

EUROMONEY SURVEY

Private Banking and Wealth Management Survey 2011

Welcome to Euromoney's eighth annual survey of private banking and wealth management services.

This year's questionnaire contains 2 parts:

PART A

Questions A1 to A6: to be filled out by REGIONAL heads (i) of Private Banking, or (ii) of Business Development, or (iii) of Marketing/Communications. THE DATA WE REQUEST IS **REGION-SPECIFIC**.

Questions A7 to A9: to be filled out by COUNTRY heads (i) of Private Banking, or (ii) of Business Development, or (iii) of Marketing/Communications. THE DATA WE REQUEST IS **COUNTRY-SPECIFIC**

Part B

Questions B1 to B12: to be filled out by a maximum of three Relationship Managers or Product Structurers per bank per country. Please provide country-specific opinions.

Please submit answers as soon as possible and no later than 5pm GMT on Friday, 22nd of October 2010 and address queries to **Kalin Trifonov - ktrifonov@euromoney.com**

Please indicate which part or parts you would like to complete:

Part A only

Part B only

Parts A & B

Please select the country (in the US - the Metropolitan Area) for which you are most qualified to provide opinions:

--Click here--

if other (please specify)

***If you need to submit more than one survey, after submitting each one you must delete your browser cookies and restart your browser before starting the next.**

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Your details

This information is required to validate your vote. Euromoney is obliged by the Data Protection Act to safeguard the confidentiality of this data.

CONFIDENTIALITY STATEMENT: All data provided is confidential according to the DATA PROTECTION ACT. BY LAW we are not allowed to pass on any personal details of respondents, nor details of their replies, to third parties, i.e., banks, marketing companies, our own sales force, or journalists. Any data provided is only to produce highly aggregated, macro-level findings. No individual preferences are published nor can they be calculated or inferred by interested parties. All data is used for the purpose of this survey only.

Firstname:

Surname:

Company or global / regional parent: if other (please specify)

Name of local subsidiary if applicable:

Your department (e.g. Private Banking, Corporate Communications):

Professional e-mail address:

Telephone - (please include country and city codes):

Which of the following best describes your job title?

- | | |
|--|--|
| <input type="checkbox"/> Relationship Manager | <input type="checkbox"/> Product Structurer |
| <input type="checkbox"/> Country Head of Business Development | <input type="checkbox"/> Country Head of Private Bank |
| <input type="checkbox"/> Country Head of Marketing | <input type="checkbox"/> Regional Head of Private Bank |
| <input type="checkbox"/> Regional Head of Business Development | <input type="checkbox"/> Regional Head of Marketing |
| <input type="checkbox"/> if 'other (please specify) | |

Tick below if you would like to receive free access to www.euromoney.com and to the full results of this survey until the 25th of February 2011.

Results access:

[Euromoney.com](http://www.euromoney.com)

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PART A - BANK DATA - REGIONAL LEVEL

This page should be filled out by the REGIONAL Head of Private Banking / Business Development / Marketing / Corporate Communications.

All data provided is confidential and is protected by the terms of the DATA PROTECTION ACT.

This data will increase your bank's regional and global score. THE DATA WE REQUEST IS REGION-SPECIFIC.

For your firm's Private Banking operations in:

--Click Here--



A1: What are your latest audited annual non-institutional private banking Assets Under Management?

US\$,000,000

A2: What is your Average AUM growth, LAST 3 YEARS, audited annual non-institutional figures, arithmetic mean - if your bank has been operational in a country for a number (x) of years less than 3 years, then please provide average AUM growth for the last x years? %

A3: Number of Employees in your private banking division -- average for latest audited year?

A4: What is your Net Income -- latest audited annual figures? US \$,000,000

A5: What was the percentage change in Net Income -- latest audited annual figures compared to the previous year? %

A6: What was the percentage change in Net New Assets (or Net New Money) -- latest audited annual figures compared to the previous year? %

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BANK DATA - COUNTRY LEVEL

This page should be filled out by the COUNTRY Head of Private Banking / Business Development / Marketing / Corporate Communications.

All data provided is confidential and is protected by the terms of the DATA PROTECTION ACT.

This data will increase your bank's country score. THE DATA WE REQUEST IS COUNTRY-SPECIFIC.

For your operations in:

Note to US voters: please provide US country figures, no breakdown by Metropolitan area is needed.

Please give the percentage growth in your bank's private banking business in this country over the past 12 months with respect to the following criteria:

A7: Growth in absolute Number of Clients, latest year-on-year? %

A8: Growth in Gross Revenue, latest year-on-year %

A9: Growth in Net Income, latest year-on-year: %

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Private banking services your bank offers in this country (in the US: Metropolitan area)

To which of the following client categories do you offer private banking services?

- Super affluent (US\$ 500,000 to US\$ 1 million) High Net Worth I (US\$ 1 million to US\$ 10 million)
 High Net Worth II (US\$ 10 million to US\$ 30 million) Ultra High Net Worth (Greater than US\$ 30 million)

Which of the following asset classes do you offer to your private banking clients?

- Equity portfolio management Fixed income portfolio management
 Foreign exchange Commodities investment
 Precious metals investment Hedge fund investment
 Structured products Managed futures
 Luxury investment Private equity investment
 Real estate investment

Which of the following services do you offer to your private banking clients?

- Family office services Islamic Banking Services
 Inheritance and succession planning Trust services
 Tax guidance and services Offshore services
 Corporate advisory for private banking clients Philanthropy services

For which of the following types of clients do you offer specialized private banking services?

