

Strategic update

1 March 2013

Integration completed - a strong bank created

In 2009 we embarked on a complex and challenging journey: to separate and integrate two banks into one strong bank. With minimal impact on our clients, we have successfully completed our journey on time and on budget

√	Deliver on promises	 C/I ratio well within target of 60-65% by 2012 On track to realise annual integration synergies On budget (EUR 1.6bn integration costs) 			
\checkmark	Flawless integration	 246 branches closed down, approx. 4,500 FTEs reduced 1.7m clients migrated with no real impact on clients 89 buildings sold, 137 rental contracts terminated 			
✓	Focus on clients	 Important provider of lo Improved client ranking Re-establishment client Provide efficient multi-c Simplification of (retail) "Best private bank of the Netherlands" 	gs according to severa t teams, trading capab channel access with in	I surveys bilities and product on novative application service authors	of new technologies "Overall Relationship Quality: ABN AMRO is tied for 1st position"(Greenwich)
	Create a strong bank	 Strong franchise and high brand awareness Reinforced risk management Good capital position Dividend payments resumed in 2011 Proven access to and less dependent on wholesale funding 			
√	Optimise portfolio	 Strategic divestments (e.g. international part of FCF) Focused acquisitions (e.g. Private bank in Germany) 			



Financial track record

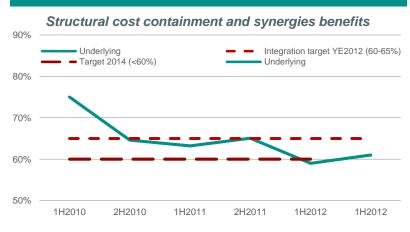


Core Tier 1 capital and RWA

Steady growth Core Tier 1 capital

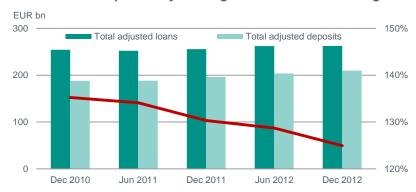


Cost/income ratio



Loan to Deposit¹ ratio

Reduced dependency on long term wholesale funding*



Note(s):

 The LtD ratio is calculated based on adjusted Loans and Deposits. For a breakdown of the adjustments, please refer to the 2012 Annual Report chapter 19



Based on the bank we are today.....

- A leading Dutch bank with the majority of revenues (approximately 90%) generated by interest income and fees & commissions
- Clearly defined business model:
 - Strong position in the Netherlands
 - International growth areas in Private Banking, lease- and commercial finance activities, ECT and ABN AMRO Clearing¹
- Moderate risk profile
 - Enhanced risk management & control framework
 - Diversified loan book
 - Primarily client-driven trading and investment banking activities

income

69%

Execution excellence with strong focus on improving service to customer, lowering cost base and achieving integration synergies

Retail Banking

Leading position in the Netherlands

 Serves Dutch mass retail and mass affluent clients with investible assets up to EUR 1m

Private Banking

- No.1 in the Netherlands and No.3 in the Eurozone²
- Serves private clients with investible assets >EUR 1m, Institutions and Charities

Commercial Banking

- Leading position in the Netherlands
- Serves Business Clients (SMEs) and Corporate Clients (up to EUR 500m revenues)

Merchant Banking

- Strong domestic position, leading global positions in ECT & Clearing¹
- Serves Large Corporates (> EUR 500m) & Merchant Banking clients

Group Functions: supports the businesses with TOPS1, Finance (incl. ALM/Treasury), Risk Management & Strategy and ICC1

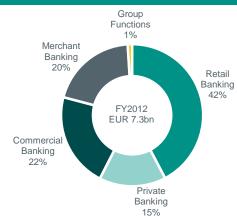
Note(s):

- ECT: Energy, Commodities & Transportation; Clearing refers to the clearing activities of the bank and its subsidiaries; TOPS: Technology, Operations and Property Services; ICC: Integration, Communication and Compliance
- Source: Scorpio Private Banking Benchmark report 2012



Operating income by type of income





Operating income by geography





.. and given the changing environment in which we operate...

