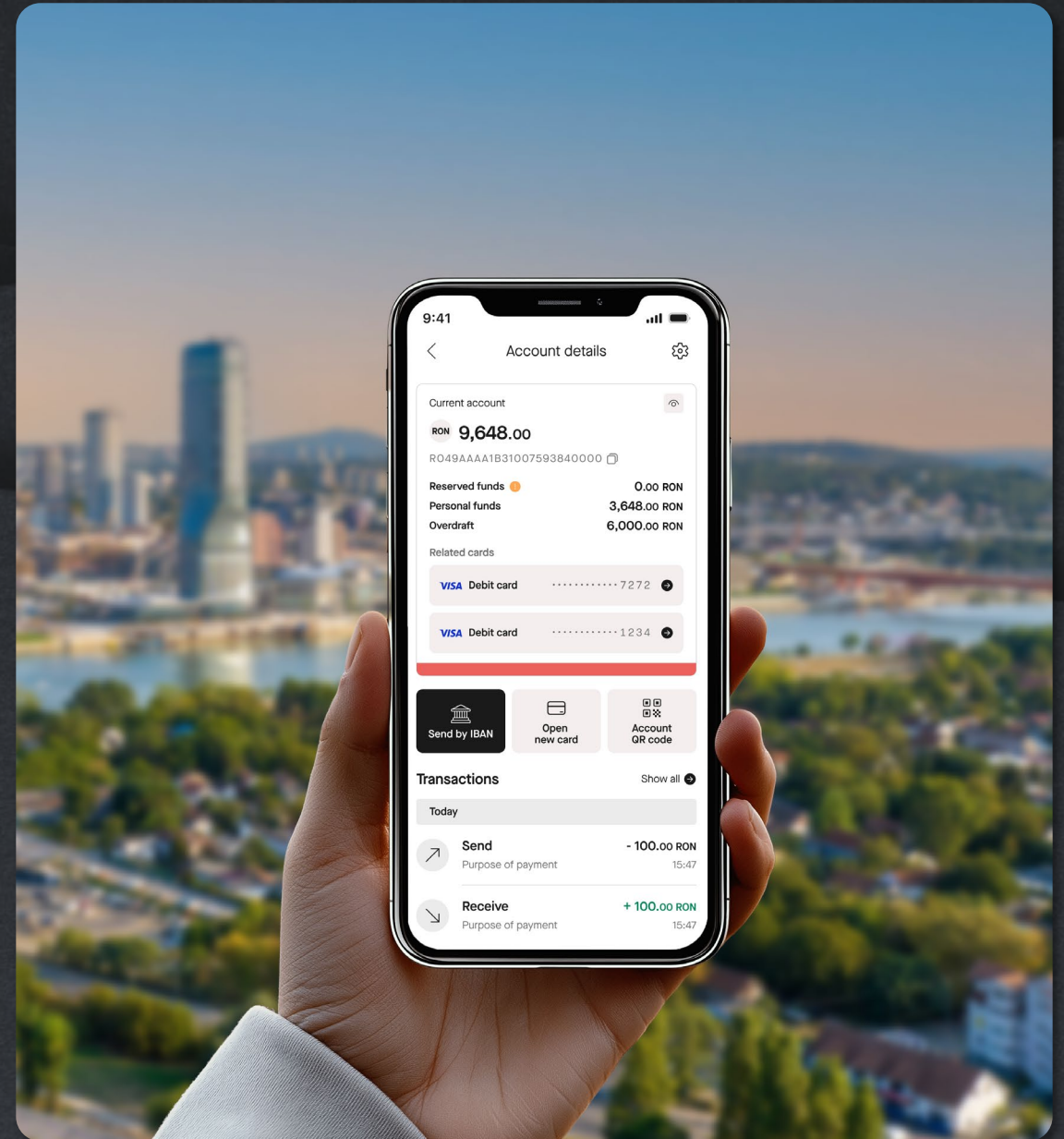




# IN A WORLD OF CHANGE, WE BANK ON PEOPLE

Empowering MSMEs and  
households in Eastern Europe



# WHO WE ARE

# Who we are | where we go



**11**  
SEE/EE countries  
of operation

A leading and growing  
banking franchise for  
MSMEs in SEE and EE

Building a mobile-first  
retail bank rooted in  
convenience and trust



**~340k**  
clients

Superior underwriting  
capabilities, future-ready  
by data-driven approach

Human-driven,  
trusted brand,  
advancing digital  
excellence



**~€12bn**  
balance sheet

Listed in the Prime Standard of the  
Frankfurt Stock Exchange

Anchored  
in impact



**~€8.0bn**  
loan portfolio

# South Eastern and Eastern Europe is our home market



ProCredit  
regional franchise