- Entrepreneurs Corporate executives
 Inherited wealth and business

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PEER NOMINATION SECTION - COUNTRY LEVEL

We will now ask you which of your competitors are best at providing certain services. When you nominate your competitors for services you provide, you will also increase your institution's own score.

There is no need to nominate your own firm in this section - self-nominations will be removed from the results. Your score will increase automatically when you nominate your peers.

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PEER NOMINATIONS SECTION

Among providers in:

B1: Which banks other than your own have the best *MARKET SHARE* of private banking business (in terms of AUM) in your country (in the US: Metropolitan area)?

Best: if other (please specify) _____
 Second: if other (please specify) _____
 Third: if other (please specify) _____

B2: Which banks other than your own are *MOST PROFITABLE* in your country (in the US: Metropolitan area)?

Best: if other (please specify) _____
 Second: if other (please specify) _____
 Third: if other (please specify) _____

B3: Which banks other than your own provide the best levels of *CUSTOMER SERVICE and RELATIONSHIP MANAGEMENT* (e.g., responsiveness, understanding of client portfolios, welcome and ambience) in your country (in the US: Metropolitan area)?

Best: if other (please specify) _____
 Second: if other (please specify) _____
 Third: if other (please specify) _____

B4: Which banks other than your own have the best reputation for *PRIVACY AND SECURITY* in your country (in the US: Metropolitan area)?

Best: if other (please specify) _____
 Second: if other (please specify) _____
 Third: if other (please specify) _____

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PEER NOMINATIONS SECTION

Among providers in:

B5: Which banks other than your own provide the *BROADEST RANGE OF INVESTMENT PRODUCTS* (inhouse or third party) to clients in your country (in the US: Metropolitan area)?

Best: --Click here-- if other (please specify) _____
 Second: --Click here-- if other (please specify) _____
 Third: --Click here-- if other (please specify) _____

B6: Which banks other than your own provide the *BROADEST RANGE OF ADVISORY SERVICES* (e.g. tax, inheritance planning, etc) to clients in your country (in the US: Metropolitan area)?

Best: --Click here-- if other (please specify) _____
 Second: --Click here-- if other (please specify) _____
 Third: --Click here-- if other (please specify) _____

B7: If you are a purely domestic private bank in your country (in the US: Metropolitan Area), which three *FOREIGN PRIVATE BANKS*, in your opinion, are best in this country?

Best: --Click here-- if other (please specify) _____
 Second: --Click here-- if other (please specify) _____
 Third: --Click here-- if other (please specify) _____

B8: If you are part of an international banking group in your country (in the US: Metropolitan Area), which three *LOCAL PRIVATE BANKS*, in your opinion, are best in this country?

Best: --Click here-- if other (please specify) _____
 Second: --Click here-- if other (please specify) _____
 Third: --Click here-- if other (please specify) _____

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PEER NOMINATIONS SECTION

Among providers in:

B9: Which banks, other than your own, offer the best levels of private banking services to the following client categories in your country (in the US: Metropolitan area)?

Super affluent (US\$ 500,000 to US\$ 1 million)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

High Net Worth I (US\$ 1 million to US\$ 10 million)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

High Net Worth II (US\$ 10 million to US\$ 30 million)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Ultra High Net Worth (Greater than US\$ 30 million)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

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PEER NOMINATIONS SECTION

Among providers in:

B10: Which firms, other than your own, are the best providers of the following private banking products and services?

Equity portfolio management

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Fixed income portfolio management

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Foreign exchange

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Lending/Financing Solutions

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Commodities investment

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Precious metals investment

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

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PEER NOMINATIONS SECTION

Among providers in:

B10: Which firms, other than your own, are the best providers of the following private banking products and services?

Hedge fund investment

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Structured products

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Managed futures

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Luxury investment (non-art)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Private equity investment

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Real estate investment

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

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PEER NOMINATIONS SECTION

Among providers in:

B11: Which firms, other than your own, are the best providers of the following private banking products and services?

Family office services (either independent or department)

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Inheritance and succession planning

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Trust services

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Tax guidance and services

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

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PEER NOMINATIONS SECTION

Among providers in:

B11: Which firms, other than your own, are the best providers of the following private banking products and services?

Corporate advisory for private banking clients

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Islamic banking services

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Offshore services

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

Philanthropy services

Best: if other (please specify)

Second: if other (please specify)

Third: if other (please specify)

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PEER NOMINATIONS SECTION

Among providers in:

B12: Which firms, other than your own, are the best providers of the following specialized private banking services to the following types of clients?

Corporate executives

Best: --Click here-- if other (please specify)

Second: --Click here-- if other (please specify)

Third: --Click here-- if other (please specify)

Entrepreneurs

Best: --Click here-- if other (please specify)

Second: --Click here-- if other (please specify)

Third: --Click here-- if other (please specify)

Inherited wealth and business

Best: --Click here-- if other (please specify)

Second: --Click here-- if other (please specify)

Third: --Click here-- if other (please specify)

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To submit your responses **please click the "Submit" button below**. If you would like to review or change your responses before submitting, please click the "Back" button. You will also be able to make changes after submitting the survey by visiting the survey link on the same computer at any time prior to the deadline.

If you wish to submit an **additional survey** from the same computer you will need to delete your internet browser's cookies (found under the tools menu, internet options), restart your browser and return to the survey link. Please note that once you've deleted your cookies you won't be able to make any changes to the previous survey.

Please forward the survey link www.euromoney.com/PB2011 to any colleagues who can provide opinions in other countries.

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