External trends and developments are forcing banks to change...

Opportunities Technology and changing customer behaviour Environment, social responsibility Continuous growth world trade volumes Lack of trust in banks



The world around us is continuously and rapidly changing, compressing profitability and offsetting our continuous effort to contain our costs, but

.....we believe that the bank we have built in the last 3 years provides us with a solid basis to take on the challenges and seize the opportunities....

Challenges Increased regulatory burden Euro crisis, Banking Union Economic crisis, depressed housing sector Higher funding costs

... and have prompted a review of the value proposition in order to realise our long term ambition



we have to act now to deliver tomorrow

To prepare for the challenges of the future, we made clear choices locally and internationally to ensure sustainable profit. These choices are crystallised through five strategic priorities



Note(s):

 Assuming no further volatility of the pension liability after first-time adoption of IAS19 (as revised in 2011) as per 1-1-2013



Strategic priority 1: Enhance client centricity

Retail & Private Banking



Retail Banking

Warm welcome, modern service and personal, professional advice



Enhancing client centricity by:

- Invest in the quality and relevance of advice through:
 - Further enhancing client segmentation
 - A range of specialists in 227 financial advisory centres
 - Offering financial solutions for our clients' major life events (inheritance and succession, business cessation, divorce and donations)
- Continue to invest in efforts to keep pace with developments in internet, mobile service and social media

Retail Banking Anno 2012:

- Client satisfaction: 56% of clients rate ABN AMRO's services 8 or higher
- Simple and transparent product offering
- Excellent (branch network) coverage and 24/7 telephone, email and webcare service
- Best online banking service in the Netherlands¹

Private Banking

A trusted advisor



Enhancing client centricity by:

- Further strengthen quality and relevance of value proposition to clients (covering whole range of financial needs)
- Deepened segmentation and dedicated service offerings for specific client groups (e.g. Private Wealth Management, Institutions & Charities)
- Transparent and innovative investment advisory services and discretionary mandates in the Netherlands, supported by online reporting and alerting tools

Private Banking Anno 2012:

- 2012 Best Private Bank in NL²
- Market leader in the Netherlands, ranked 3rd in the Eurozone and 7th in Europe³
- Maintained client satisfaction at high levels despite integration



- Source Dutch Consumer Association
- 2. Source Euromoney
- 3. Source Scorpio Private Banking Benchmark report 2012



Strategic priority 1: Enhance client centricity

Commercial & Merchant Banking



Commercial Banking

Focus on quality and sector knowledge



Enhancing client centricity by:

- Strengthen quality and relevance of advice by increasing in-depth sector knowledge through:
 - Applying a sector approach
 - Clustering of sector knowledge across the Dutch branch network
 - Cross-fertilisation of sector knowledge with Merchant Banking
- Create strong, lasting client relationships and strategic partnerships with clients
- Continue to invest in mobile and online services to improve self-service banking
- Focus on Increasing "Net promoter score"

Commercial Banking Anno 2012:

- Top 3 commercial bank in the Netherlands
- Strong position in lease and commercial finance solutions in core markets in Western Europe
- Strong client satisfaction

Merchant Banking

Product-market combinations with a "right to win"



Enhancing client centricity by:

- Strengthen quality and relevance of advice by increasing in-depth sector knowledge, dedicated client service teams and tailored advice
- Create strong, lasting client relationships and strategic partnerships with clients
- Extend services to clients seeking alternative sources of funds
- Introduce "Net promoter score"

Merchant Banking Anno 2012:

- No. 1 M&A advisor in Netherlands 2012²
- Tied No. 1 position in overall relationship quality for Large Corporates NL
- ECT presence in 11 locations in the three main time zones
- Clearing services on >85 leading exchanges
- International network now covering all major geographies

