

Emirates NBD

Investor Presentation

August/September 2009

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UAE Economy and Banking Market

Financial and Operating Performance

Merger Update

Strategy and Outlook

UAE Economic Update

Highlights

- UAE was impacted by external shocks including weaker oil prices, a credit squeeze, and declining world trade
- UAE's accumulated surpluses over recent years enable it to engage in powerful counter-cyclical fiscal policies
- Monetary policy is also responding to the crisis, with rates being cut and liquidity provided. More steps are expected to be forthcoming
- Correction provides potential to put growth back on a more sustainable long-term path
- Dubai is a strategically located international trading hub with some of the world's best air and sea ports serving over 205 destinations



Real GDP Growth Forecasts ⁽¹⁾							
	2008	2009	2010				
UAE	7.4%	0.0%	3.0%				
UK	0.7%	(3.5%)	(0.3%)				
Eurozone	0.7%	(3.0%)	(0.2%)				
Germany	1.0%	(3.3%)	(0.2%)				
US	1.1%	(3.5%)	1.4%				
China	9.0%	5.7%	7.6%				
Japan	(0.7%)	(6.7%)	0.8%				
Singapore	1.3%	(4.6%)	2.2%				



1) EIU, Emirates NBD forecasts

UAE Banking Market Update

Hiahliahts

- UAE L&R growth has outstripped deposit growth in recent years
- UAE Banking system liquidity tightened in Q3 2008 due to outflow of c. AED 180b of speculative capital & the Global credit/liquidity crisis following the Lehman's collapse
- Dubai and Abu Dhabi CDS spreads have widened on concerns over Dubai Inc.'s debt а. and concerns over the real estate market
- Government intervention has been welcome:
 - AED 50b backstop facility from MOF
 - AED 70b set aside for direct injection into UAE banks; AED 50b deposited to date: option to convert to LT2 capital
 - Deposit & capital market guarantees announced: formal documentation soon
 - Abu Dhabi Government injected AED 16b of Tier 1 capital into the Abu Dhabi banks _
 - Dubai Government injected AED 4b of Tier 1 capital into Emirates NBD _
 - Government of Dubai announced a \$20b bond program of which \$10b was bought by the UAE Central Bank



Source: Markit Partners; Bloomberg

Emirates NBD

UAE Banking Sector Growth (AED billion)



Source: Central Bank statistics. Emirates NBD forecasts and Bloomberg



2) Excludes off-shore banking units

Source: National Central Banks December 2008 and Emirates NBD forecasts

Emirates NBD is the Largest Bank in the UAE and GCC by Assets

UAE Ranking	by Assets (US\$ billion)	UAE Rankin	UAE Ranking by Equity (US\$ billion)		UAE Ranking by Profits (US\$ millio	
Emirates NBD	76.8	76.8 Emirates NBD 8.5 ⁽¹⁾		Emirates NBD	575	
NBAD	49.3	First Gulf Bank	5.7	NBAD	457	
ADCB	42.1	ADCB	5.4	First Gulf Bank	415	
First Gulf Bank	32.3	NBAD	5.2	Mashreq	264	
Mashreq	26.3	Mashreq	3.0	DIB	224	
DIB	23.9	DIB	2.4	ADCB	179	
JNB	19.3	UNB	2.2	UNB	157	
ADIB	15.8	ADIB	1.5	CBD	137	
CBD	9.9	CBD	1.4	ADIB	117	
GCC Ranking by Assets (US\$ billion)		GCC Rankin	g by Equity (US\$ billion)	GCC Ranking	ı by Profits (US\$ mil	
Emirates NBD	76.8	Emirates NBD	8.5 ⁽¹⁾	Al Rajhi Bank	934	
Nat. Comm. Bank	68.5	Al Rajhi Bank	7.3	SAMBA	671	

76.8	
68.5	
49.3	
47.2	
46.1	
46.1	
42.1	
42.1	
40.4	
37.6	
	68.5 49.3 47.2 46.1 46.1 42.1 42.1 42.1 40.4