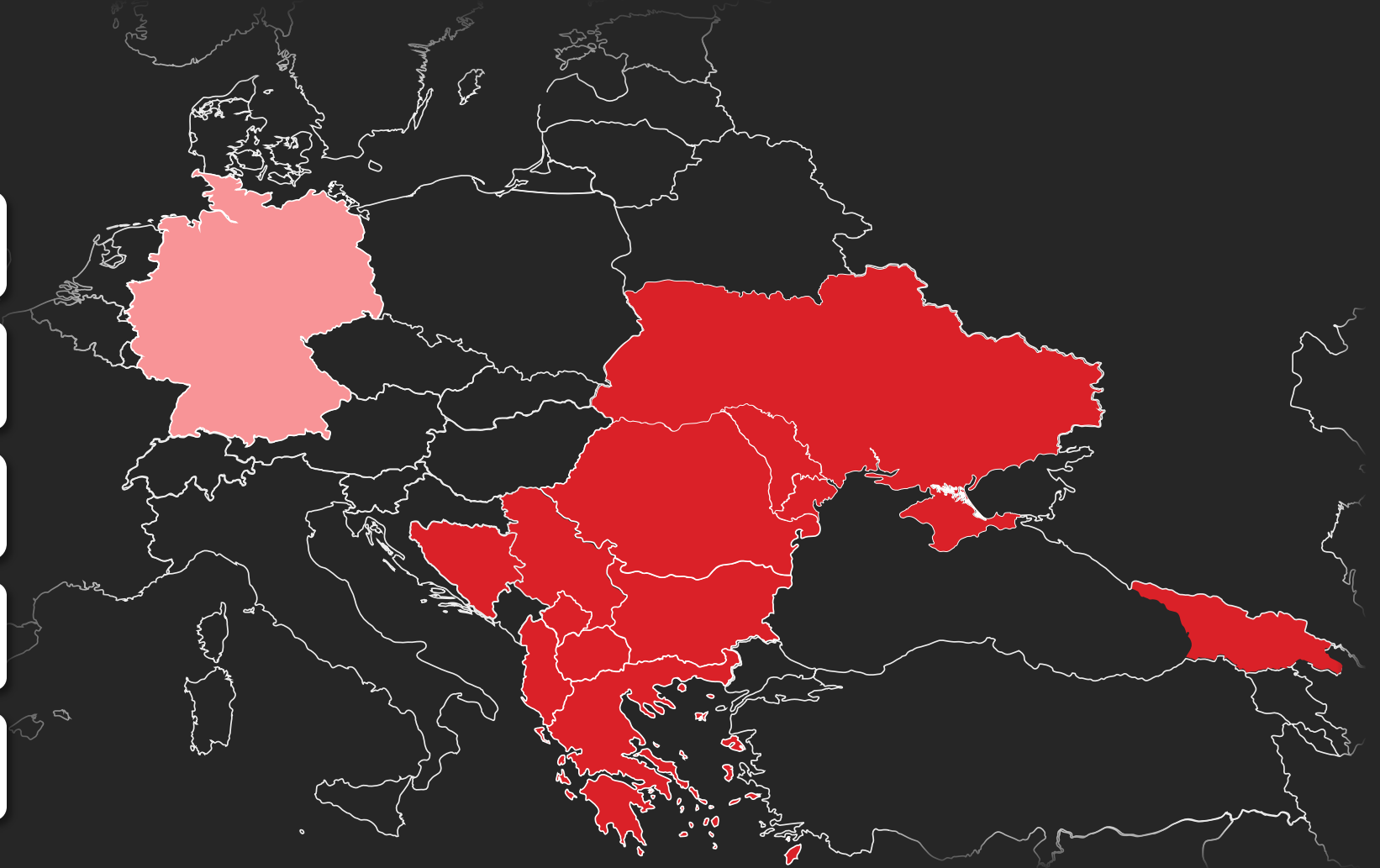
Decades of presence in our regions

Trusted, long-term relationships with  
> 85.000 MSME clients

Unique regional network with winning  
offer for our customers

Local management: deep market  
and client knowledge

Strong macro growth outlook,  
population of ~90m<sup>1</sup>



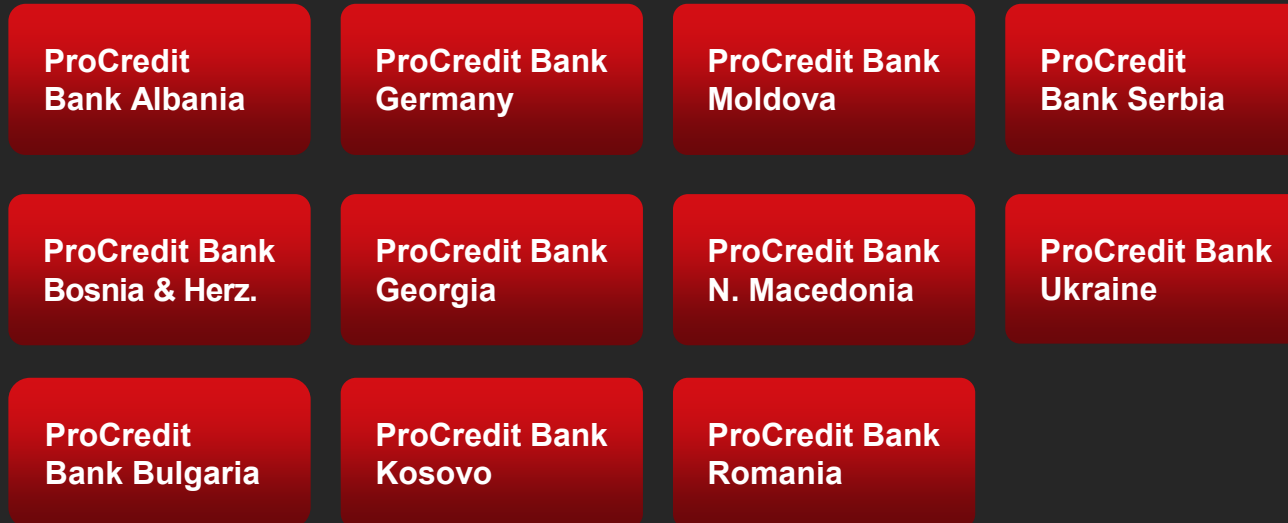
# Founded in strong corporate governance

**Financial holding**



Frankfurt listed.  
BaFin / Bundesbank regulated.

**100% owned bank subsidiaries**



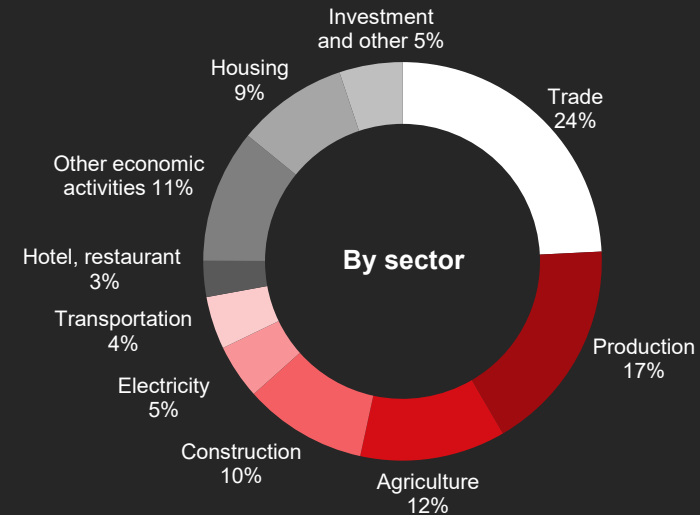
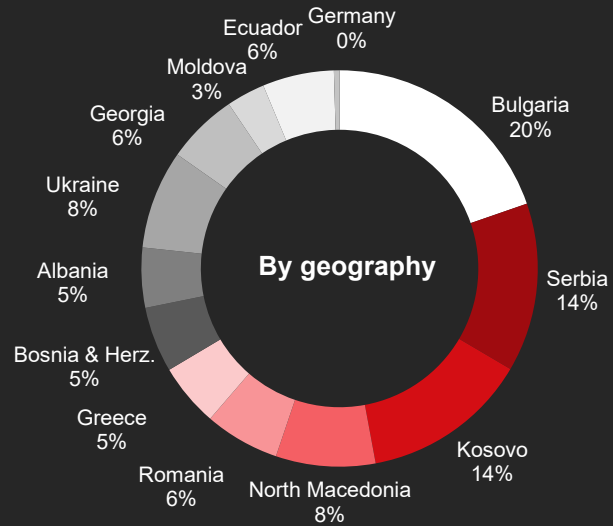
All banks fully-owned with high strategic alignment.  
Proprietary IT / core banking systems with no legacies.

**Strategic partners**



Strategic partnerships with IFIs on debt and equity side.