- Net Promoter Score (NPS) where clients recommend ABN AMRO to other companies
- 2. Source MergerMarket



Strategic priority 2: Invest in our future

Invest in the future by re-engineering IT & optimising processes



IT efforts during 2010-2012 have been focused on ensuring a smooth and successful separation and integration with minimal impact on and ensuring successes for clients (mobile banking, internet banking). The long-term strategy addresses key technological challenges and costs on the basis of three main aspirations:



Easiest to do business with: a more seamless customer experience

Reduce lead times and improve quality of service for the client through simplification, standardisation and digitisation of processes



Creating "wow" through innovation: exceed customer expectations

Continue to be a leader in innovations. The set up of an Innovation Centre will facilitate the continuous development of innovative business models, and running experiments will help develop innovations in the business

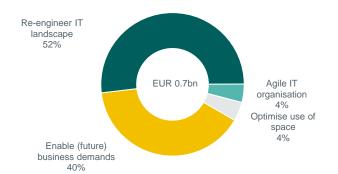


Best in productivity: Lean & mean IT landscape

Drastically reduce costs through reducing complexity of IT landscape, rationalisation, and increasing the level of straight-through-processing

Partnerships: Work closely with partners to bring innovations to the market and reduce outsourcing costs

EUR 0.7bn investment in focused projects...





... delivering clear benefits

- Structurally lower the cost base, contributing to a 2-3percentage point reduction of the Group C/I ratio by 2017
- Enable the necessary annual investments to stay ahead in innovation and to enable business objectives
- Investments to re-engineer and optimise processes will continue after 2017 and the cost base for TOPS1 is expected to decrease further until 2020

1. TOPS: Technology, Operations and Property Services



Continuing to invest in the front-office and structurally lowering the cost of the back-office

Strategic priority 2: Invest in our future

Invest in the future by a recognised position in sustainability



In 2012 we have mapped out a clear and focused long-term sustainability strategy focused on four priority areas:

Values & Transparency drive our business

Client's interest first, build sustainable relationships

- Transparent and simple product offering across the bank
- Duty of care at the heart of our business

Finance and invest in a sustainable manner

- Offer socially responsible investment products; expand niche sustainable products offering
- Clear and strict sustainability criteria in capital allocation



Put our financial expertise at work

- Top sector knowledge to assist clients in sustainability risks and opportunities all along the value chain
- Advice to private wealth clients on philanthropic and social impact investing

Sustainable Operations

- Improve transparency and accountability in our sustainable reporting
- Continue reducing our environmental footprint

A Better Bank contributing to a Better World



Case study: ECT, sustainability part of our DNA

- Clear policies in all relevant sectors (e.g. Metals & Mining, Agri-Commodities, Shipping, Oil & Gas)
- Strict lending procedures with clear sustainability screening
- Impact banking: jointly finance client's small projects that positively impact society
- Financing green innovation, clean technology and renewables



Strategic priority 2: Invest in our future

Top Class Employer



We aim to build a top class organisation which enables employees to develop their talents and create valuable answers for clients and society. As we believe banking is at first a people's business, the strategy to attract, inspire and retain passionate professionals, is at the heart of ABN AMRO.

This strategy is based on three drivers:



- Business model based on sustainable growth: reflected by lasting and trustworthy relationships, our core values (trusted, professional, ambitious) and business principles
- Banking is socially relevant: providing sustainable solutions to the current needs and aspirations of our clients and society, a better bank contributing to a better world
- Employees living and creating the brand: the corporate story sets direction for the future; provides sense of belonging and enables us to make the right choices in our daily work. Proud employees are the best brand ambassadors





- Customer Excellence: clients interest as first point of reference
- Performance Management, accountability and focus on common goals and teamwork
- Leaders as catalysts for the change to excellence
- Management of talent throughout the organisation
- "Grow or go mentality" reflecting the drive to add valuable contributions to ambitions set
- Continuous improvement by feedback and learning loops
- A diverse workforce adds value, improves performance and support organisational change