1) Emirates NBD's Tangible Shareholder's Equity is US\$ 6.8b 2) Profits - half year ended 30th June 2009 Source: Bank Financial Statements, 30th June 2009

Emirates NBD	8.5 ⁽¹⁾	
Al Rajhi Bank	7.3	
Nat. Comm. Bank	7.2	
Riyad Bank	7.1	
First Gulf Bank	5.7	
Nat. Bank of Kuwait	5.6	
ADCB	5.4	
SAMBA	5.2	
NBAD	5.2	
Qatar National Bank	4.9	
U A E KSA	Kuwai	t

Al Rajhi Bank	9	34
SAMBA	671	
Nat. Comm. Bank	606	
Emirates NBD	575	
Qatar National Bank	558	
NBAD	457	
Nat. Bank of Kuwait	435	
First Gulf Bank	415	
Arab National Bank	384	
Saudi British Bank	383	
r Bahrain		

UAE Economy and Banking Market

Financial and Operating Performance

Merger Update

Strategy and Outlook

2008 Financial Results

Highlights	Key Performance Indicators			
 Full Year 2008 Net Profit down 7% from 2007 		AED million	Year to 31 Dec 2008	Variance vs. 2007 ⁽¹⁾
 Cash dividend of 20% and stock dividend of 10% 		Net Interest Income	5,834	+43%
Q4 2008 Net Profit of AED 14m (AED 1.2b in Q4-2007)		Fee & Other Income	3,861	+37%
Financial performance impacted by		Investment & CDS MTM	(1,248)	(694%)
 mark to market & impairments on investment securities 	of AED 1.8b	Total income	8,447	+19%
 mark to market on credit default swaps (CDS) of AED 4 		Operating expenses	(3,356)	+23%
 Core business continued to perform strongly despite a more 		Operating profit before impairment allowances	5,092	+16%
environment in Q3 & Q4 2008		Impairment allowances:	(1,653)	+125%
2008 Core net profit reached AED 5.9b, up 49% from 2007		Credit	(642)	+36%
 Core cost to income ratio improved during the year, esp. during the 2nd half as cost measures implemented & synergies realised 		Investments	(1,011)	+283%
		Operating profit	3,439	(6%)
Core Business Performance (AED billion)		Amortisation on intangibles	(96)	+17%
		Associates	339	(10%)
Full Year Q4 Results	MTM & Impairment of Investments	Net profit	3,681	(7%)
+49%	Statutory	Cost: income ratio (%)	39.7%	+1.5%
5.9	Year on Year	Net interest margin (%)	2.01%	+0.12%
		EPS (AED)	0.73	(7%)
		Return on average shareholders' equity (%)	19.1%	(6%)
3.9 3.7 0.05 1.26 1.26 0.02		AED billion	As at 31 Dec 2008	Variance vs. 31 Dec 07 ⁽¹⁾
1.18 1.25		Total assets	282.4	+11%
2007 2008 Q407 Q408		Loans	208.9	+26%

Deposits

Capital Adequacy Ratio (%)

Note 1: 2007 comparatives are presented on a pro forma basis

Note 2: Core business trends exclude mark to market impacts and impairments on investment and other securities.

+15%

(1.7%)

