

Our brands are our main connection with customers. We track customer advocacy for our key brands and services using the Net Promoter Score (NPS), a commonly used metric in banking and other industries across the world.

Overall NPS

Banking:

Retail	Business	Commercial
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NatWest

Q4 2021

13

Q4 2020

7

Source: Strategic NPS benchmarking study run through InMoment, England & Wales

Q4 2021

-2

Q4 2020

-2

Source: MarketVue Business Banking from Savanta, England & Wales, businesses with a turnover up to £2m

Q4 2021

22

Q4 2020

24

Source: MarketVue Business Banking from Savanta, England & Wales, businesses with a turnover up to £2m

Royal Bank of Scotland

Q4 2021

-2

Q4 2020

-9

Source: Strategic NPS benchmarking study run through InMoment, Scotland

Q4 2021

-12

Q4 2020

-13

Source: MarketVue Business Banking from Savanta, Scotland, businesses with a turnover up to £2m

Q4 2021

21

Q4 2020

27

Source: MarketVue Business Banking from Savanta, Scotland, businesses with a turnover over £2m

Customer Trust

NatWest

Dec 2021

74%

Source: Yonder reputation tracker, GB, Trust among Retail Banking customers

Dec 2020

76%

Royal Bank of Scotland

Dec 2021

68%

Source: Yonder reputation tracker, GB, Trust among Retail Banking customers

Dec 2020

61%

Retail Banking

Account opening

Q4 2021

28

Source: Strategic NPS benchmarking study run through InMoment

Q4 2020

16

Mortgage

Q4 2021

14

Source: Strategic NPS benchmarking study run through InMoment

Q4 2020

16

Mobile Banking

Q4 2021

45

Source: Strategic NPS benchmarking study run through InMoment

Q4 2020

44

Online Banking

Q4 2021

25

Source: Strategic NPS benchmarking study run through InMoment

Q4 2020

22

Business and Commercial Banking

Lending

Q4 2021

78

Source: Operational NPS study run through InMoment

Q4 2020

76

Day-to-day servicing

Q4 2021

37

Source: Operational NPS study run through InMoment

Q4 2020

32