

Banking on Sustainability

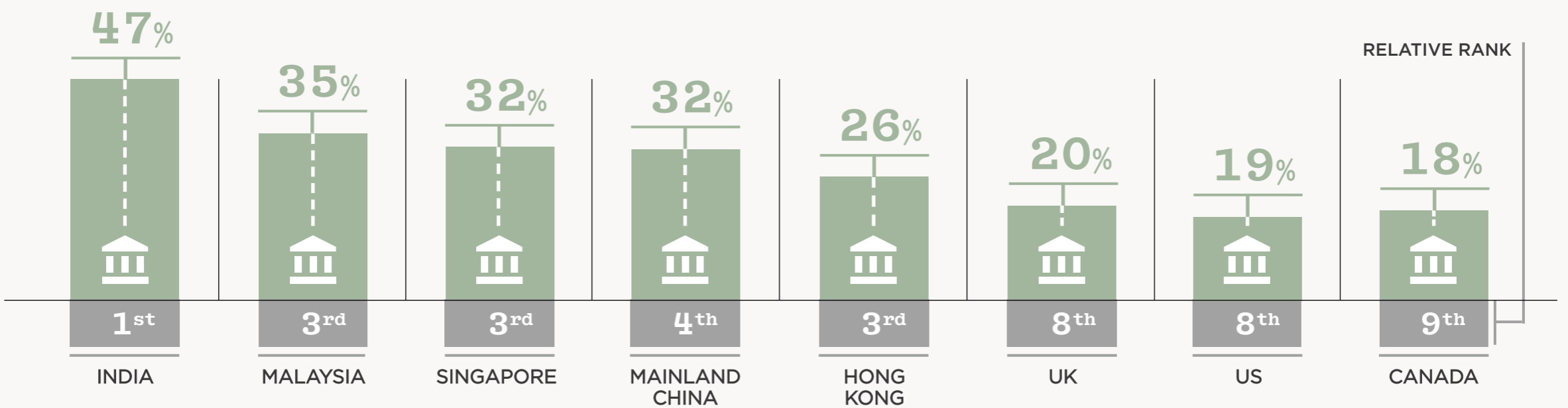


SME BANKING TRENDS

BRAND REPUTATION

When consumers are asked their top reasons for completely avoiding a brand, sustainability is a key factor. Banks that avoid developing sustainability credentials risk being completely taken out of the consideration set.

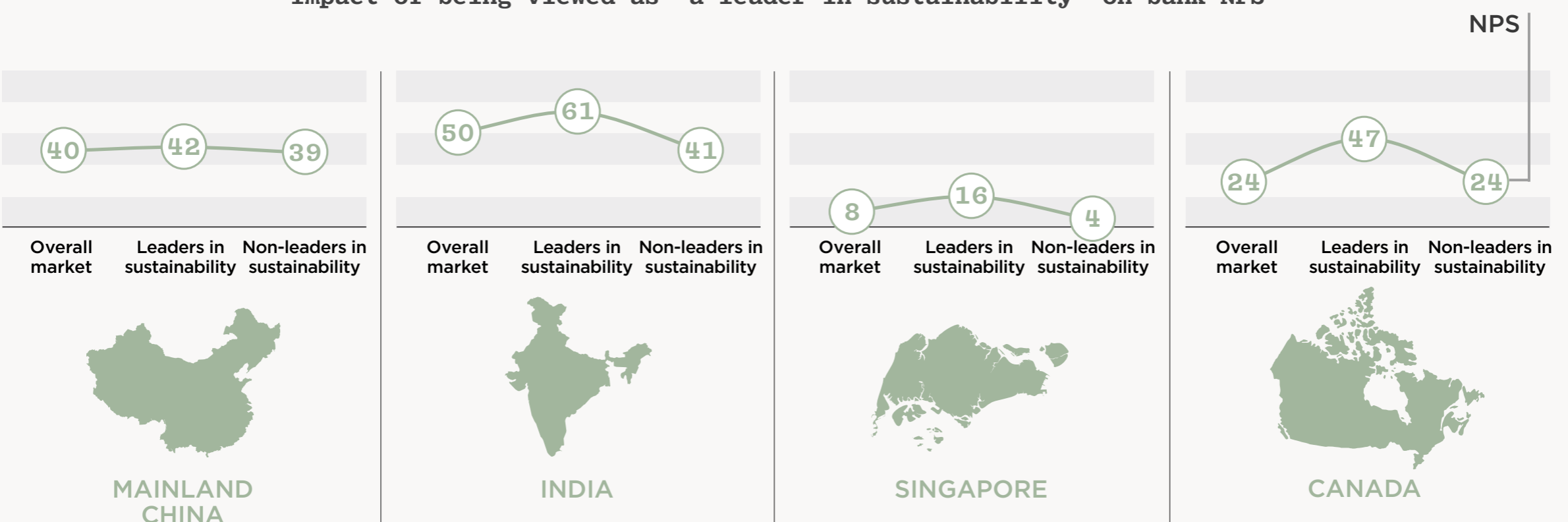
Reasons for avoiding a bank brand
% SMEs selecting sustainability



