



Trust and Reputation: the corporate dimension

10th International Leadership Symposium
Zürich, September 11, 2009

Hanns Michael Hölz, Group Sustainability Officer
hanns-michael.hoelz@db.com

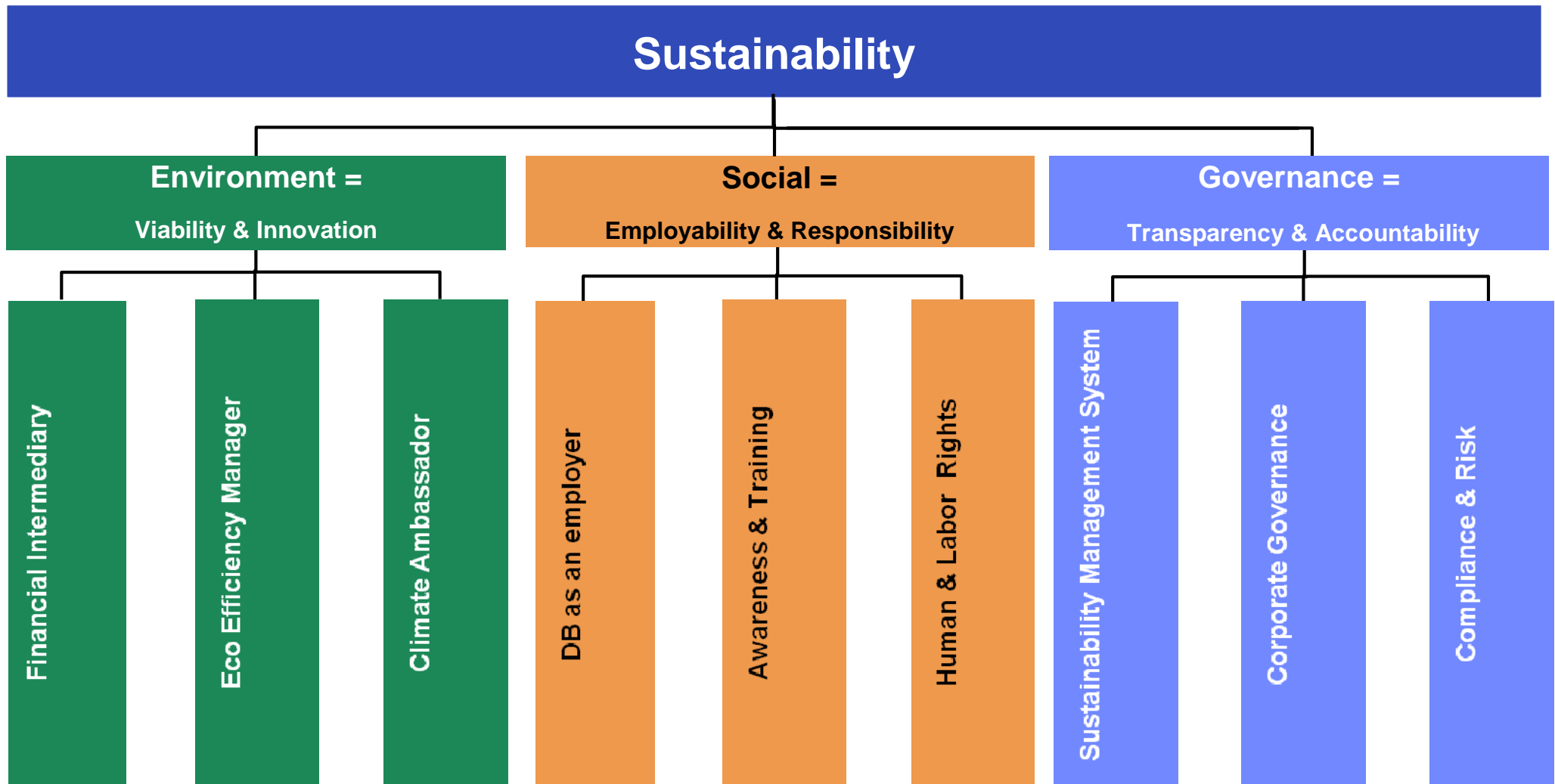
A Passion to Perform.

