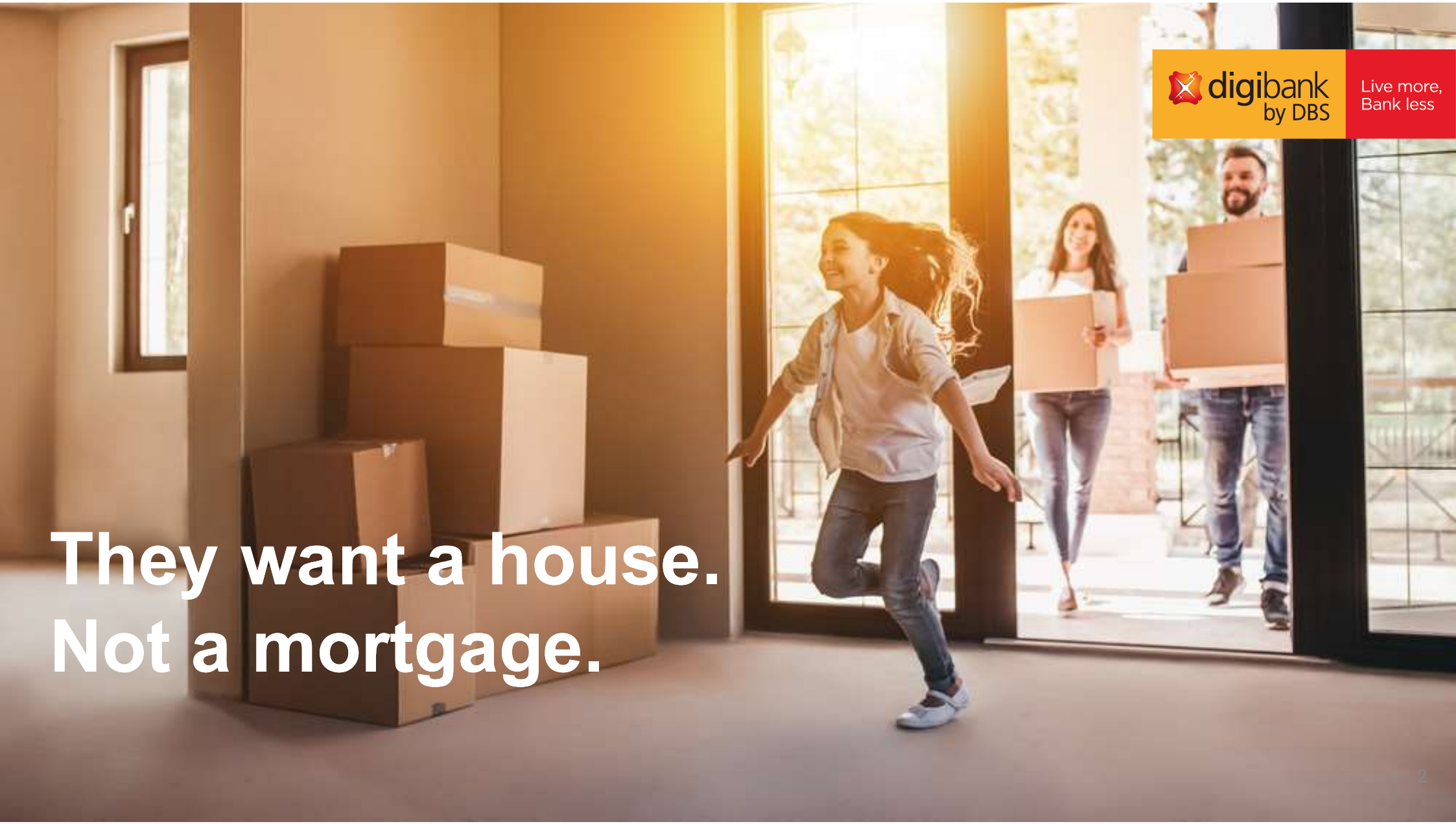
Banking.
Something You Do.
~~Somewhere You Go.~~
digibank
by DBS
Live more,
Bank less


digibank
by DBS
Live more,
Bank less
They want a house.
Not a mortgage.

digibank
by DBS
Live more,
Bank less
They want a better education
not a personal loan