162.3

11.4%

H1 2009 Financial Results

Highlights	Key Performance Indicators		
 Operating profit before impairment allowances of AED 3,693m 	AED million	Half year ended 30 June 2009	Variance vs. H1 2008
 – up 26% from H1 2008 of AED 2,928m 	Net Interest Income	3,643	+33%
 up 71% from H2 2008 Net Profit of AED 14m 	Fee & Other Income	1,578	(22%)
H1 2009 Net Profit of AED 2,111m	Investment & CDS MTM	279	(409%)
	Total income	5,500	+18%
 down 20% from H1 2008 of AED 2,648m 	Operating expenses	(1,807)	+3%
 up 104% from H2 2008 of AED 1,033m 	Operating profit before impairment allowances	3,693	+26%
Improvement of equity & bond markets resulted in modest positive	Impairment allowances:	(1,611)	+215%
impact from mark to market valuations during Q2 2009	Credit	(1,409)	+687%
 H1 2009 operating costs of AED 1,807m 	Investments	(202)	(39%)
 – up 3% from H1 2008 of AED 1,751m 	Operating profit	2,082	(14%)
	Amortisation on intangibles	(47)	+15%
 – up % from H2 2008 of AED 1,605m 	Associates	76	(72%)
 Credit impairment allowance of AED 1,409m, reflecting expected 	Net profit*	2,111	(20%)
increase in NPL ratio to 1.56% (FY 2008: 0.95%; Q1 2009: 1.19%) and	Cost: income ratio (%)	32.9%	(4.6%)
additional portfolio impairment allowances in H1 2009 of AED 731m	Net interest margin (%)	2.58%	+0.6%
Total assets at AED 281.9b, stable compared to AED 282.4b at end-	EPS (AED)	0.38	(20%)
2008	Return on average shareholders' equity (%)	18.9%	(8.0%)
 Customer loans at AED 216.6b, up 4% from AED 208.9b at end-2008 	AED billion	As at 30 June 2009	Variance vs. 31 Dec 2008
 Customer deposits at AED 170.5b, up 5% from AED 162.3b at end- 2008 	Total assets	281.9	(0.2%)
	Loans	216.6	+3.7%
 Significant strengthening of capital ratios 	Deposits	170.5	+5.1%

Capital Adequacy Ratio (%)

* Emirates NBD's net profit adjusted for its actual share of Union Properties published net losses in H1 2009 equals AED 1,989m

19.0%

Emirates NBD

+7.6%

Net Interest Margins

Highlights

- H1 2009 Net Interest Margin (NIM) of 2.58%
 - up 60pbs from 1.98% in H1 2008
 - up 38pbs from 2.17% in H2 2008
- Increase in H1 2009 NIM primarily driven by re-pricing of loans & and the benefit of proactive balance sheet management
- Q2 2009 NIM of 2.40%
 - up 52pbs from 1.88% in Q2 2008
 - down 34pbs from 2.76% in Q1 2009
- Reduction in Q2 2009 NIM from Q1 2009 in line with expectations:
 - reduced differential between US\$ Libor and Eibor;
 - increased cost of funding deposits; partly offset by
 - benefit of continued re-pricing on assets
- NIM is expected to reduce further towards the end of the year to c.2.0%:
 - differential between US\$ Libor and Eibor is expected to reduce further
 - continued pressure on cost of deposits

Net Interest Margin Trends



Note: Net interest margin calculated based on annualised quarterly net interest income divided by Average Total Assets (ATA)

Net Interest Margin Drivers (%)



Operating Costs and Efficiency

Highlights

- The cost to income ratio declined by 2.0% from 34.9% in Q1 2009 to 32.9% in H1 2009
- The core cost to income ratio increased from 33.7% for Q1 2009 to 34.6% in H1 2009
- The Group has continued to invest in technology, infrastructure and governance whilst optimising its variable cost base on existing businesses
- Emirates NBD continues to expand its branch network and business capability in Abu Dhabi and is investing in Private Banking and SME businesses
- Emirates NBD is continuing to target a mid-30s core business cost to income ratio for FY 2009

Income vs. Cost Growth (AED million)

Cost to Income Ratio Trends



Note: Cost to income ratios are presented on a year-to-date basis; Core cost to income ratio excludes impact of MTM on investments and other securities in 2008 and 2009