# Strong loan growth with superior underwriting



**+25%**

Loan growth in last 2yrs accumulated. Strong position as trusted banking partner.

**~18%**

Share of green loans. Important part of our lending.

**<25 bps**

Track record of low cost of risk<sup>1</sup>. Underpinning high quality loan book.

**~87%**

Group loan/deposit ratio. Strong loan growth self-funded on local level.

# A team with shared values

## Senior Management leading ProCredit



**Strong and loyal local management:**  
deep experience in the markets, no expats

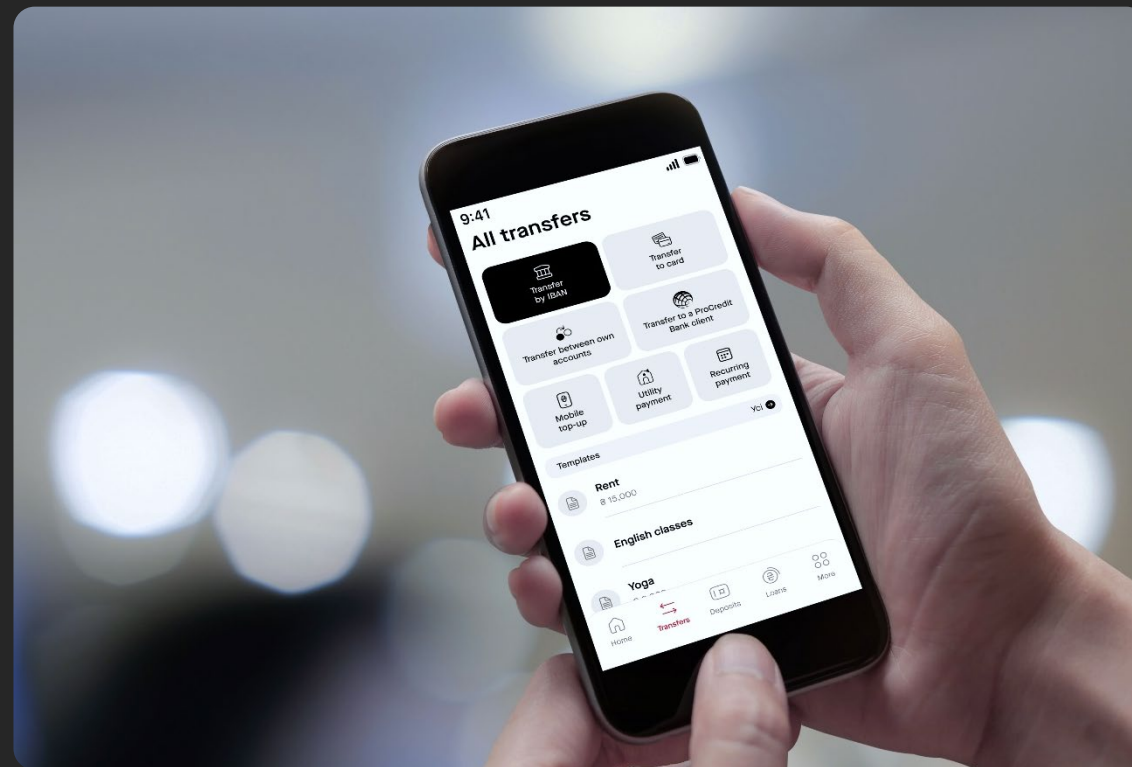
**Find and retain talent:**  
attract digital talent, develop staff, share best practices in ProCredit academies

**~4,700 employees, one team:**  
strong commitment to shared values and group identity

# OUR STRATEGIC PRIORITIES



We strive to be the leading banking franchise for MSMEs and a mobile-first retail bank in our home region South Eastern and Eastern Europe – digital, impactful and relevant to our markets



# Our strategic priorities



## Profitability

- ▶ Medium-term RoE of ~13 – 14% (+upside)
- ▶ Highly granular balance sheet structure
- ▶ Improve net interest margin, strengthen non-interest income



## Growth

- ▶ Scale operations and # clients banking with ProCredit
- ▶ Loan portfolio > EUR 10bn
- ▶ Critical size in each country



## Positioning

- ▶ Strengthen our position as a leading bank for MSMEs, and
- ▶ Become a mobile-first retail bank for everyday banking, rooted in convenience and trust

# ProCredit on track in strategic transformation process

## Hausbank for SME model

Historical long-term average:

**RoE ~9%**  
(2005 - 2025)

FY-23:

**12.2% RoE**  
at €6.2bn  
loan portfolio

## Accelerated profitable growth

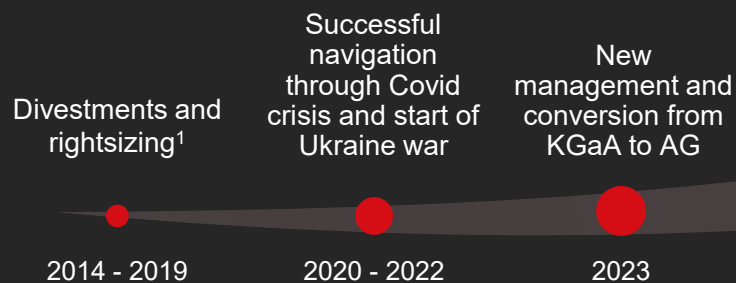
FY-25:

**7.8% RoE**  
at €7.8bn  
loan portfolio

Mid-term outlook:

**~13-14% RoE**  
+ 1.5pp upside  
from Ukraine

## Future potential



Strategic investment in growth accelerants (people, IT, branches, marketing)

Fully digital infrastructure for retail banking

Increased business contribution from retail segment

M&A to scale up and seize strategic opportunities

Further capital optimisation potential

**High resilience, limited RoE potential**

**Banking platform for MSME and retail banking, targeting higher RoE**

**Realisation of ProCredit's full potential**

# Scale across our client segments, enabler digital transformation

## ProCredit client specialisation

I **SME**

Expanding and deepening our SME franchise

II **Micro**

Accelerated growth with micro clients

III **Retail banking**

Building an attractive mobile-first retail banking franchise

**Digital banking and technology transformation at scale**

# I SME clients | Expanding and deepening our franchise

## Market context

SMEs **contribute largest part** of GDP and employment in our countries of operation

## Client profile

Formalised structures, sustainable business model, **need for banking services beyond mere credit**

## Service model

Retain leading position through **Business Client Advisors** (relationship management, structured advisory, cross-sell) and **digital channels** (routine banking and processes)

## Services

**Comprehensive service offering<sup>1</sup>**, with **strategic focus** on cross-selling, deepening Hausbank concept, activating non-loan clients, scaling merchant services, advancing ESG/inclusive finance, strengthening regional cooperations and cross-border solutions