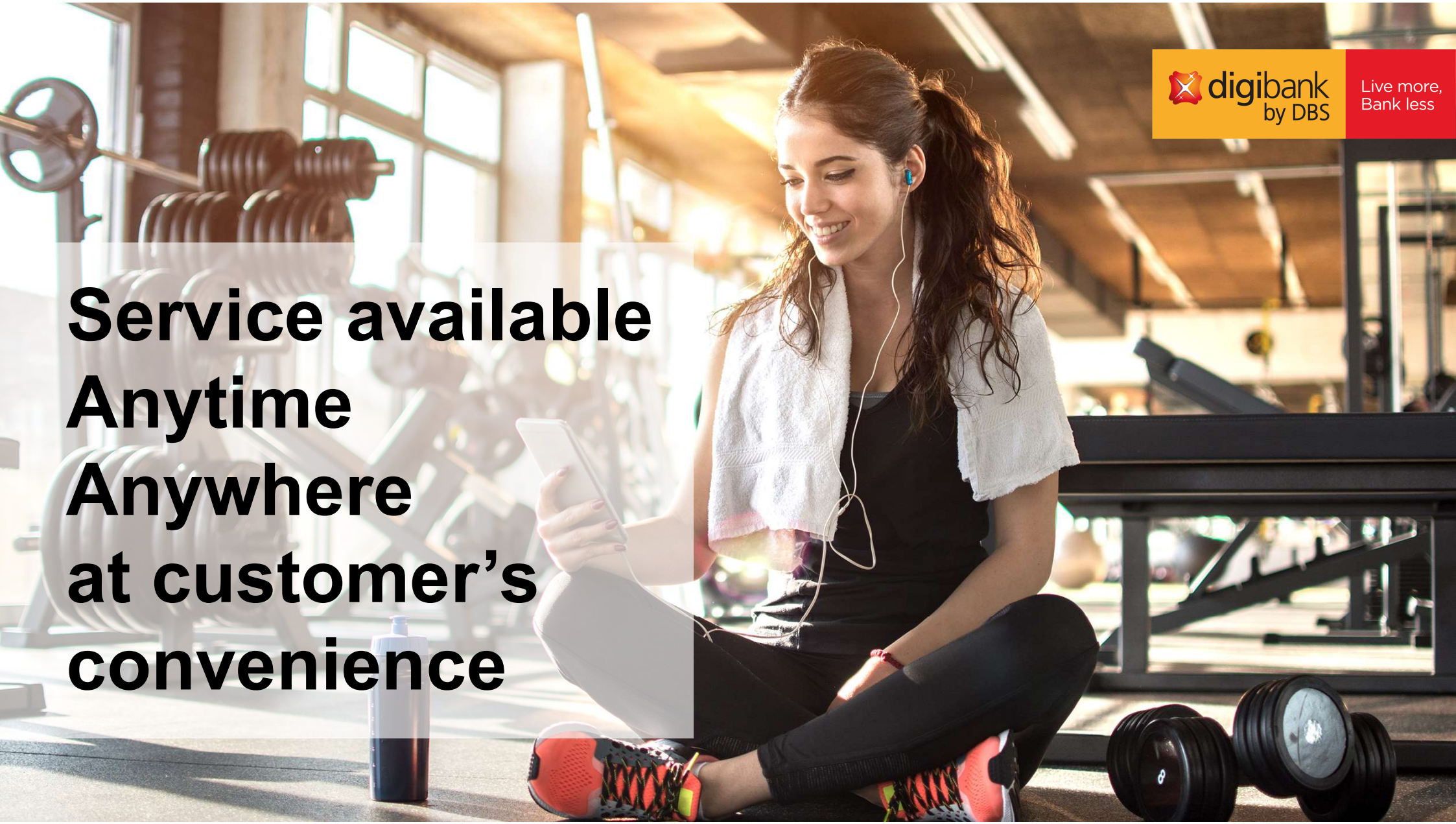
digibank
by DBS
Live more,
Bank less
They want to go from
point A to point B more conveniently
not a car loan

digibank
by DBS
Live more,
Bank less
Re-define how
banking service
is delivered

digibank
by DBS
Live more,
Bank less
No need to queue

digibank
by DBS
Live more,
Bank less
No need to worry about fees,
limits, minimum balance

digibank
by DBS
Live more,
Bank less
No need to sign tons of forms



Service available Anytime Anywhere at customer's convenience

Center of the solar system of customer's lyfe

To become the bank that customer love to use everyday, by being frictionless and a more intelligent way to bank

Customers are offered attractive banking products, with frictionless experience

Basic Product Suites with Irresistible Benefit

FREE transfer and
ATM withdrawal

High rate online deposit
(starting as low as SGD 500)

Bayar & Beli

Singapore connectivity

Latest Technology Offering New Experience

Biometric Technology –
A Bank with no queue

Start all of your activities on
digibank with one password only

Provided by a 24x7 Artificial
Intelligence-driven
Virtual Assistant

Monitor and plan
your spending pattern
from one menu only.

Credit Card
management

digibank
Personal loan

digibank by DBS

Live more, Bank less

CARA REGISTRASI digibank by DBS

The Proposition: The Frictionless Experience

The Proposition:
The Reason to Buy NOW

- **Promotions**
- **Event & Programs**
- **Partnership & Communities**

The Proposition:
The Intelligence We are Putting

The S*#t we do: Start Up Mentality

digibank by DBS

Live more, Bank less

Get things done... with style

The S*#t we do: Fix Fix Fix

digibank by DBS

Live more, Bank less

Pantang Pulang Sebelum Padam

The S*#t we do: Padangnese Buffet
digibank by DBS
Live more, Bank less
Anda puas beritau teman,
Anda tidak puas beritau kami…

The S*#t we do: Test & Learn
digibank by DBS
Live more, Bank less
Its okay to make mistake.
Its not cool to make
the same mistake twice

The S*#t we do: Share The Joy
digibank by DBS
Live more, Bank less
We share more,
we learn more (just like today)

The Joy That We Have So Far

digibank by DBS
Live more, Bank less

- 20x growth from 2017 to 2018
- 6 local awards within the first year
- The Asset Triple A Digital Awards 2018 - Best Retail Mobile Banking Experience
- GLOBAL BANK OF THE YEAR — The Banker
  BEST BANK IN THE WORLD — Global Finance
  WORLD'S BEST DIGITAL BANK — Euromoney
- Different style of banking culture

The Road Ahead

digibank by DBS

Live more, Bank less

- Full fledged banking - digital
- Becoming invisible to immerse into our customer's Lyfe
- Accelerate Growth through partnerships

digibank
by DBS
Live more,
Bank less
Give yourself
a chance to
experience us