Note: Income is presented excluding MTM/Impairments on Investments/CDS





Asset Quality Loans and Receivables

Highlights

- Loan portfolio is balanced and well secured
- Emirates NBD's credit quality remains healthy across the Bank's corporate and retail portfolios
- Prudently provided for exposure to Al Gosaibi / Saad Groups
- Increase in delinquencies and non-performing loans is within expectations
- NPL ratio, excluding impaired investment securities, increased to 1.56% in H1 2009 from 0.95% reported in FY 2008 (Q1 2009: 1.19%)
- Added AED 731m to portfolio impairment provisions in H1 2009 as a measure of prudence in the current environment (Q1 2009: AED 224m)



Note: NPL and Coverage ratios for 2008 & 2009 exclude investment securities classified as loans & receivables

Loan Portfolio by Sector - H1 2009



Note: Loans and advances before provisions

Retail Loan Portfolio by Sector – H1 2009



- Exposures to Real Estate and Contracting Sector is 15.8% and 5.2% of the corporate portfolio respectively
- Emirates NBD is very selective in financing real estate sector. Extent of finance is generally limited to:
 - 70% of construction cost excluding land or 60% of cost including land (land valued at lower of cost or market value)
 - 60% of purchase price for completed properties
- Exposure is mainly to top tier names with diversified business interests and multiple sources of repayment
- Financing now restricted to Emirates of Dubai & Abu Dhabi.
- Repayment experience is satisfactory
- Approximately 65% of the portfolio has a repayment maturity of < 3 years
- Careful monitoring of the Real Estate, Construction and related sector exposures expecting economic slow down
- Mortgage portfolio is relatively small; AED4.7b as both EBI and NBD are recent entrants into the mortgage market
- Mortgage finance offered across a select range of premium developers, including Dubai Properties, Emaar, Nakheel, Aldar and Sorouh
- Emaar, Dubai Properties & Nakheel account for 77% of the mortgages financed by ENBD
- Villas account for approximately 42% of the portfolio; Completed properties account for 76% of the portfolio
- Average LTV is 75% on original value
- More than 75% of the customers have only one mortgage loan from ENBD
- Lending criteria are revisited regularly to ensure that the quality of the loan portfolio remains good
- Mortgages portfolio performance is good: Focus on high income customer segments, 90% of portfolio comprises of customers with income > AED 25K per month, low delinquency and provision rates

Wholesale Bank

Asset Quality

Investments & Trading Securities

Highlights

- Write-downs and impairments reflected a market-wide downturn in 2008
- Relative stabilisation and improvement of equity and bond markets in first half 2009 resulted in lower adverse impact due to mark to markets and impairments on investment securities
- Underlying quality of investment portfolio remains good and some losses on fixed income securities will reverse if held to maturity and no credit event occurs
- Portfolio is being monitored and managed closely by senior management committee to reduce exposure where opportunities arise or where future distress in anticipated



H1 2009 MTM Impact					
AED million	Total	P&L i	mpact	Cumulative	
	Balance	Income	Impairm.	changes in FV	
Investment Securities	16,853	(41)	(110)	395	
Trading Securities	614	142	-	-	
Subtotal	17,467	101	(110)	395	
Investment Securities in L&R	2,332	-	(92)	-	
H1 2009	19,799	101	(202)	395	
FY 2008	22,009	(793)	(1,011)	(1,810)	

Bond Market Performance



Source: Bloomberg; Reuters

Asset Quality

Investments & Trading Securities (cont'd)



Composition by Category: H1 2009⁽²⁾



1) Excl. investment securities in L&R of AED 2.3b

2) Excl. investment securities in L&R of AED 2.3b and Trading Securities of AED 0.6b

Capital Adequacy

Highlights

- Capital adequacy ratio at 19.0% in Q2 2009 (FY 2008: 11.4%)
- Tier 1 capital increased from 9.4% at end-2008 to 12.1% at Q2 2009 due to:
 - profit generation for H1 2009 exceeding FY 2008 dividend payment by AED 1.1b
 - issuance of AED 4b Tier 1 perpetual securities in Q2 2009 to ICD
- Tier 2 capital increased by AED 10.0b in H1 2009 due to:
 - conversion of MOF deposits into LT2 capital (AED 10.2b of the AED 12.6b qualifies as T2 capital as at 30.06.09)
 - redemption of AED 500m LT2 bonds in exchange for 3 year senior unsecured debt
- Risk Weighted Assets (RWAs) fell by 3% from FY 2008 due to continued focus on RWA by management