1) e.g. credit lines, working capital loans, investment loans, overdrafts, business accounts, documentary business, trade finance

## Strategic rationale

- ✓ Foundation of the group, with high-quality and long-term client relationships
- ✓ Grown franchise and trusted brand, deeply rooted in our markets, difficult to replicate
- ✓ Profitable growth enabled by digital innovation, deepening Hausbank approach, holistic share of wallet approach, superior risk management
- ✓ Realise further untapped potential

## Medium-term KPIs

	Q1 2026	FY 2029
# active clients	~50k	~70k
Loan portfolio	€6.5bn	~€8bn

## II Micro clients | Accelerated growth at superior risk underwriting

### Market context

Micro enterprises constitute the **majority of registered businesses** across our markets

### Highly relevant and sizeable segment

Access to finance remains a **structural challenge for micro-enterprises**

Our strong position in the SME segment creates a **natural pull towards ProCredit**

### Client profile

Small offices (lawyers, doctors), shops, self-employed people, aspiring SMEs

### Service model

Digital bank + contact centres

### Services

Account services, overdrafts, loans up to €100k

### Strategic rationale

- ✓ Structurally attractive margins
- ✓ Balance-sheet granularity
- ✓ Overall risk diversification and strengthening
- ✓ Enhanced RWA and capital efficiency
- ✓ Future pipeline of SME clients

### Medium-term KPIs

	Q1 2026	FY 2029
# active clients	~37k	~80k
Loan portfolio	€371m	Close to €1bn
Loans share	4.7%	Close to 10%

# III Retail banking clients | Building an attractive mobile-first franchise

## Market context

Serving 11 markets in SEE/EE with a **population of up to 100m**

## Service model

**Customer-centric, end-to-end digital CX with a human touch**

**Design new & digital user journeys**, not digitalizing a legacy retail bank with vast branch/staff network

**Superior CX** enhanced by digitalization & AI

Digital for everyday transactions and human for advice – **safe and secure**

*“Lead as a **regional Digital Attacker**, offering a **mobile-first, seamless retail experience** across ProCredit, with sharp segment focus, **superior customer journeys**, and **loyalty at the center**”*

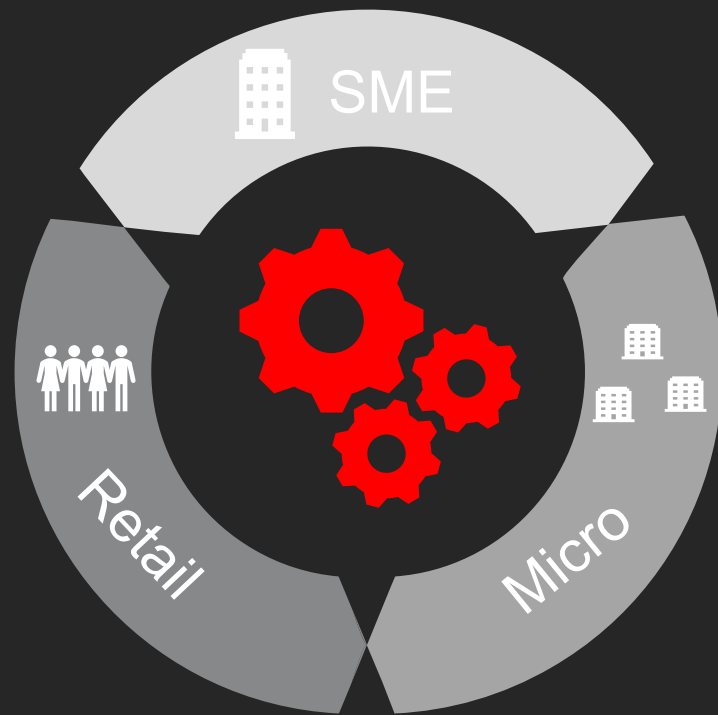
## Strategic rationale

- ✓ On top of a **well-trusted SME franchise**
- ✓ Strong **business expansion** on asset and **granular deposit side**
- ✓ **Strategically imperative for enhanced RoE:** NIM, cost efficiency, operational leverage
- ✓ **Critical group competencies** digital adaptation, speed, agility, fast-learning

## Medium-term KPIs

	<b>Q1 2026</b>	<b>FY 2029</b>
# active clients	~258k	~650k
Retail deposits %	45%	~50%
Consumer loans %	4.0%	Close to 10%

# Our synergetic platform for strong and profitable growth



SME

- Cornerstone of ProCredit's strong reputation and positioning
- Relationship, partnerships and data factory potential
- Brings together employees, owners, families, suppliers, micro customers

**~50k**  
clients

Micro

- Critical part of supply chain, echo back into SME and retail ecosystems
- High automation w/ synergies from digital retail banking approach
- Deliver speed, agility and innovation

**~37k**  
clients

Retail





- # clients, # transactions, excellent CX, automation and digitalization
- Enabling to leverage full Micro and SME potential: strengthen liquidity, optimize cost of funding, enhanced digital capabilities

