

Divisional review continued

Philadelphia Inquirer When the Philadelphia Inquirer was put up for sale last year, a consortium, led by local entrepreneurs Brian Tierney and Bruce Toll, looked to Citizens Financial Group and RBS for a funding package to give them the edge in their bid to keep the paper in local hands, despite stiff competition.





Citizens

- Contribution US\$2,917 million (2005 – US\$2,867 million)
- Total income up 3%
- Operating profit up 2%

Citizens Financial Group is engaged in retail and corporate banking activities through its branch network in 13 states in the US and through non-branch offices in 30 other states. Citizens was ranked the eighth largest commercial banking organisation in the US based on deposits as at 30 September 2006. Citizens Financial Group includes the seven Citizens Banks; Charter One; RBS National Bank, our US credit card business; RBS Lynk, our merchant acquiring business; and Kroger Personal Finance, our joint venture with the second-largest US supermarket group.

- Citizens is a major player in US banking. Among commercial banking organisations it ranks 9th in assets, 7th in personal loans, 8th in deposits, 16th in mortgages, 6th in home equity loans, 9th in credit cards, and 14th in business lending.
- Citizens has the eighth-largest retail branch network in the US, and has more than 5.1 million personal and business customers.
- A continued emphasis on customer service helped raise retail customer satisfaction levels by 3.5% in 2006.
- Last year was Citizens' 14th consecutive year of record profits, and in 2006 profit increased by 2% to US\$2,917 million. Citizens has been building its customer franchise in commercial banking and in card issuing and acquiring. Business and home equity lending also showed good growth.
- Retail Banking in the Charter One footprint has opened more than 276,000 new checking accounts and has seen a 6% increase in cross-selling of other bank products.
- In 2006 Citizens agreed more than 714,000 new consumer loans totalling US\$20 billion, and processed more than 1.4 million credit applications.
- Citizens' Debit Rewards debit card programme, through which customers earn redeemable points, was well received by customers and led to an average 3,800 new enrollments per day.
- Citizens added PayPass™ embedded-chip technology to its customer debit cards, issuing 3.5 million new cards to its customers to become Mastercard's largest PayPass™ issuer in the US.
- More than 1.8 million credit cards were issued under the RBS, Citizens and Kroger brands. Citizens' partnership with Kroger, the second-largest US supermarket group, was extended to include pre-payment cards, mortgages and other financial products.