

| Engine by Starling

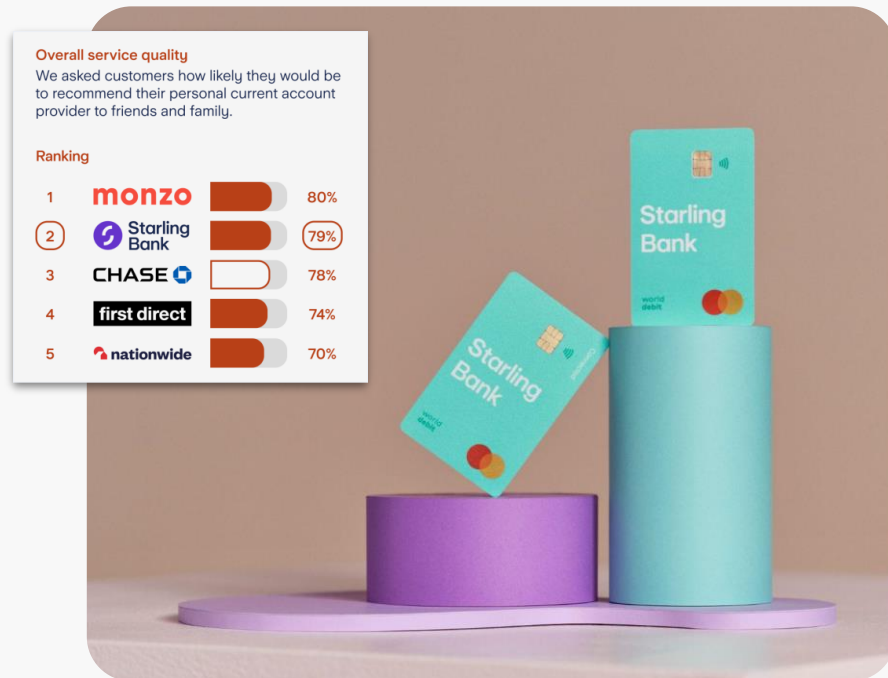
# Reinventing banking for a **digital world**



**Nick Drewett**  
Chief Commercial Officer  
Engine by Starling



# Starling Bank has proven **the profitable digital banking** model in the UK



Banking licence  
Jul 2016



Retail launch  
May 2017



SME launch  
April 2018



Profitable  
October 2020



Best British Bank x 4  
July 2021



Engine launch  
February 2022



1st Engine clients announced  
November 2023

Number of customer accounts

4.2m

Market share- SME

9.4%

Deposits

£11bn

Pre-Tax Profit

£301m

Revenue

£682m

App Store

4.9

Consistently high App Store rating

# Trusted by customers

A stand-out proposition and highly personalisable features which are loved by customers.

## Online and mobile banking services

We asked customers how likely they would be to recommend their provider's online and mobile banking services to friends and family.

### Ranking



## Overall service quality

We asked customers how likely they would be to recommend their personal current account provider to friends and family.

### Ranking



“Any sector where new entrants have both **materially better customer satisfaction scores** and **materially lower unit costs of delivery** has a serious problem.

FY23 results for Starling Bank highlight the enormity of the challenge facing UK banks. Independently assessed customer satisfaction is **81% against the incumbent average of 58%, with an annual cost to serve of £38 against incumbents at c.£150+.**”

- Keefe, Bruyette & Woods, Analysis of  
Starling Bank's Annual Report



# What is driving Starling Bank's success?



**Cloud-native technology** - built for the modern world designed for greater availability and scalability.



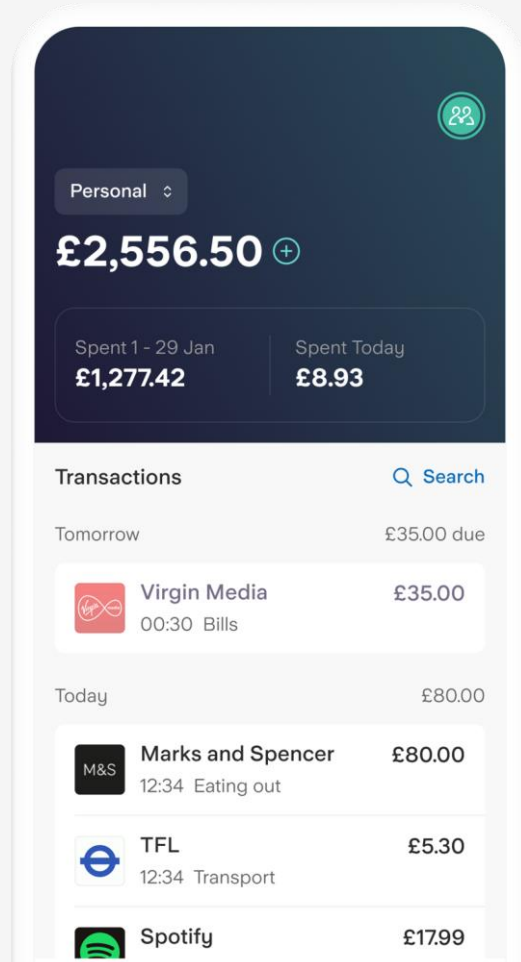
**Integrated systems** - which provide a true 360 degree view of the customer.