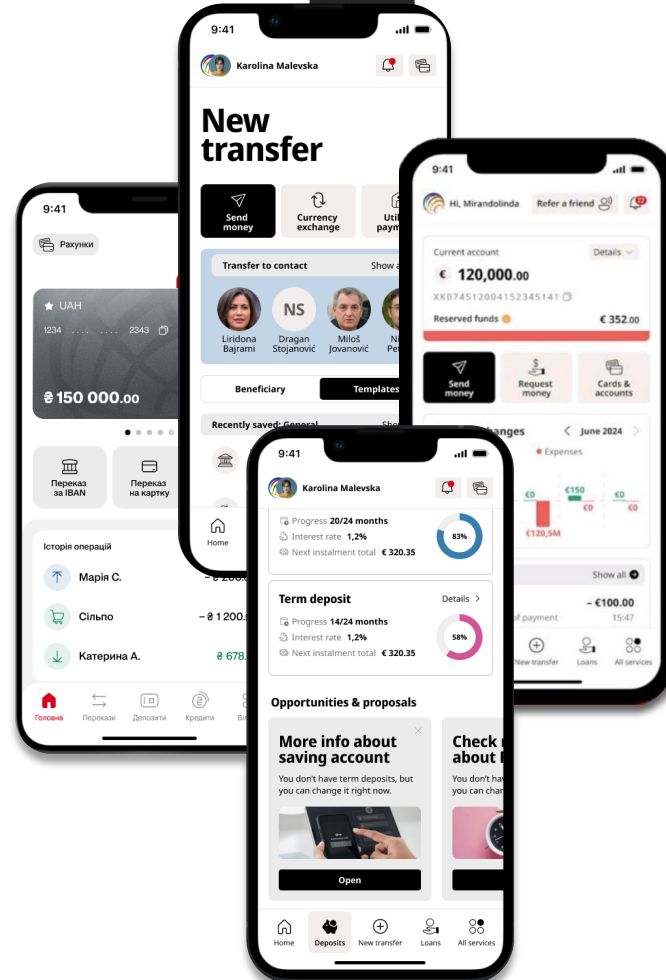
**~258k**  
active  
clients

**Mutually reinforcing client segments | amplifying and unlocking synergies | unlocking full potential**





# Our new Digital Banking App

## Retail clients

-  **Daily Banking & Payments**  
Own, intrabank and national transfers, FX  
Instant payments with real-time push notifications  
Shake to Pay, P2P, Request to Pay, QR Code Pay
-  **Cards & Self-Service**  
Digital instant card issuance with Apple Pay & Google Pay  
Full debit/credit self-service: details, PIN, block/unblock  
3D Secure payments approval
-  **Savings & Lending**  
Deposit opening and management; round-ups  
and savings jars  
End-to-end digital loan and credit card origination
-  **Digital Onboarding**  
End-to-end digital onboarding for new-to-bank clients  
In-app account opening with instant activation



## Legal entities

- Unified Access**   
Multi-profile switcher for retail and business  
entity accounts
- Daily Banking & Payments**   
Own, intrabank and national transfers  
Budget, utilities and salary payments, FX  
Multi-approver workflows per registered payment  
Instant payments with real-time push notifications
- Financial Products**   
Business loans and documentary business  
(view & manage)  
National transfers with credit lines  
Deposit offer request and management
- Cards & Self-Service**   
Business digital instant card with Apple Pay & Google Pay  
Debit/credit card self-service (details, PIN, block/unblock)  
3D Secure payments approval

Core building block for group-wide digital infrastructure

# Multi-year digital banking transformation advancing at strong pace

## Customer experience

### What customers see

- New mobile app for retail clients as a group-wide infrastructure milestone
- End-to-end retail digital onboarding embedded in app
- Straight-through digital lending journey for Retail and Micro
- Continuous feature rollout across markets for MSMEs and Retail

## Digital operating model

### How we deliver

- Agile Squad Model and product-oriented delivery
- AI-assisted Software Development Life Cycle & change management for faster time-to-market
- Automation-first approach to scale operations
- Reusable components across countries

## Technology platform

### What enables scale

- Core banking system modernisation, parallel rollout of new digital channels
- Microservices, event-driven messaging, expanded API surface
- Data foundation and engagement tooling (CRM)
- Operational controls aligned with System and Organization Control 2 Type II

**Key objectives: driving digital transformation at scale, ensuring digital sovereignty, end-to-end control and alignment with responsible banking model**

# Transformation into a ~13-14% RoE banking group plus upside

## Strategic enablers in execution

### Growth and operational leverage

Scale operations and amplify number of clients banking with ProCredit; critical size and 'hurdle RoE' in each country

### MSME market position

Deepen SME Hausbank penetration and scale Micro as a core growth pillar with data-enabled and automated operating model

### Retail banking transformation

Become a regional 'digital attacker' based on a mobile-first, seamless end-to-end digital retail banking experience and superior customer journeys

### Digital excellence

Full digital transformation at the core, moving fast powered by digitalization and AI

### Granularity and b/s transformation

Highly granular balance sheet structure resulting from strong and profitable growth with micro and retail clients

### Capital management

Strategic and disciplined capital allocation towards highest risk-adjusted profitability and lowered RWA density

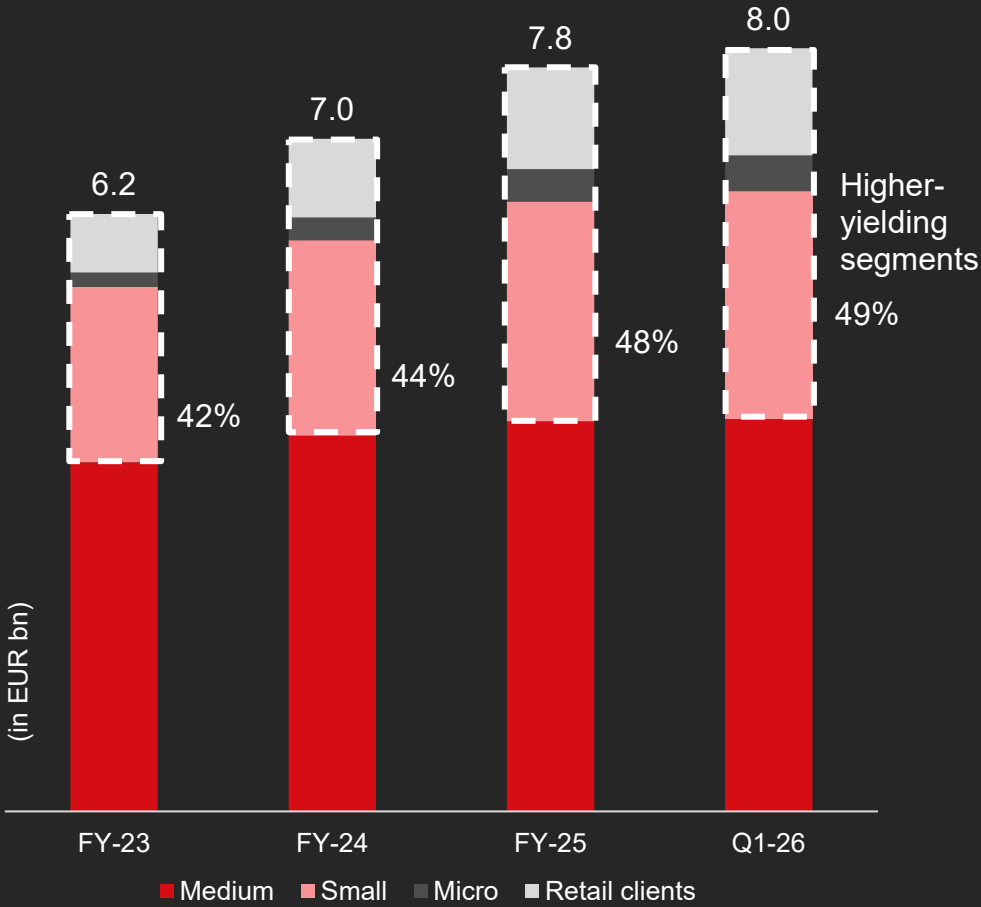
## Operational KPIs (FY 2025 to FY 2029)

# active clients	~330k	→	~800k
Micro and consumer loans	8%	→	~20%
Digital MAU in retail	54%	→	>90%
Retail deposits	44%	→	~50%
c/a and savings deposits	62%	→	~70%
RWA/asset ratio	63%	→	<60%

