporting our customers by pivoting our operations at pace:

£14.1bn of lending approved through government schemes.

258,000 mortgage repayment holidays.

480,000 customers in vulnerable situations contacted to check on their welfare.

£5m cash to vulnerable customers without ATM access.

Supporting our communities by helping the most vulnerable in society:

£10m raised for the National Emergencies Trust (NET) by matching customer donations.

£1m donated to eight not-for-profit debt management organisations, including Citizens Advice.

1 million meals produced for those in need since the start of March with help from a charity distribution hub at our Edinburgh head office.*

*Helping Social Bite, Trussell Trust and Cyrenians.

Click below to find out more about how we supported our customers, colleagues and society in 2020:
Building a purpose-led bank

Our progress so far.

Despite a challenging year, we’ve made progress and our purpose-led strategy is beginning to have impact.

We’ve revised and relaunched our Yes Check to encourage purpose-led decision-making and to guide colleagues’ thinking, making sure we consider the perspectives of different stakeholders before making the best decisions. Our areas of focus also contribute to the UN Sustainable Development Goals (SDGs).

In the last 12 months we have…

- **1000+ jobs**: Moved our Entrepreneur Accelerator Programme online, supporting over 1,200 entrepreneurs to create more than 1,000 jobs.
- **£1bn**: £1bn of debt funding to support female entrepreneurs announced in January 2020 has been deployed.
- **Over 14,200**: Launched our digital Business Builder, with over 14,200 registrations since lockdown began.
- **Became principal banking partner for COP26**.
- **£12 billion in funding and financing for Climate and Sustainable Finance** in 2020.
- **1st major UK bank to sign up to the Partnership for Carbon Accounting Financials**.
- **Embedding climate goals, measures and targets into Executive Director and ExCo performance measures and remuneration decisions**.

Supported our customers in improving their financial capability:

- **2.9 million**: Reached around 2.9 million people in 2020 to improve their financial capability...
- **945,000**: Carried out over 945,000 Financial Health Checks with Retail Banking customers.*
- **600,000**: Helped 600,000 customers to start to save.‡

...including taking our MoneySense programme online through MoneySense Mondays during lockdown and helping an additional 1.4m young people learn good money skills.†

* This 945,000 contributes to the overall 2.9m.

† This 1.4m contributes to the overall 2.9m.

‡ Includes instances where customers had existing savings with other banks and transferred them into their NatWest Group account.

And taken key actions to play our part in tackling the climate challenge:

- **Became principal banking partner for COP26**.
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We moved quickly to provide early reassurance on pay, enabled 50,000 colleagues to safely work from home (five times the population of the City of London) and provided new wellbeing resources such as a virtual GP.

We have difficult times ahead but our decision-making will be driven by our purpose and doing the right thing.

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- **91%** think we are doing a good job of responding to the pandemic

Taken key steps in removing barriers to enterprise:

- **1000+ jobs**
- **£1bn**
- **Over 14,200**

And taken key actions to play our part in tackling the climate challenge:
Look ahead to 2021.

We know that people are facing challenging times ahead and there is still much we need to do.

We are committed to embedding our purpose at the core of our business allowing us to make a positive contribution to society, working with and alongside our stakeholders.

By championing potential and helping people, families and businesses to thrive, we will succeed together, enabling NatWest Group to deliver sustainable, long-term returns to shareholders.

As we continue on our journey to being a purpose-led bank, here are some of our commitments for the year ahead:

Take a lead in the fight against climate change as we gear up for COP26.

We are deepening our work in understanding and supporting diverse local communities, both through internal research and via external partnerships.

Support our colleagues by launching a new Talent Academy open to all employees in all locations.

We recently announced a further £1 billion in funding to support female-led businesses recover from the disruption caused by COVID-19.

We will continue towards our longer-term targets on:

**Enterprise**
- Help create an additional 50,000 businesses by 2023, by inspiring and supporting >500k people.
- 60% female-led.
- 20% Black, Asian and Minority Ethnic led.
- 75% outside London and SE.

**Learning**
- 2.5m people reached each year to improve their financial capability.
- 2m additional customers helped to start saving by 2023.
- 100% of frontline colleagues professionally qualified within first 18 months in role.

**Climate**
- At least halve the climate impact of our financial activity by 2030.
- £20bn additional funding and financing for climate and sustainable finance. We expect to exceed our £20bn target during 2021.
- Make our operations climate positive by 2025.
Our Purpose in action   |  July 2020

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- Supporting customers at every stage of their lives
- Simple to deal with
- Powered by partnerships & innovation
- Sharpened capital allocation
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Building a purpose-led bank.