**Constant innovation** - tight feedback loops, continuous improvements with new releases, features and experiences.



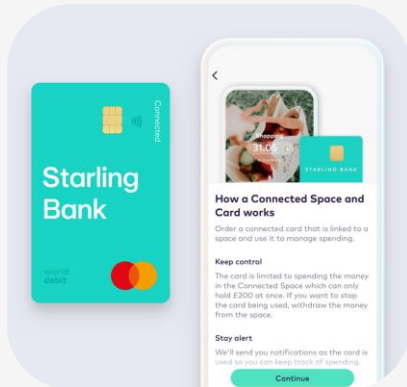
**Customer obsession** - strong company values that strive to solve real customer problems.



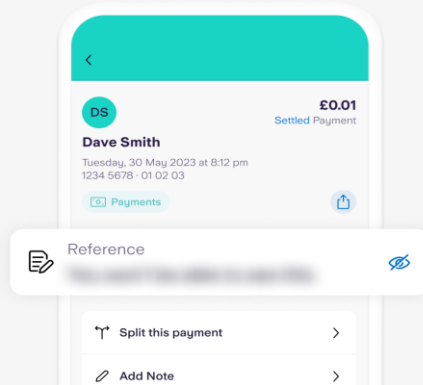
# An innovative company culture delivers products and features that serve customers

Starling has a strong set of company values that flow through the organisation. One of these core values is “**Listen.**” If you strive to solve real customer problems and allow for internal team collaboration, you’ll develop products and features that truly **anticipate** and **respond** to customer need.

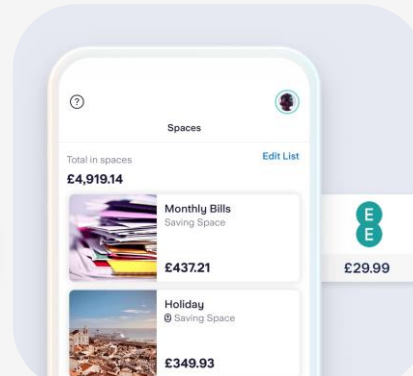
Connected Cards



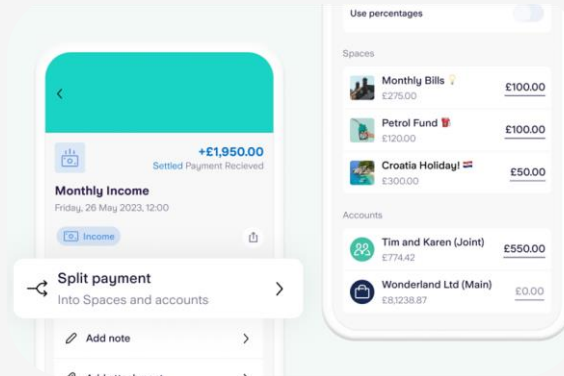
Hide Payment References



Bills Manager



Split Payments



# Starling Bank uses a single, cloud native platform, **for everything**

## Cost to serve is low

- High levels of self service
- Efficient operations
- Single view of everything

## Customers love and trust us

- Beautiful experiences in app
- 24/7 human call centre
- Fairer banking

### Customer Chat

#### Engine

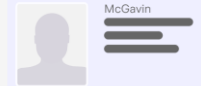
Hello – thank you for contacting us today, in a few words let us know why you're getting in touch, so we can understand how to help you

#### Lisa Young

Hi, I don't recognise this transaction

### ID Review

#### Driving Licence



What is this document?