Capital Ratios (AED billion)



Capital Movement Schedule						
FY 2008 to Q2 2009 (AED billion)	Tier 1	Tier 2	Total			
Capital as at 31.12.08	20.4	4.4	24.7			
Net profits generated	2.1	-	2.1			
FY 2008 dividend paid	(1.0)	-	(1.0)			
Conversion of MOF deposits	-	10.2	10.2			
Issuance of T1 securities	4.0	-	4.0			
Cumulative changes in FV	-	0.3	0.3			
Redemption of T2 securities	-	(0.5)	(0.5)			
Other	0.0	0.0	0.2			
Capital as at 30.06.09	25.5	14.4	40.0			
AED billion	Q2 09	FY 08	Diff %			
Risk Weighted Assets	210.8	217.3	-3.0%			

Funding and Liquidity

Highlights

- Liquidity in the UAE Banking system improved in H1 2009, helped by various Government initiatives
- Formal deposit and capital markets guarantee documentation expected soon
- Funding remains stable and deposit mobilisation initiatives proving successful
- Continue to access stable interbank lines and ECP market opening up
- Liquidity backstop facilities of c. AED14b remain unused
- Term debt maturity profile is well within our funding capacity; repaid scheduled AED 3.7b in H1 2009

Composition of Liabilities – H1 2009 (%)



1) Adjusted LTD ratio includes Debt Issued and Other Borrowed Funds in the denominator

2) Debt Issued includes EMTNs of AED of AED 19.5b and syndicated borrowings from banks of AED 5.5b

3) For 2009, AED 2,184m represents remaining maturities for the 6 months ended 31.12.2009



Maturity Profile: Debt Issued⁽²⁾ (AED million)



Loan to Deposit Ratios (%)

Divisional Performance

- Wholesale banking had another successful half year
 - Continued success of transactions business
 - Key focus during the first half of 2009 was on balance sheet optimisation, continued proactive management of credit quality, building non-risk based and fee generating businesses
- Revenue grew 44% year-on-year and 65% from H2 2008
- Loans grew 8% from end-2008
- Deposits grew 12% from end-2008
- CWM continues to expand and build on distribution reach
 - Distribution network strengthened to 99 branches
 - ATM and SDM network now at 550
- Revenue grew 10% year-on-year and decreased by 1% from H2 2008 due to lower fee income
- Loans declined by 7% from end-2008
- Deposits grew 13% from end-2008





Emirates NBD

Wholesale Banking

Consumer Banking & Wealth Management

Divisional Performance (cont'd)

Global Markets & Treasury

Network International

Bank

Emirates Islamic

- Improved market conditions worldwide, specifically a recovery in equity markets, tightening of credit spreads and volatility of foreign exchange markets resulted in stronger client activity.
- Revenues for the first half of 2009 were AED 1,251 million compared with AED 34 million in the comparable period in 2008.

- 15% increase in revenue versus H1 2008 due to 28% increase in processing revenues and 8% growth in acquiring revenues
- Serves over 10,000 merchants and 47 banks and financial institutions in the region







- Key focus during the first half of 2009 was on balance sheet optimisation and increased caution on new underwriting
- EIB revenue declined by 23% in H1 2009 (net of depositors' share of profit) year-on-year
- Financing receivables grew by 5% to AED 18.5b from end-2008; Customer Deposits grew 3% to AED 20.2b from end-2008
- 4 new branches in H1 2009 taking the total to 30

UAE Economy and Banking Market

Financial and Operating Performance

Merger Update

Strategy and Outlook

We have achieved major milestones during the last year



Integration milestones going forward



Merger Update Exceeded 2009 full year targets

Target Synergies

- AED 346m of recurring annual synergies by the third year post merger, plus AED 26m of one-off synergies totalling AED 372m
- The recurring synergies below will be delivered 33% in year 1 (2008), 66% in year 2 (2009) and fully by 2010