Your best place to work





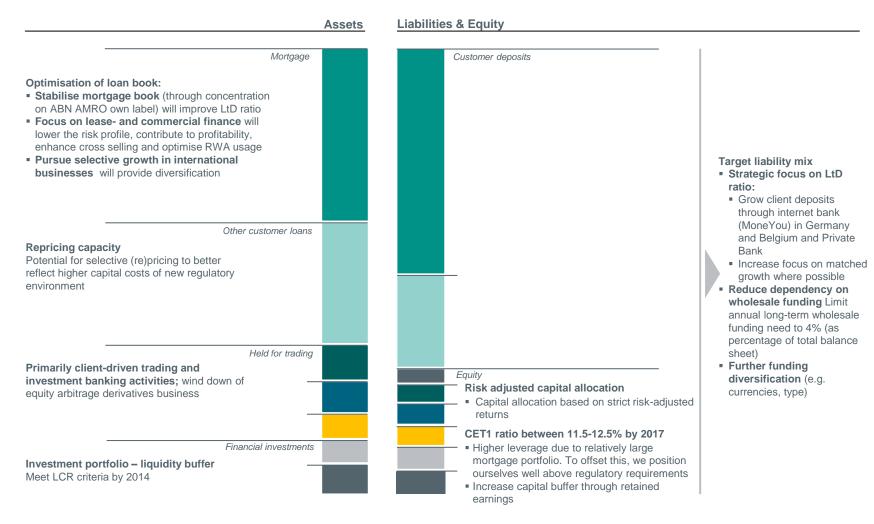
- People can personalise their employment
- People are empowered to co-design their own development
- Inspiring & innovative working environment



Strategic priority 3: Strongly commit to moderate risk profile Optimise balance sheet



Committed to keep a clean and strong balance sheet, we will further optimise our balance sheet



Balance sheet at 31 December 2012, EUR 394.4bn



Strategic priority 4: Pursue selective international growth

Capability-led international growth



A selective international growth that.....

.....aims to contribute 20-25% to operating income in 2017 from 18% in 2012

- The current footprint provides a strong basis for further growth (e.g. mainly active in surrounding countries and in the major global financial and trading centres)
- Continued shift of economic power provides opportunities to access growth (e.g. ECT)

.....is capability-led

- Expand only those businesses that have strong and proven capabilities
 - Globally: Private Banking, Clearing, ECT and
 - In Western Europe: focus on lease-and commercial finance and MoneYou
- A right to win (capabilities, brand awareness) in certain selected markets

......fits the moderate risk profile of the bank

- Provide for diversification in terms of risk and income
- Reconfirm the ambition to have a dominant presence in the Netherlands
- Strive for a matched growth approach over time
- Changing regulations in many jurisdictions will force us to match assets and liabilities locally
- Selective growth: we do not have the scale to compete in all areas with the universal banks or with local banks on general banking products

.....fits the bank's efficiency focus

- Increase scale of current offering in Western Europe (e.g. Private Banking in Germany and France and lease and commercial finance) and Asia
- Increase cross-business coordination and cooperation by further improving the international governance
- International coverage through own network or through partner bank agreements



Retail Banking - Solid contributor to profit and return



Key selling points today:

- Strong franchise and top 3 player in NL
- Stable business with resilient income generation; sticky deposit flow providing stable funding base for the bank
- Leading position in mass affluent segment (preferred banking)
- Top quality multi-channel market access with best in class internet and mobile banking applications

5 million financial households	500,000 Mass affluent clients	
3.4 million Internet Banking users	Main bank for 21% of the Dutch population ²	

Maintain top

Facts of today

- Significant volumes in segment of clients with above average income
- Mass affluent clients hold products from competitors
- 90% revenues generated by 3 key products (mortgages, savings, consumer lending)

....opportunities of tomorrow

- Increase share of wallet mass affluent segment and increase market share in selective client segments
- Maintain market shares of 20-25% in 3 key products
- Re-price mortgages and consumer loans to better reflect higher (capital) costs

