

# Presentation for Sevenoaks District Council

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Nick Brooker  
Andre Simmons



## The essence of Handelsbanken

- Established 1871
- The biggest bank in Sweden
- Strong liquidity reserves
- Total staff: 11 500
- Over 800 branches in 24 countries
- 174 Branches in the UK (Sevenoaks was Branch 146)
- Focus on long-term relationships and customer satisfaction
- Genuine local decision-making
- Prudent, long-term approach and financial stability
- More satisfied customers than our competitors



*\* Refers to lending to the public*

## Ethics of the The Bank

- The branch is the bank
- A Church Spire principal.
- Relationships – not transactions
  - Access to your account manager
  - Supported by specialist expertise wherever required
- No call or processing centres
- No product or volume goals
- A caring culture within the organisation
- “Our advice must always be what is best for the customer, not what is most profitable for the bank at that time”



## Financial stability: Moody's rating of UK banks

- Current Moody's Long Term Rating Aa3.
- Strongest Bank in Europe and ranked 11<sup>th</sup> in the world (Bloomberg 2013)
- Handelsbanken share price year on year growth since mid 2009 to it's current all time high of SEK 339.
- Deposit Protection Scheme – Underwritten by the Swedish Government and covers private individuals, partnerships, companies and other legal entities.
- Handelsbanken did not require any form of government support during the recent crises.
- Local Authority relationships with Handelsbanken in the South East:
  - Regionally – 41 Local Authorities with £959m under management.
  - Kent - 9 Local Authorities with £59.8m under management.

## Building Local Relationships....

- Sevenoaks Team ran in the Sevenoaks 10k in support of The Stag Community Arts Centre.
- Sponsorship of Sevenoaks RFC, Hockey Club, Vine Cricket Club.
- Supported the Sevenoaks School Summer Ball.
- Working with SDC, STP & Sevenoaks Chamber:
  - Mayors Charity Fundraising.
  - Sevenoaks Business Guide.
  - 'Red Bus' advertising.
  - Business Fair.
  - Sevenoaks Business Awards
- Working with the wider district community



Thank You.

