

Illustrative Draft

Account Planning Initiative July 2016 (v1.0)

Account review information Main contacts at client and key personnel

Name: Title / role: Notes:

Client or Prospect: Client Ken Jones CEO George W Bush

personal counsel

Last client meeting 10/6/2015

Next client meeting 8/3/2016

Client details Client insight

Name of WM client Third Lake Capital Investment objectives

Liquidity / preservation of capital

Beneficial Owner: Risk appetite Medium

Client Identifier (#) 00000490358 Succession planning? n/a

Company name Third Lake Capital Significant changes to net worth /

investments? Recent recap of Ashley Furniture created liquidity

Length of WM relationship

Client type Family Office Competitor relationships GS, JPM

Estimated total net worth (€m): 5000=5000 Recent changes to DB

relationship / contacts? Paul Morris departure

Estimated liquid assets (€m): 500=500

Source of wealth: Business Interests Conservative causes

Industry: Furniture Other

Wealth creation cycle: Mid

Coverage Key Client Opportunities

GMT: Americas \$25MM CRE Loan for the Wanek Family (Plaza West)

\$25MM KCP / Private Markets relationship

Sub-GMT: New York

Booking Centre: New York

Relationship Manager: Stew Oldfield

Investment Advisor: Name 2

CFP: Name 3

WM Snr Client Executive: WM ExCo 1

CIB Snr Client Executive (if relevant): n/a

MB Sponsor n/a

Additional DB relationship holders (if relevant): n/a

Financials Product financials & opportunities

Revenue AuM CBV NNA Discretionary Advisory

Deposits Lending Alternatives Cap Mkts CFP/Cross Bank

KCP

2015 n/a n/a n/a n/a Revenue YtD (€k)

239.24/1.1=217.490909090907

2016 YtD 239240.09/1.1=217490.99090909088

107046279/1.1=9.731479909090908E7 E42=9.731479909090908E7

F42=9.731479909090908E7 Margin (bps)

2016 target Significant opportunity F49=22727.2727272724

F48=22727.2727272724

Potential revenue (€k) 200 200

Action plan

Opportunity Pricing (bps) Rev. size of opportunity (€k)

Action Responsible Due date Status Outcome & Comments

1 Lending 200 25000/1.1=22727.2727272724 Multiple

conversations engaging the client Oldfield 12/31/2016

Active

2 KCP 200 25000/1.1=22727.2727272724 Initial
discussions Oldfield 12/31/2016 Preliminary

3

4

5

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Wealth Management

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Wealth Management

Clean

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Client or Prospect: Client

Last client meeting dd/mm/yyyy

Next client meeting dd/mm/yyyy

Client details Client insight

Name of WM client Investment objectives

Beneficial Owner: Risk appetite

Client Identifier (#) Succession planning?

Company name Significant changes to net worth / investments?

Length of WM relationship

Client type Competitor relationships

Estimated total net worth (€m): Recent changes to DB relationship / contacts?

Estimated liquid assets (€m):

Source of wealth: Interests

Industry: Other

Wealth creation cycle:

Coverage Key Client Opportunities

GMT:

Sub-GMT:

Booking Centre:

Relationship Manager:

Investment Advisor:

CFP:

WM Snr Client Executive:

CIB Snr Client Executive (if relevant):

MB Sponsor

Additional DB relationship holders (if relevant):

Financials Product financials & opportunities

Revenue AuM CBV NNA Discretionary Advisory

Deposits Lending Alternatives Cap Mkts CFP/Cross Bank

KCP

2015 Revenue YtD (€k)

2016 YtD Margin (bps)

2016 target Significant opportunity

Potential revenue (€k)

Action plan

#	Opportunity	Pricing (bps)	Rev. size of opportunity (€k)
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Action	Responsible	Due date	Status Outcome & Comments
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1

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