Continued cost efficiency focus

- Large number of clients do not visit branches
- 70% customers use internet banking and 94% of Dutch households have internet
- STP¹ not yet implemented for all products

- Enhance internet and mobile solutions
- Optimisation and efficient operations (maximum use of STP¹)
- Reduce cost base by reducing number of branches while maintaining accessibility and improving service level

Maintain high return and cost efficiency (C/I ratio guidance of 50-55%)

- 1. Straight Through Processing
- Source GfK Research company) online tracker





Private Banking - Well recognised franchise, large funding provider

Key selling points today:

- Industry leader in the Netherlands and attractive franchises in Eurozone and Asia
- Clear focused strategy in Western Europe and growth ambitions in Asia; focus on on-shore private banking
- Open architecture model
- Ability to leverage expertise across the bank and create crossselling opportunities

Serving over 100,000 clients worldwide	Best private bank of the Netherlands ¹ Best Private Banking Website 2012 ²	
11 countries	Long	
with >50	entrepre-	
domestic and	neurial	
international	heritage and	
branches	strong roots	

Facts of today

- Introduction of new investment propositions and transparent fee structure, in anticipation of general ban on retrocession fees in the Netherlands as of 2014
- Strong competition in EUR 1-2.5m segment in NL

.....opportunities of tomorrow

- Shift from activity based income to fee-based income
- Improve revenue margins with "all-in" fee models
- Strengthen EUR 1-2.5m segment of PB NL
- Leverage on feeder from Retail mass affluent segment
- Pursue partnerships to provide additional feeder channels

Cost/income ratio relatively high

Margins under pressure

- Improving efficiency back-office (simplification of operational and IT landscape, Customer Excellence, maximum use of STP³)
- "Export" successful local propositions across the network
- Redesign Client Service teams (composition and client load)
- Deepen integration between various units abroad and with other businesses (e.g. Markets)
- Active restructuring and de-risking of international portfolio

Improve efficiency & profitability

Improve top line

revenue

Note(s):

1. Source: Euromoney 2013

2. Source: MyPrivateBanking.com

3. Straight Through Processing



Continued
customer
excellence,
strong cost
control and
focus on growth
to improve
profitability and
cost efficiency
(C/I ratio
guidance of 7080%)



Commercial Banking - Leverage on scale and sector knowledge

Key selling points today:

- Service model tailored to client size
- Conducting banking affairs through the channel of choice
- In-depth knowledge of client's business and sector and access to Merchant Banking
- Selective international network and access to premium partner banks where ABN AMRO is not present

Facts of today

365,000 SME clients and >2,500 corporate clients	No. 2 position in the Dutch lease market	
Proven self service banking possibilities	Large Western European player in commercial finance	

Low capital consumption in lease and commercial finance

 High impairments driven by fragile economic environment

....opportunities of tomorrow

- Stringent risk-reward steering
- Growth in lease and commercial finance in NL and in defined markets in Northwest Europe
- Focus on cross- and deep-sell in defined sectors
- Focus on cash and liquidity management
- Continued focus on reducing impairments

Continued cost efficiency focus

Improve top line

revenue

- Branch network of 78 branches for SMEs in the Netherlands
- C/I ratio above industry average
- Cluster sector knowledge across the Dutch branch network
- Increase client load
- Pursue an efficient STP¹ operation

Focus on risk

- return and
cost efficiency
(C/I ratio
guidance of
55-60%)

Note(s):

1. Straight Through Processing





Merchant Banking – Leverage on sector knowledge and international footprint

Key selling points today:

- Strategic relationship management through teams with excellent sector expertise supported by product specialists
- Selective international network and access to premium partner banks in countries where ABN AMRO is not present
- The only Dutch bank offering a complete range of securities financing products