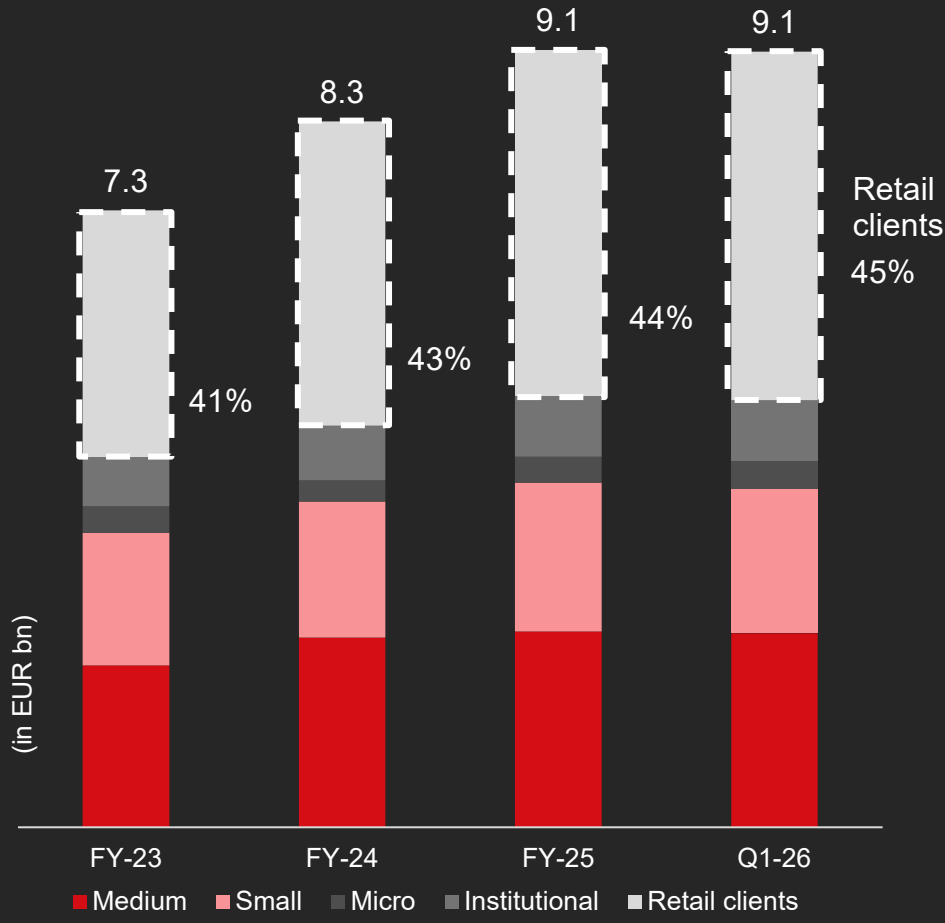
# FINANCIALS AND OUTLOOK

# Balance sheet transformation progressing at good pace

**Loan portfolio (€bn)**

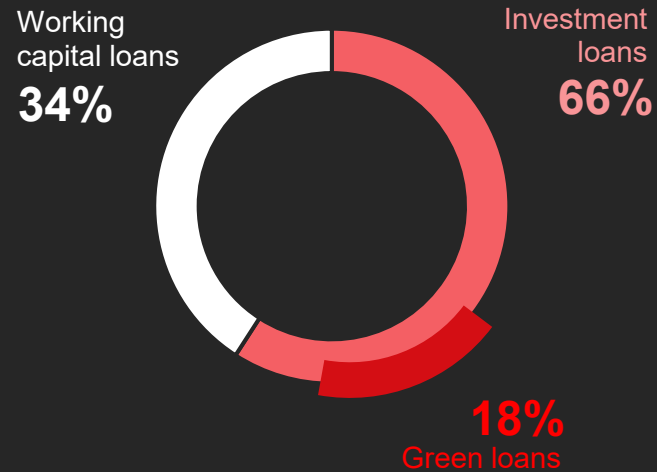


**Customer deposits (€bn)**



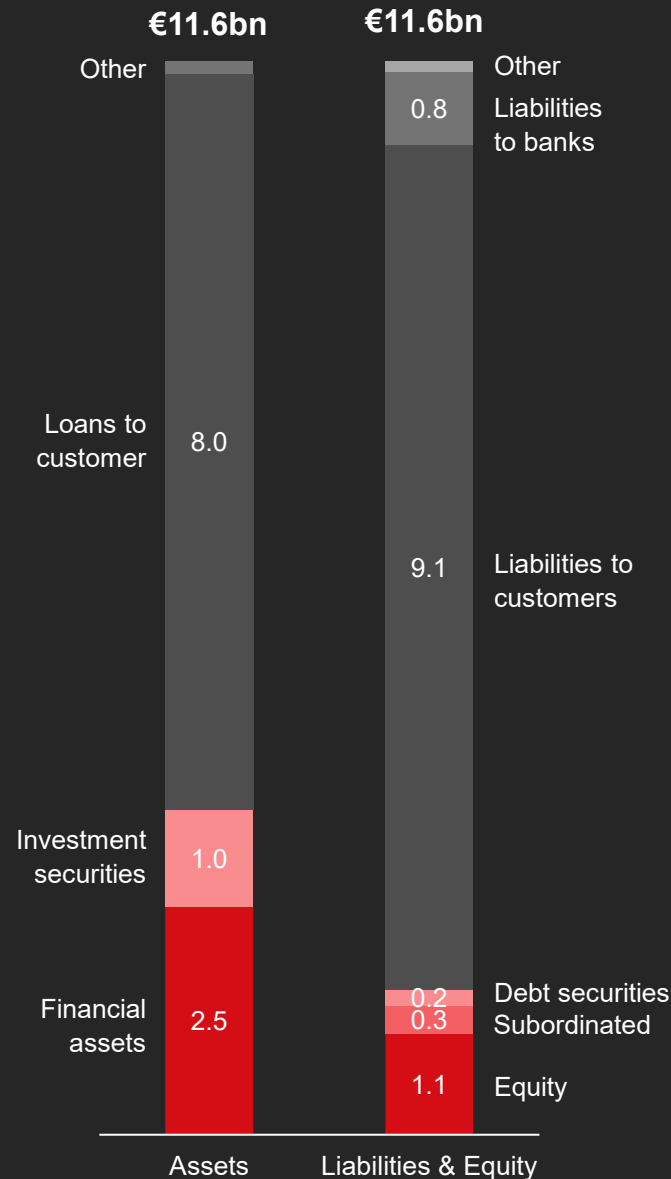
# Low-risk and simple balance sheet

## Diversified loan book

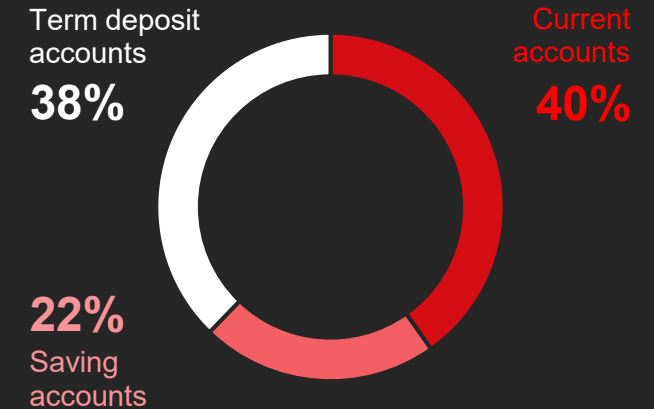


## Prudent investment strategy

- ▶ **Liquidity in domestic currency** mainly invested in central bank paper or sovereign
- ▶ **No speculative trading, limited market risk**
- ▶ **P&L upside potential** from Asset Liability Management



