

Media Release

Segment Focus in Transaction Banking Surveys...

(Sydney – 3rd June 2003) East & Partners Pty Ltd have been delivering a continuous analysis service in recent years on Asian Corporate Transaction Banking markets. Many clients have requested additional focus on specific, key target market segments. In response to this demand, the existing Asia Corporate Transaction & e-Banking Market Survey service will be revamped to include the following reports/services, covering 10 countries in Asia:

- **Asian Transaction Banking Market – Financial Institutions (Top 200)**
- **Asian Transaction Banking Market – Multinational Corporates (Top 200)**
- **Asian Transaction Banking Market – Local Corporates (Top 500)**

“Many international banks in Asia have a special niche with corporates whose headquarters are based outside the region,” said principal consultant Paul Dowling, commenting on the new transaction banking programs. “These banks would often have well established relationships with these MNCs in the respective headquarters.” “Many banks also have organized themselves to have FI units specifically responsible for this segment, as there are behavioral differences between FI and corporates.”

The next round of interviews of the existing Asian Corporate Transaction banking report will incorporate these changes as well as deliver more detailed results by products within the scope of Transaction Banking. These new programs leverage all the experience East & Partners has gained in producing its existing highly regarded Corporate Transaction and e-Banking service in Asia.

These programs are unique in delivering quality market intelligence to bank clients for the application in account management, business development, and market strategy promotion. The reports identify customer needs and behaviours, satisfaction and bank performance ratings, together with product market share/penetration and top of mind rankings. The analysis and recommendations focus to support and guide initiatives to facilitate/improve client retention, client acquisition, cross-sell activities, and profit growth by our clients.

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