Best in quality in cash management ¹	Leading global positions in ECT and Clearing	
Markets sales	Client-driven	
and trading	trading and	
activities in	investment	
main financial	banking	
hubs	activities	

Improve top line

Facts of today

- More growth opportunities in worldwide financial and logistical hubs
- Increased impairments driven by fragile economic environment
- Strong overall relationship quality¹

.....opportunities of tomorrow

- Stringent risk reward steering
- Controlled international expansion ECT
- Further diversify and grow Clearing business
- Focus on cash and liquidity management

Improve efficiency ratio

revenue

- C/I ratio above industry average (in some markets)
- Product standardisation and e-commerce solutions in Markets
- Pursue an efficient STP² operation
- Enhance the efficiency of LC&MB's client service model
- Right-size the international network of Markets

efficiently (C/I ratio guidance of 55-60%)

Grow

- 1. Source: Greenwich survey 2012
- 2. Straight Through Processing



Strive for a sustainable risk - return



Return on equity under pressure:

- Increasing regulatory requirements on capital (CET1) and RWA
- Increased liquidity requirements
- Other regulatory costs (e.g. Bank Tax)
- Subdued economic circumstances

Management action to reach RoE ambition:

- Allocating capital to the business based on strict application of risk-adjusted performance measures
- EUR 0.7bn investment to re-engineer IT and optimise processes will structurally lower TOPS cost base
- Continued focus on operational efficiency
- Re-pricing of newly incurred regulatory costs to clients

Resulting in:

- Sustainable profit
- Strict risk-return requirements for the business segments
- More balanced contribution to profit of the business segments
- Overall lower FTE base of 1-3% per annum¹

2017 return on equity 9-12%



Notes to graph:

- 1. RoE 2012 excludes Large items and Divestments³
- Capital growth includes first-time adoption impact of IAS19 (as revised in 2011) and IFRS9
- 3. Regulatory costs include Bank tax and Dutch deposit guarantee system
- 4. Economic recovery is translated into lower loan impairments

Targets 2017:

- RoE 9-12%²,
- CET1 ratio 11.5-12.5%²
- Cost/income ratio 56-60%

- The FTE reduction is not an ambition on itself but a consequence of the main choices and financial targets set
- Assuming no further volatility of the pension liability after first time adoption of IAS19 (as revised in 2011) as per 1-1-2013
- A definition of the large items and divestments can be found in the FY2012 press release (dated March 1st, 2013)



Ensure sustainable profit through clear choices

To prepare for the challenges of the future, we made clear choices locally and internationally to ensure sustainable profit.

Drivers Enhancing client centricity Quality and relevance of advice Using technology to better serve our clients Invest in our future Re-engineer IT landscape & optimising processes Recognised position in sustainability Recognised as top class employer Strongly commit to moderate risk profile Optimise balance sheet Further diversification Good capital position Pursue selective international growth Capability led Fitting moderate risk profile Fitting efficiency focus Improve profitability Improve top line revenues Continuous focus on costs Strive for a sustainable risk - return

Targets 2017

Cost/income ratio 56-60%

Return on Equity 9-12%1

CET1 ratio 11.5-12.5%1

Note(s):

 Assuming no further volatility of the pension liability after first-time adoption of IAS19 (as revised in 2011) as per 1-1-2013



Important notice

For the purposes of this disclaimer and this presentation ABN AMRO Group N.V. and its consolidated subsidiaries are referred to as "ABN AMRO".

This document (the "Presentation") has been prepared by ABN AMRO. The Presentation is solely intended to provide financial and general information about ABN AMRO following the publication of its condensed consolidated interim financial statements for the period starting on 1 January 2012 and ending on 31 December 2012. For purposes of this notice, the Presentation shall include any document that follows oral briefings by ABN AMRO that accompanies it and any question-and-answer session that follows such briefings. The information in the Presentation is strictly proprietary and is being supplied to you solely for your information. It may not (in whole or in part) be reproduced, distributed or passed to a third party or used for any other purposes than stated above. The Presentation is informative in nature and does not constitute an offer of securities to the public as meant in any laws or rules implementing the Prospectus Directive (2003/71/EC), as amended, nor do they constitute a solicitation to make such an offer.