## Local deposit funding, >60% share current and savings accounts



## Capital stack with optimisation potential

- ▶ **CET1 ratio of 12.9%** vs. requirement 10.3%
- ▶ **All Tier 1 capital is CET1**
- ▶ **RWA efficiency measures** to improve density from 64% (Q1-26) to <60% medium-term
- ▶ **Fitch rating: BBB (stable)**

# Financial results reflect strategic transition

In EUR m	FY-24	FY-25
Net interest income	358.2	353.0
Net fee and commission income	91.6	96.6
Net other operating income	-5.5	-10.4
<b>Operating income</b>	<b>444.3</b>	<b>439.3</b>
Personnel expenses	146.8	159.5
Administrative expenses	156.0	162.9
Loss allowance	-5.2	11.2
Income tax expenses	42.4	22.2
<b>Profit of the period</b>	<b>104.3</b>	<b>83.5</b>
Change in customer loan portfolio	12.6%	10.6%
Cost-income ratio	68.1%	73.4%
Return on equity	10.2%	7.8%
CET1 ratio (fully loaded)	13.1%	13.1%
Net interest margin	3.5%	3.2%
Net write-off ratio	0.3%	0.0%
Credit impaired loans (Stage 3)	2.3%	3.0%
Cost of risk	-8 bps	15 bps
Stage 3 loans coverage ratio	49.9%	44.5%
Book value per share (EUR)	17.9	18.2
Loan / deposit ratio	84.5%	84.9%

## Key developments 2025:

- **NII:** Volume growth in interest income compensated by asset repricing and strong deposit growth and market rates; NIM bottoming-out as result of balance-sheet transformation
- **Fees:** Increase driven by payment, FX and documentary business
- **Expenses:** Strategic personnel built-up in 2024 of +19% employees; admin driven by continued investment in IT and digital; C/I ratio temporarily elevated
- **Risk cost:** Consistently low risk costs as result of strong portfolio quality and underwriting; zero net write-offs
- **Profit:** €83.5m or 7.8% RoE in 2025 reflecting strategic transition

## Q1 2026:

- **Solid start to the year:** Accelerated growth and disciplined strategy execution
- **Operating income:** Grows by 5% yoy as balance-sheet transformation progresses
- **# clients:** Growth by 4%, particularly strong in micro +10%
- **Financial result:** In line with expectations at €21.7m or 8.0% RoE; cost-income ratio at 71.2%

# Building blocks for enhanced RoE ambition until FY 2029

## Income growth

- **Growth in # clients and loan portfolio:** More than doubling # clients and strong loan growth
- **Accelerated growth in higher-yielding segments:** Micro and consumer portfolios to grow significantly, SME to remain largest client group with focus on Hausbank and % wallet
- **Non-interest income a strategic focus, not add-on:** trade finance, payment, foreign exchange, documentary business, etc.

## Optimised cost of funding

- Successful execution of **digital retail banking strategy** driving retail deposit growth
- Growing share of **current and savings accounts** as most cost-efficient funding source

## Scale effects

- **Operating leverage** expected to kick-in over time as income growth outpaces cost increases
- Cost optimization from **higher efficiency and digitalization of processes**

## Risk discipline

- Continued strong focus on **delivering well below market NPL and risk cost**
- **Data-enabled and automated credit decisions** in smaller segments consumer and micro

## Capital optimisation

- **Capital allocation towards highest risk-adjusted profitability:** segments and banks
- **Lowered RWA density to <60%:** capital optimization and hedging initiatives (e.g. currency)

## Medium-term guidance

### >€10bn loan portfolio

(based on significant growth in # of clients)

### RoE ~13-14%

(w/o ~1.5pp upside potential from Ukraine)

### C/I ratio ~57%

(w/o one-off effects)

### Cost of risk 30-35 bps

(through-the-cycle)

### Offer attractive dividends

(33% payout ratio in line with dividend policy)

