

Our Strategy

A New Strategic Cycle

2024 marks the beginning of a new three-year strategic cycle for AIB Group. Our purpose is empowering people to build a sustainable future, and over the next three years, we will develop deeper, more enduring relationships with our customers, by better serving their financial needs.

Against an evolving Irish banking landscape, we reshaped AIB Group, fundamentally changing our business; delivering an enhanced product suite, embedding inorganic initiatives, transforming our operating model with increased digitalisation, welcoming new customers and leading the ESG agenda. We close 2023 as a leading financial services group well positioned for the future.

Over the next three years, supported by our strategy, our values and our new Customer Charter, we are going to empower customers to get the most from AIB, for the life they're after. To do this, aligned to our existing strategic pillars, we have clearly set out three strategic areas of focus: Customer First, Greening the Loan Book and Operational Efficiency.

We will hold the customer at the heart of our organisation, with a Customer First ethos deep in our strategy and our culture, focused on enhancing customer experience to better meet customer needs. We are going to build deeper relationships with our customers, delivering seamless and intuitive journeys. To elevate the process and create a step change in customer centricity, the Group has introduced a new Chief Customer Officer executive position that will enable deep insight and focus on the customer through aligning our strategy, channels and propositions.

Recognising rising customer demand, the need to do more to help combat climate change and our ambition to be a driving force in the transition to a lower-carbon future, we are going to build a dedicated Climate Capital segment to complement our other segments, Retail Banking, Capital Markets and AIB UK. The new Climate Capital segment will expand our capability and capacity in this space, as



Three strategic areas of focus:

Customer First:
Developing deeper relationships with our customers.

Greening the Loan Book:
Amplification of Group's ESG leadership position, including new green and transition lending, net zero ambitions and enhanced focus on the Climate Capital segment.

Operational Efficiency:
Enabling our colleagues to deliver for our customers by investing in capabilities and capacity.

a market leader in financing energy transition and infrastructure. It will adopt a global outlook, focusing on established renewables technology in European, UK and North American markets, reflecting AIB's existing footprint and funding, as well as the largest and fastest growth markets for green financing demand.

We will continue to improve our digital capability, across an agile and resilient platform that delivers for customers' financial needs, improving their banking experience, while offering and delivering our products and services in a proactive, seamless and innovative manner.

In terms of our workforce, we will focus on having the right capabilities in place to enable delivery of our priorities. We'll use resilient platforms to create an enhanced employee experience that will support the Group's

ambition to be at the heart of our customers' financial lives, where positive customer outcomes are at the beginning, middle and end of everything we do.

The world is changing at pace. As people strive to build a more sustainable life, AIB will support them every step of the way.