AED million	Synergies		% of Sm	aller Base ⁽¹⁾	% of Combined Base ⁽¹⁾	
	2008	2009	2010	Actual	Benchmark	Actual
Revenue	65	129	195	10.5%	5-10%	4.1%
Costs	50	100	151	22.2%	14-26%	8.3%
One-Off	9	17	26			
Total	124	246	372			

1) 2010 Synergy base used when computing synergy targets were 2006 financials, smaller base was NBD and combined was aggregated EBI and NBD

Key Drivers of Revenue Synergies

- Revenue synergies for 2008 and H1 2009:
 - Largest distribution network of 129 branches & 652 ATMs and SDMs
 - Focus on cross selling
 – e.g. mortgages > AED 99m loans
 - Enhanced market share/pricing advantages e.g. FDs
 - Embedded Customer efficiency framework e.g. Tafawouq has tripled branch sales in Umm Sugeim & DCC
 - Increased corporate pricing power from enhanced scale

Actual H1 2009 Synergies (AED million)



Note 1: Base used when computing synergy targets were 2006 financials

Key Drivers of Cost and One-off Synergies

- Cost synergies for 2008 and H1 2009:
 - Single Head-office in place
 - Created efficiencies through unified business models
 - Combined marketing & advertisement activities
 - Staff efficiencies across all businesses
- One-off synergies for 2008 and H1 2009:
 - Projects & initiatives discontinued due to merger, namely Islamic banking set up previously planned in NBD
 - Initiatives conducted in one group as opposed to the separate banks; e.g. Basel 2 regulatory requirements

UAE Economy and Banking Market

Financial and Operating Performance

Merger Update

Strategy and Outlook

Strategic Imperatives

Optimise Balance Sheet	 Prudent lending growth Support growth of important Group relationships in line with targeted asset/deposit ratios Focus on funding Renewed focus on key market segments Leverage distribution network Continue to maintain and develop wholesale sources of medium to long term funding Continued government action / support
Drive Profitability	 Improve product/customer profitability Re-price and maximize product yields Increase fee based income Improve overall cost position Drive performance improvement program Increase process efficiency Migrate customers to lower cost channels
Enhance Risk Management	 Implementation of Basel II IRB approach Advancement of Liquidity Risk Control and Management Alignment and integration of Economic Capital and Stress testing Framework Strengthen credit management and improve collection processes

Strategic Imperatives (cont'd)

Evidence of success in H1 2009

Optimise Balance Sheet	 Capital Adequacy Ratio strengthened to 19.0% from 11.4% at end-2008 Tier 1 increased in H1 2009 to 12.1% from 9.4% at end-2008 Risk Weighted Assets declined by 3% from end-2008 compared to 4% growth in loans Customer deposits grew by 5% from end-2008 compared to 4% growth in loans, improving the LTD ratio
Drive Profitability	 Net interest margin improved to 2.58% for H1 2009 from 2.01% in FY 2008 due to re-pricing of assets and benefits of balance sheet management Core cost to income ratio of 34.6% for H1 2009 stable vs. 34.6% for FY 2008 and remains within target range of 35% H1 2009 ROA of 1.50% vs. 1.37% for FY 2008 H1 2009 ROE of 18.9% vs. 19.1% for FY 2008
Enhance Risk Management	 Credit metrics remain healthy and within expectations NPL ratio increased to 1.56% from 1.19% in Q1 2009 and 0.95% at end-2008

Emerging Stronger from the Crisis



Outlook

- In 2009 the external environment combined with liquidity tightening and weakening demand should bring GDP growth towards 0% in UAE
- H1 2009 witnessed signs of stabilisation in the international debt and equity markets and an improvement in local liquidity conditions and sentiment.
- Uncertainties remain in the Global and regional environment and we remain cautious and are taking measures to offset the possible effects
- The fundamentals of Emirates NBD's core business remains strong
- Success of Emirates NBD's merger even more pronounced in the current climate as the Bank is more resilient due to scale and is seen as a stronger counterparty
- We are a consolidator of choice in the region and are well placed to take advantage of any attractive opportunities that may arise