# Investment highlights



**A leading and growing banking franchise for >85k MSME clients in SEE and EE**

**Adding a mobile-first retail bank to the franchise with significant untapped potential**

**All bank subsidiaries fully owned with high strategic alignment**

**Targeting ~13-14% RoE by 2029 with further +1.5pp upside potential from Ukraine**

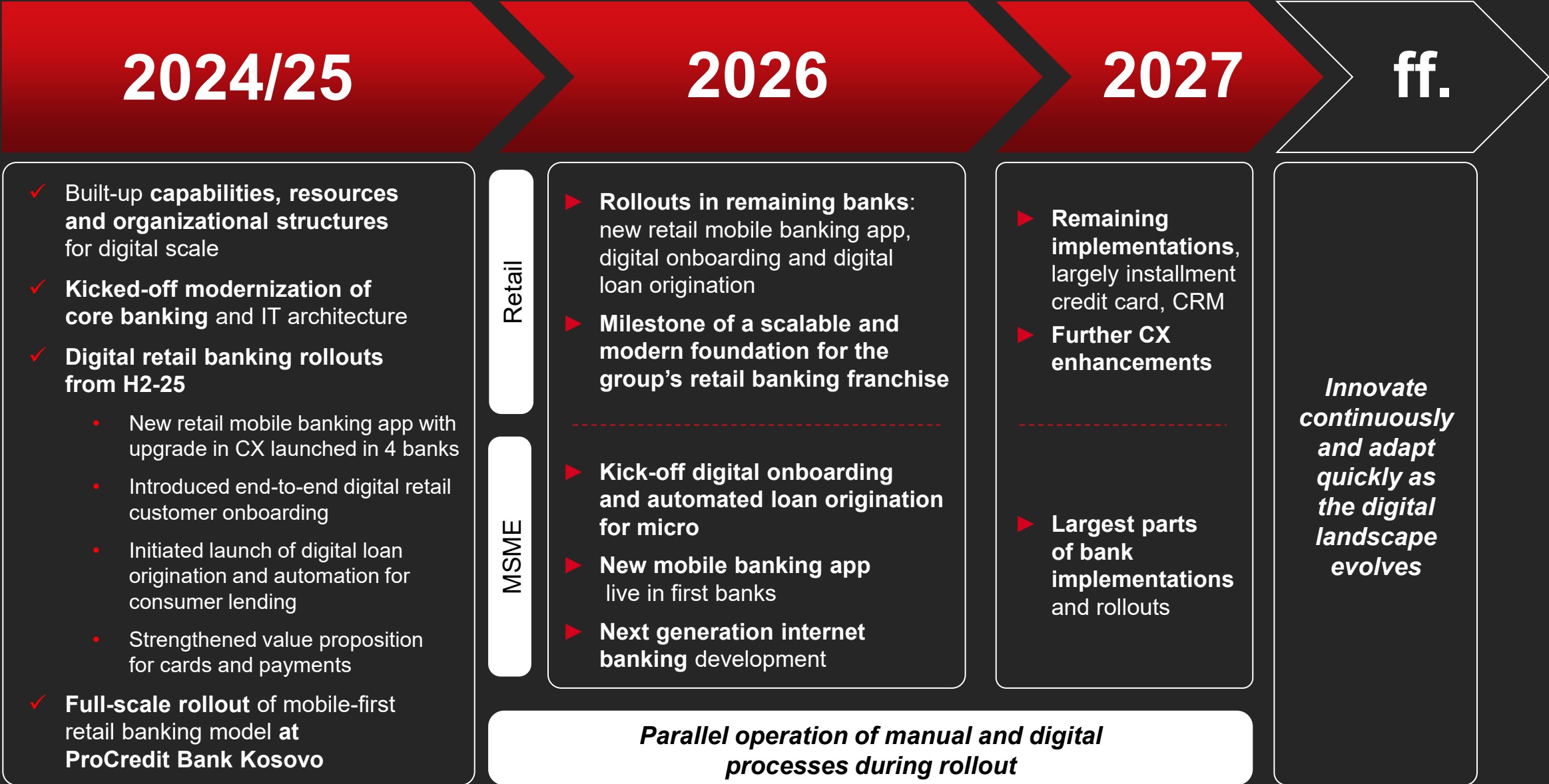
**High-quality loan book based on superior and data-driven underwriting**

**Listed in the Prime Standard of the Frankfurt Stock Exchange, regulated by BaFin and Bundesbank**

**Anchored in impact**

# ANNEX

# Broad-based rollouts and implementations in 2026



**2024/25**

**2026**

**2027**

**ff.**

- ✓ Built-up capabilities, resources and organizational structures for digital scale
- ✓ Kicked-off modernization of core banking and IT architecture
- ✓ Digital retail banking rollouts from H2-25
  - New retail mobile banking app with upgrade in CX launched in 4 banks
  - Introduced end-to-end digital retail customer onboarding
  - Initiated launch of digital loan origination and automation for consumer lending
  - Strengthened value proposition for cards and payments
- ✓ Full-scale rollout of mobile-first retail banking model at ProCredit Bank Kosovo

Retail

MSME

- ▶ Rollouts in remaining banks: new retail mobile banking app, digital onboarding and digital loan origination
  - ▶ Milestone of a scalable and modern foundation for the group's retail banking franchise
- 
- ▶ Kick-off digital onboarding and automated loan origination for micro
  - ▶ New mobile banking app live in first banks
  - ▶ Next generation internet banking development

- ▶ Remaining implementations, largely installment credit card, CRM
- ▶ Further CX enhancements

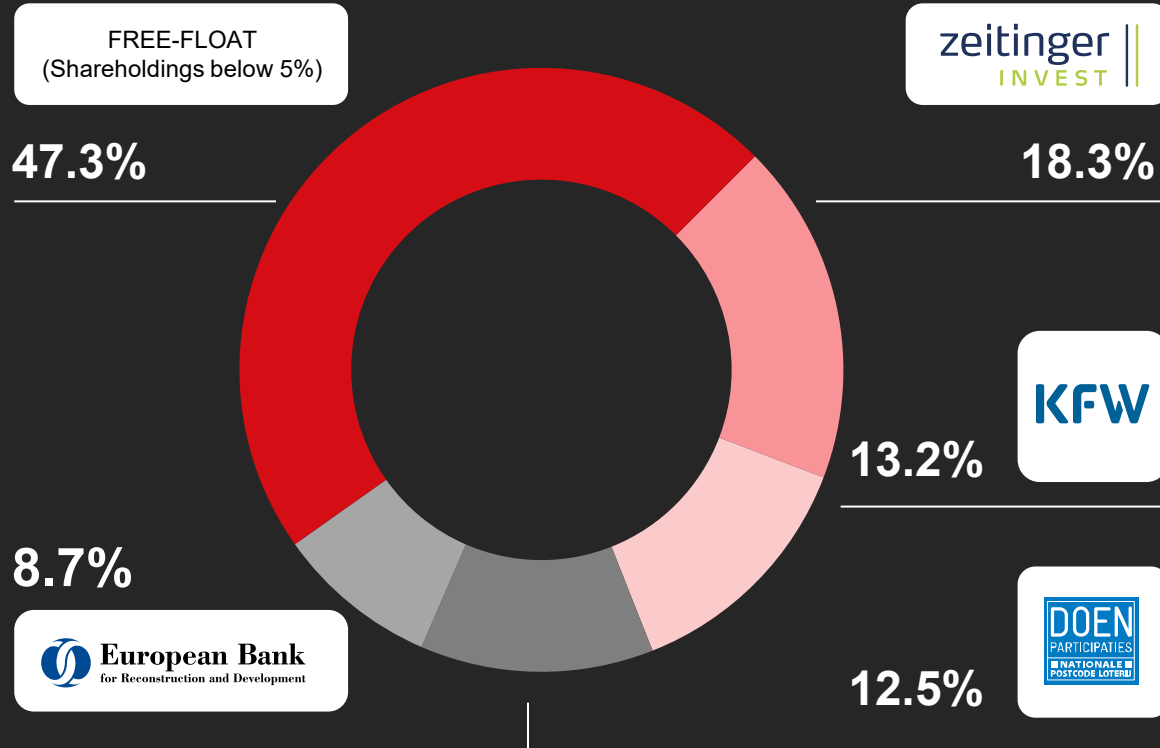
- ▶ Largest parts of bank implementations and rollouts

*Innovate continuously and adapt quickly as the digital landscape evolves*

**Parallel operation of manual and digital processes during rollout**

# ProCredit share and ownership

## Shareholder structure of ProCredit Holding AG



### Key information

**Stock Exchange** Frankfurt Stock Exchange

**Segment** Prime Standard

**Trading symbol** PCZ

Note: Shareholder structure based on voting right notification or voluntary disclosure of voting rights as published on: <https://www.procredit-holding.com/>

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