The information in this presentation and other information included on ABN AMRO's website (including the information included in the prospectuses on ABN AMRO's website) does not constitute an offer of securities or a solicitation to make such an offer, and may not be used for such purposes, in the United States or any other country or jurisdiction in which such an offer or solicitation is unlawful, or in respect of any person in relation to whom the making of such an offer or solicitation is unlawful. Everyone using this Presentation should acquaint themselves with and adhere to the applicable local legislation. Any securities referred to in the information furnished in this Presentation have not been and will not be registered under the US Securities Act of 1933, and may be offered or sold in the United States only pursuant to an exemption from such registration. The information in the Presentation is, unless expressly stated otherwise, not intended to be available to any person in the United States or any "U.S. person" (as such terms are defined in Regulation S of the US Securities Act 1933). No reliance may be placed for any purposes whatsoever on the information, opinions, forecasts and assumptions contained in the Presentation or on its completeness, accuracy or fairness. No representation or warranty, express or implied, is given by or on behalf of ABN AMRO, or any of its directors, officers, affiliates or employees as to the accuracy or completeness of the information contained in this document and no liability is accepted for any loss, arising, directly or indirectly, from any use of such information. Nothing contained herein shall form the basis of any contract or commitment whatsoever.

ABN AMRO has included in this press release, and from time to time may make certain statements in our public filings, press releases or other public statements that may constitute "forward-looking statements" within the meaning of the safe harbour provisions of the United States Private Securities Litigation Reform Act of 1995. This includes, without limitation, such statements that include the words 'expect', 'estimate', 'project', 'anticipate', 'should', 'intend', 'plan', 'probability', 'risk', 'Value-at-Risk ("VaR")', 'target', 'qoal', 'objective', 'will', 'endeavour', 'outlook', 'optimistic', 'prospects' and similar expressions or variations on such expressions.

In particular, this document includes forward-looking statements relating, but not limited, to ABN AMRO Group's potential exposures to various types of operational, credit and market risk, such as counterparty risk, interest rate risk, foreign exchange rate risk and commodity and equity price risk. Such statements are subject to risks and uncertainties. These forward-looking statements are not historical facts and represent only ABN AMRO Group's beliefs regarding future events, many of which, by their nature, are inherently uncertain and beyond our control. Other factors that could cause actual results to differ materially from those anticipated by the forward-looking statements contained in this document include, but are not limited to: The extent and nature of future developments and continued volatility in the credit and financial markets and their impact on the financial industry in general and ABN AMRO Group in particular; The effect on ABN AMRO Group is capital of write-downs in respect of credit exposures; Risks related to ABN AMRO Group's merger, separation and integration process; General economic, social and political conditions in the Netherlands and in other countries in which ABN AMRO Group has significant business activities, investments or other exposures, including the impact of recessionary economic conditions on ABN AMRO Group 's performance, liquidity and financial position; Macro-economic and geopolitical risks; Reductions in ABN AMRO's credit rating; Actions taken by governments and their agencies to support individual banks and the banking system; Monetary and interest rate policies of the European Central Bank and G-20 central banks; Inflation or deflation; Unanticipated turbulence in interest rates, foreign currency exchange rates, commodity prices; Liquidity risks and related market risk losses; Potential losses associated with an increase in the level of substandard loans or non-performance by counterparties to other types of financial instruments, including systemic risk; Changes in c

The forward-looking statements made in this press release are only applicable as at the date of publication of this document. ABN AMRO Group does not intend to publicly update or revise these forward-looking statements to reflect events or circumstances after the date of this report, and ABN AMRO Group does not assume any responsibility to do so. The reader should, however, take into account any further disclosures of a forward-looking nature that ABN AMRO Group may make in ABN AMRO Group's reports.