Driving Licence



James Street



Online Payment Code

View

Card Details

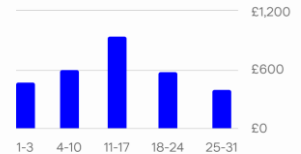
Card Controls

Cancel & Replace Card

PIN Reminder

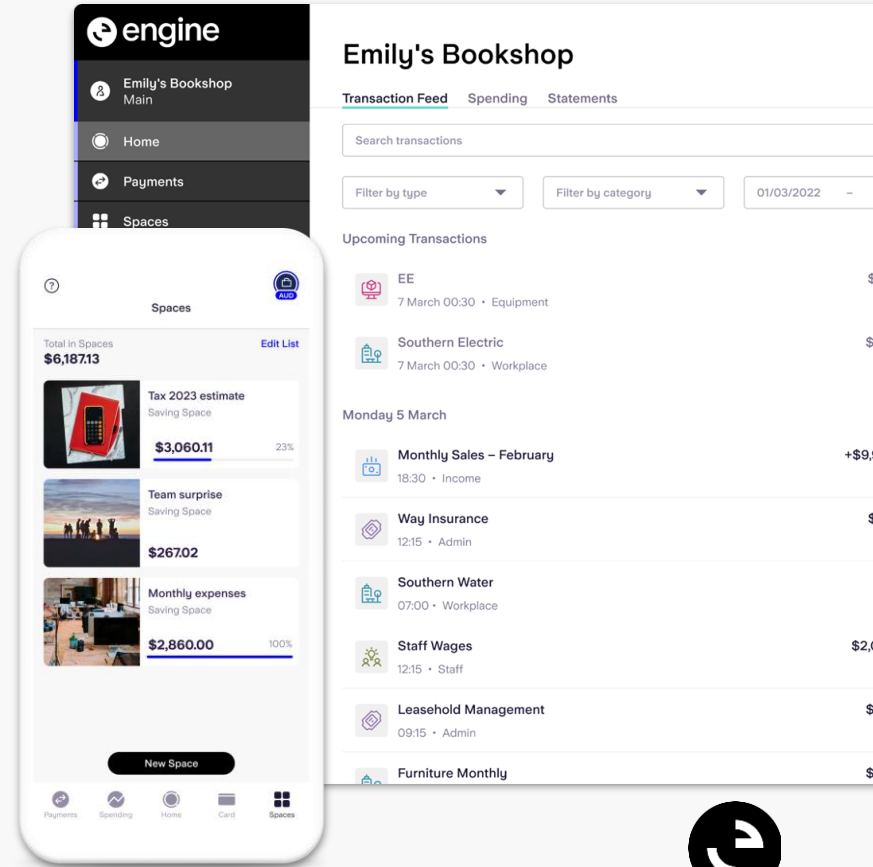
Spent this month

**£2,587.00**



| Engine by Starling

# Engine by Starling is a cloud-native, SaaS banking platform.





**A decision to adopt  
Engine is a high trust  
decision for customers**



## Case Study

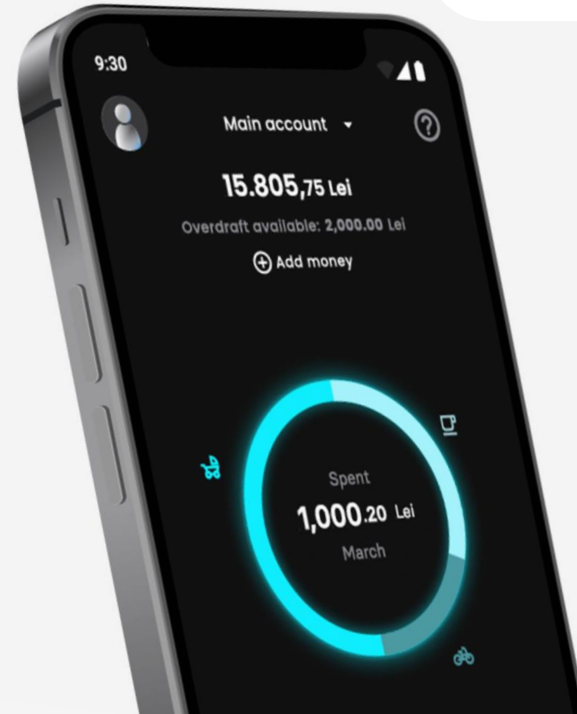
**Salt Bank**, based in Romania, is a wholly owned subsidiary of Banca Transilvania Financial Group – **the largest bank** in Southeastern Europe.

### Salt Bank's Objective

Disrupt the banking market in Romania by offering customers simple and seamless digital experiences.

### Engine's solution

- Thanks to Engine's cloud-native platform Salt Bank was able to build and launch the new digital bank **in under 12 months**.
- On public launch in April 2024, Salt offers transaction accounts in local and 16 foreign currencies for retail customers with automated digital onboarding supported by a manual review workflow in Engine for marginal cases.
- Customers can access to innovative, self-serve banking features like saving spaces, spending insights, card controls, and Apple and Google Pay in-app provisioning.
- Salt also offers a Mastercard debit card to its customers with benefits such as travel insurance and all debit card processing and 3D-Secure processing is supported by Engine.





[www.enginebystarling.com](http://www.enginebystarling.com)