

East launches 2010 Annual Review

(13 November 2009 – Australia) East & Partners has formally unveiled its latest Annual Review during a private function at the Police and Justice Museum in Sydney.

To mark the occasion, East & Partners' principal analyst, Paul Dowling delivered an address on the main challenges and themes in business banking for the coming year.

Mr Dowling said that the Australian banking system has emerged stronger, amid sustained signs that the global financial crisis has started to thaw.

During the presentation, Mr Dowling shared his outlook about the vital banking market themes in 2010, including "Market dominance and competition", "Customer advocacy", "Margin protection and growth", "New market entrants" and "Funding and deposits".

East & Partners' Annual Review contains information on the firm's unique research and advisory capabilities which continue to be relied upon by banking and financial services clients in Australia and Asia. It features selected research analytics and East's outlook across a number of key product areas such as Merchant Acquiring & Cards, Transaction Banking, Trade Finance and Business Lending.

The publication includes East's informed perspectives on the role of customer satisfaction in business banking; discusses distribution channels and strategies; and highlights the opportunities for Australian and Asian providers during the next twelve months.

The 2010 Annual Review also reports on the recent enhancements to East & Partners' research model, including the firm's substantial experience in executing successful thought leadership initiatives for a range of clients.

For more information, please contact:

Brett Williamson
Chief Operating Officer
East & Partners
t: 02-9004 7848
m: 0403 499 844
e: brett.w@east.com.au