Summary

- Solid first half financial and operating performance
- Total income grew 18% year on year to AED 5.5b
- H1 2009 Net profit reached AED 2.1b, a reduction of 20% versus H1 2008
- Credit quality remains healthy
- Expected moderate increase in NPLs in H1 2009 to 1.56% from 0.95% in FY 2008
- Capitalisation strengthened significantly; CAR at 19.0% & T1 at 12.1%
- Liquidity has improved in H1 2009
- H1 2009 annualised merger synergies achieved of AED 328m; ahead of FY 2009 target by 33%
- Integration fully on track for targeted completion by end-2009
- Emirates NBD has a clear plan to navigate through the current environment
- Strategic imperatives include balance sheet optimisation, driving profitability and risk management enhancement
- At the same time, the Bank is taking steps to ensure it emerges stronger from the crisis
- Growth of the UAE economy is expected to slow down to 0% in 2009
- H1 2009 has witnessed some stabilisation in the environment. However, uncertainties remain and Emirates NBD is retaining its cautious stance
- Emirates NBD is well positioned to take advantage of attractive opportunities

Appendix

Background on Emirates NBD

Strategic Priorities

Awards and Key Deals

Emirates NBD Group Structure and Market Shares



Building a Geographically Diversified Footprint





1) Moody's Long-term rating on review for possible downgrade

2) S&P Credit ratings on negative outlook

3) EBI's Long term Issuer Default rating is AA-; NBD has not been rated by Fitch. Support rating for both EBI and NBD is '1'

Profit and Balance Sheet Growth in Recent Years



1) The comparative results for 2007 were prepared on a pro forma basis, which assumed that the merger occurred on 1 January 2007

2) Equity for 2007, 2008 and H1 2009 is Tangible Shareholder's Equity which excludes Goodwill and Intangibles

Note: Prior Year 2006 is the aggregation of Emirates Bank International and NBD; Year 2007 & 2008 excludes amortization of intangibles

Source: Financial Statements, Aggregation of Emirates Bank International and NBD results

Background on Emirates NBD

Strategic Priorities

Awards and Key Deals

Optimise Balance Sheet Initiatives

1 Dev Wh Fur	intain and velop olesale nding and pital Sources	 Continue to monitor market conditions and investor demand through ongoing dialogue and non-deal specific investor road shows Innovative & opportunistic funding and capital initiatives (e.g. Tier 2 bond conversion, explore securitisation opportunities) Risk weighted asset initiatives (e.g. investment portfolio rationalisation) Develop stable and longer-term interbank funding by leveraging long-term regional and international relationships (e.g. bilateral arrangements)
(2) Gov	ntinued vernment tion / Support	 Government action at Federal and Emirate level continues to reap gains Active engagement with regulators and key government bodies on policy development and monetary / fiscal actions Expected formal deposit and capital market guarantees
	pture Deposit portunities	 Product related initiatives: Value, e-saver, high yield deposits Proactive retention driven by dedicated retail retention team Intensified sales effort and incentives in corporate and retail businesses Re-focus on cash-rich corporate sectors (e.g. hospitals, schools, insurance companies, professional firms, etc.)