Deutsche Bank



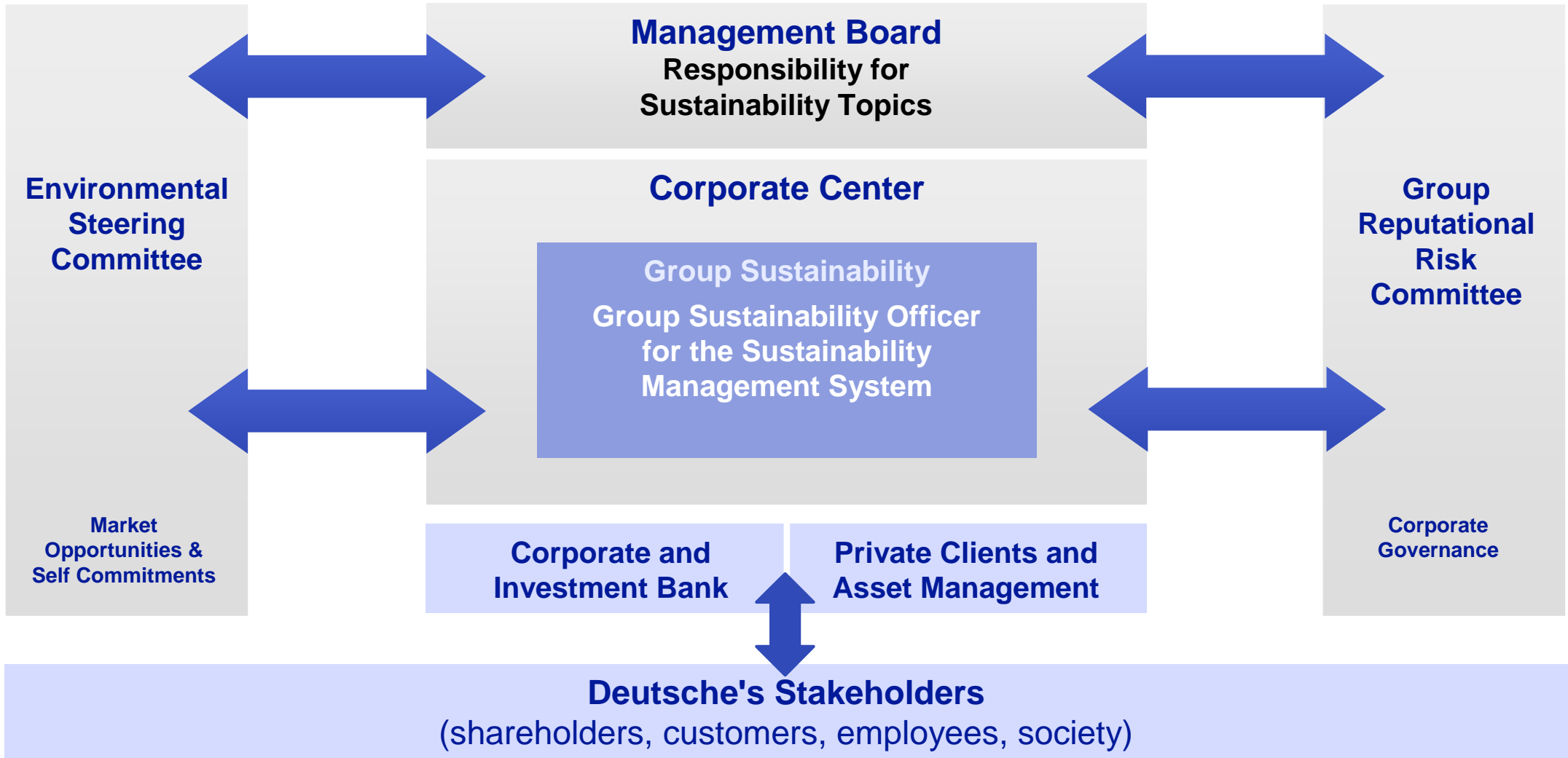


Acting sustainably – key to reputation and trust





Sustainability Management System (SMS) – governance and functions



↔ = Reporting lines; flow of information



External and internal guidelines relating to sustainability

External commitments

- UN Global Compact
- UNEP-FI Declaration of Sustainable Development
- UN Declaration of Human Rights
- Principles for Responsible Investment (PRI)
- World Bank standards
- OECD guidelines for multinational companies
- Wolfsberg Principles
- Financial Task Force on Money Laundering (FAFT)
- ISO 14001

Environmental aspects

Social aspects

Governance aspects

Internal guidelines

Corporate Governance / Human Resources

Sustainability

- Code of Conduct – Code of Ethics

Risk Management

- Credit Directives addressing environmental issues, embargoes & related restrictions, betting & gambling, defence equipment, pornography
- Industry analyses

Compliance/Anti-Money Laundering

- Global Compliance Core Principles
- Anti-Money Laundering Policy
- New Client Adoption
- Reputation Risk Policy

