Reinventing financial industry for consumers’ benefit – towards digital housing journey together with authorities

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Agenda

Danske Bank

Buying a home in Finland

DIAS development

Lessons learned

Future

Questions
We are a strong Nordic bank

20,683 employees in 13 countries

Market share as of end 2018:

- Norway: 1859, 6%
- Sweden: 1837, 6%
- Denmark: 1871, 27%
- Finland: 1887, 10%
Present in 13 countries around the world

Danske Bank locations
- Home market
- Other markets, where we are present

New York
Serves US institutional investors

London
Serves Nordic business customers in the British market

Luxembourg
Serves expatriates living outside the Nordics

Poland
Serves Nordic customers and subsidiaries of Nordic companies in Poland

Lithuania
Serves Nordic businesses - also an IT and operations development centre

Northern Ireland
Serves personal and business customers and large institutional clients

Ireland
Serves the largest business and institutional clients

Germany
Serves Nordic business customers in Germany

India, Bangalore
Development centre with more than 800 IT professionals

China
Representative office serves Nordic businesses
We have made banking easier for more than 147 years

1871
In Denmark, we offer overdraft facilities for the first time

1881
As the first bank in Europe, we introduce safe deposit boxes at our offices in Copenhagen

1902
We introduce the children's money box on the Danish market

1939
The postal giro payment system is introduced — it is the first modern banking system in Finland

1958
As the first company in Finland, we start using one of the earliest IBM computers for our banking transactions

1967
We are the first to launch a savings account concept for children in Denmark. Within six months, 300,000 children own a Pondus money box

1978
We are the first bank in Norway to introduce a completely new bank account system

1997
We launch the first eBanking solution for personal customers in Norway, allowing people to do their banking at home
Buying a home in Finland - consumer experience
Finland is forerunner in digitalizing home buying journey

Digitalising the housing company shares

Building the DIAS platform for trading digital housing company shares

ASREK

Government initiative

Sector solution in the FI market

Digital trading system for the residential real estate market
Governance model for the joint venture DIAS Oy

Tomorrow Tech
- Develops the platform
- Provides support
- Initially all employees here
- Main ownership
- Board members

Investors
- Coordinate development
- Ownership partly
- Board members

DIAS OY – Digital Trading platform
- Operates the platform
- All IPR is here
Trading platform provides a fully digital and transparent process for customers and efficiency improvements for the bank.

89% of the market covered*

- Improved customer experience due to the fully digital process and transparent process.
- Bank’s advisors and real estate brokers may use more time in value-adding customer service.
- Improved employee satisfaction due to hassle-free process.

*Owner banks and customer agreements.
Lessons learned – from property information system to residential information

1. Customer understanding
2. Collaboration between banks and authorities
3. Common willingness to solve challenges
4. Start-up speed vs corporate speed
5. Understanding network effect in DLT Technology
Several factors influence future housing preferences:

- Demographics development
- Global urbanisation
- Green values
- Owning vs other formats
- Political decisions
- Location independent solutions
- Aging house stock and diversified valuation
- Global work force
- Legal and taxation issues
- Economic factors
- Environmental factors
- Social factors
- Technological advancements
Customer’s decision drivers in housing
Housing related data

Residential real estate transactions

DIAS

Property evaluation

ecraft

Residential real estate shareholder register

House manager’s certificates

Location & Transportation services

Land use plans

I-oT Smart devices & Smart contracts

Environmental data

Google

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THANK YOU

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