Optimise Balance Sheet Initiatives (cont'd)

4 Launch Private Banking	 Build up team and proposition Add relationship managers to drive liability sales Upgrade existing, qualified bank customers Expand model into neighboring countries
	 Revised value proposition & operating model

- Service promise for affluent
- Focus on emerging affluent



Re-launch

- New low cost channel branches
 - Aligned to key micro-markets
 - Focus outside Dubai
- New ATMs & CDMs; optimise use of ATM/CDM network

Drive Profitability Initiatives

1 Streamline Processes and Productivity	 Leverage the recent significant investment in technology and infrastructure to streamline processes and improve productivity Finacle core banking system Oracle Financials – ERP Consolidation of data centres at Al Barsha Oracle HR Management System Calypso Treasury Management System Integrated Internet Banking platform Creating a scalable platform for future growth
2 Optimise Overall Cost Base	 Tighter governance of costs Redeployment of staff from lower volume front-end activities to governance areas such as controls, collections and liability generation Acceleration of integration cost savings initiatives Align organisation and management model to new economic environment Co-location/integration of functions Eliminating duplicated systems & processes

Purchasing savings through rationalisation of suppliers, leveraging scale and renegotiation of contracts

Drive Profitability Initiatives (cont'd)

3 Maximise Product Yields and Margins	 Product re-pricing across corporate and retail portfolios. Shift product mix; e.g. focus on affluent and private banking customers Proactive balance sheet management to optimise funding costs
4 Increase Fee Based Income	 Grow asset management; e.g. grow principal guaranteed & regional products Expand range of insurance products, e.g. bancassurance Leverage prime-banker status with key corporate customers to gain larger wallet share of fee income Augment existing corporate product base by tailored products to optimise value; e.g. on-line trade, Escrow Account, enhanced trade finance & cash management products

Enhance Risk Management Initiatives

Enhance Risk Management Framework

Improve Collections

- In-source field collections to improve efficiency
- Expand tie up with international recovery agencies
- Set up retail restructuring/workout unit

2

Enhance Risk Management Initiatives (cont'd)

Corporate

- Sectoral caps harmonized for all Emirates NBD corporate counterparties
- Exposures to all economic sectors being carefully monitored
- Prudence in renewing existing facilities
- Intensified credit monitoring and controls
- Delegated authority matrix reviewed
- Review of securities to ensure quality and adequacy of coverage

Financial Institutions

- Review of counterparty limits & reduction as appropriate
- Intensified utilization monitoring
- Liquidation of investments on a best effort basis

Retail

- Active revision of policies to ensure NPLs within acceptable ranges
- Roll out new scorecards
- Ongoing review of sectoral risk appetite
- Eligibility norms for company approvals raised
- Increase in income norms
- Debt Burden ratios scaled down and reduction in loan multiples
- Target end-user mortgage users (i.e. reduce LTVs and limit mortgages per customer)



Background on Emirates NBD

Strategic Priorities

Awards and Key Deals

2008 and H1 2009: Awards



Emirates NBD was **honored by H.H. Sheikh Mohamed Bin Rashid Al Maktoum**, the Ruler of Dubai and Vice President & Prime Minister of the UAE, for its role in boosting investments and attracting businesses from around the world



Rick Pudner, Chief Executive Officer of Emirates NBD was awarded the 'Banker of the Year Award' by The Banker Middle East



Emirates NBD has been named as **Best Emerging Market Bank** & **Best Foreign Exchange Bank in the UAE** for the year 2008 by Global Finance Magazine. Global Finance Magazine named the bank as **Best Bank, Best Emerging Market Bank and Best Trade Finance Provider in the UAE** in May 2009



Superbrands council honored Emirates NBD with three Superbrands awards for Group's 'Emirates Bank', 'National Bank of Dubai' and 'meBank' brands at the Superbrands Tribute Event held in April 2008



Emirates NBD was awarded 'Best Bank in the UAE', for the year 2008 by The Banker 2008



'Best Retail Bank' Arabian Business Magazine 2008

Large Deals Concluded 2008 and H1 2009



Large Deals Concluded 2008 and H1 2009 (cont'd)



Large Deals Concluded 2008 and H1 2009 (cont'd)



April 2009

Mandated Lead Arranger and Coordinating Bank

Mandated Lead Arranger

Contact Details: Ben Franz-Marwick Head, Investor Relations Tel: +971 4 201 2604 Email: bernhardf@emiratesbank.com