SUSTAINABILITY OUTPERFORMS

Sustainability credentials can translate into better customer experience metrics. Correlation analysis indicates that banks considered leaders in sustainability maintain a much higher NPS. However, this doesn't always hold, particularly in markets like China.

Impact of being viewed as "a leader in sustainability" on bank NPS

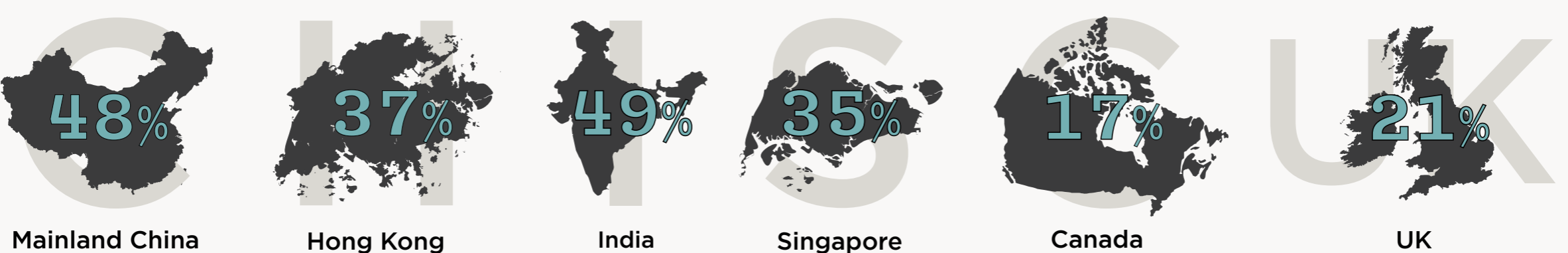


PRIORITISING SUSTAINABILITY

The pandemic may have accelerated the prioritisation of sustainability, especially in Asia. Nearly half of the businesses in India and China indicate that the Covid-19 pandemic had led them to prioritise investment in ESG and sustainability.

What specific impacts has the COVID-19 outbreak had on the business?
All businesses

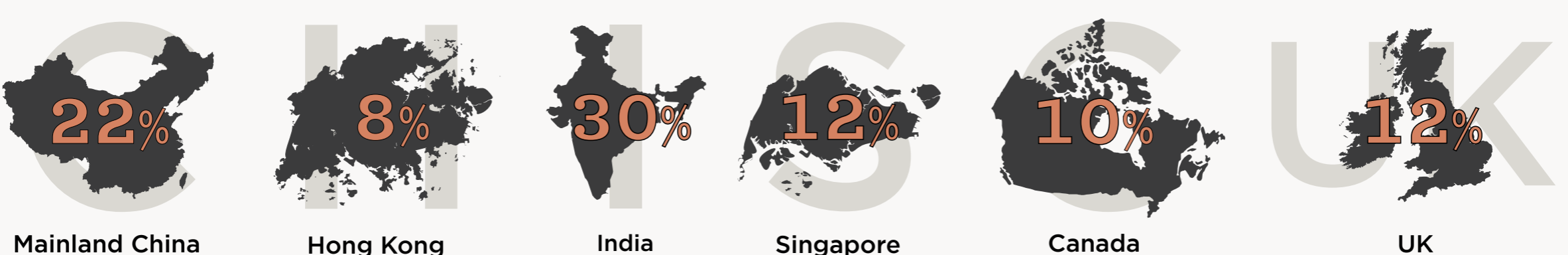
THE BUSINESS HAS PRIORITIZED INVESTMENT IN ESG/ SUSTAINABILITY



FUTURE INITIATIVES

Approximately 1 in 10 businesses in markets like Singapore, Hong Kong, the UK and Canada are looking to implement sustainable finance within the next 12 months.

Prospective sustainable finance holders over the next 12 months
% of SMEs



These insights derive from RFI Global's SME Banking Council. RFI Global is the only global data & insights company focusing exclusively on financial services. We help clients move quickly and confidently from question to data-driven action.