Corporate Development

- Acquisition and Due Diligence Standards

Global Sourcing

- Global Sourcing Policy
- Travel Policy

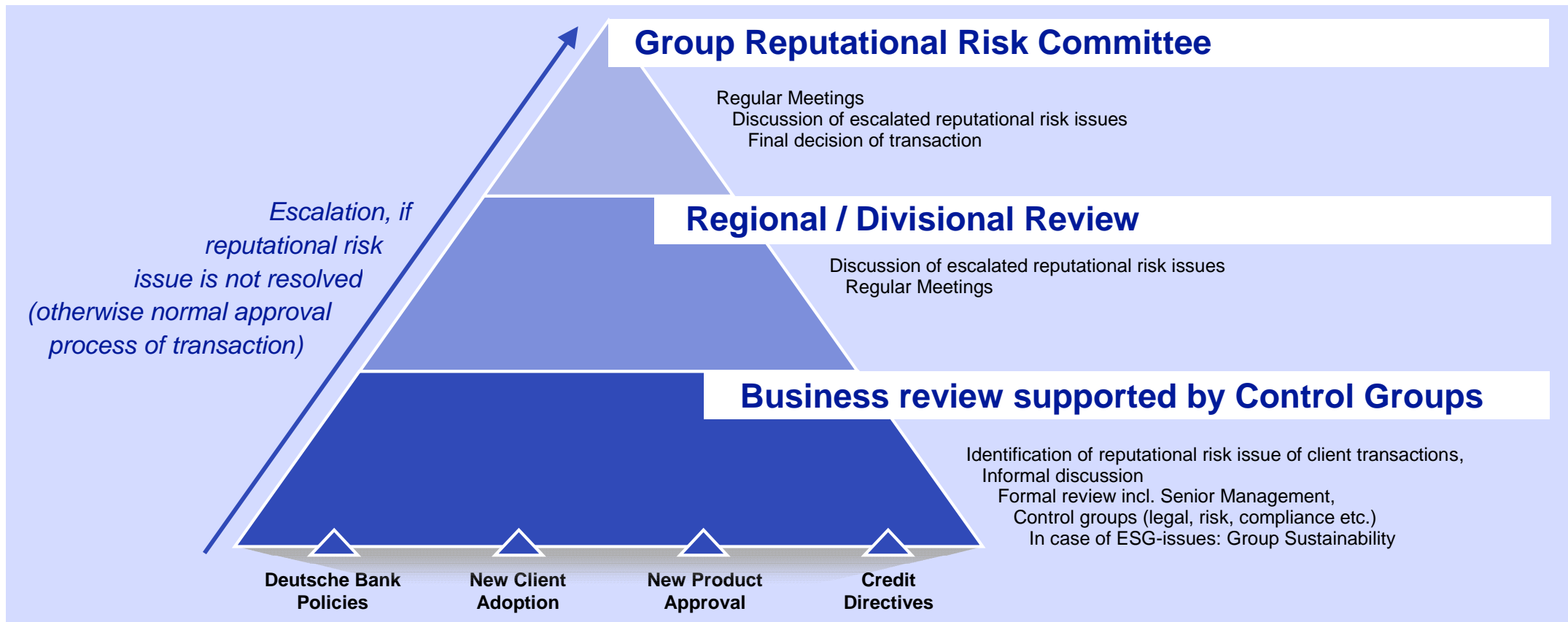
External commitments as part of our internal framework





Reputational risk escalation

In 2008 Deutsche Bank's reputational risk management, identification of reputational risks from new products, transactions and clients as well as communication were audited by KPMG. The audit did not show any complaints.





"We must say what we think.
We must do what we say.
We must also be what we do."

Alfred Herrhausen



Additional information

For more information please visit our CSR/sustainability websites

www.banking-on-green.com

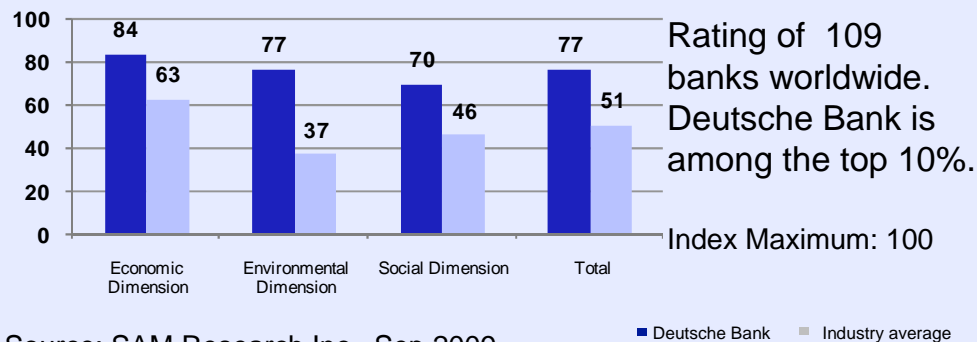
www.deutsche-bank.com/csr

Corporate Social Responsibility Report 2008

www.deutsche-bank.com/08

Sustainability Ratings

SAM



Sustainalytics (former SiRi/scoris)

