

EUROMONEY *fx*

MARKET DATA

The Euromoney FX Poll

- The Euromoney FX Poll is the most comprehensive survey of the global FX market
- For over 30 years Euromoney has been tracking the global FX market and providing its readers with the definitive league table of leading FX providers
- Euromoneymarketdata is a comprehensive online tool that allows users to interrogate and display the poll findings by their chosen parameters and in their chosen format
- In 2009 Euromoney received 11,631 valid responses that represented \$175 Trillion of turnover from:
 - Leveraged Funds
 - Real Money
 - Non-Financial Corporations
 - Non-Market Making Banks
 - Non-Bank Electronic FX Platforms
- All tables, graphs and charts can be downloaded and sent to clients or included in any presentations

EuromoneyMarketdata as a sales and marketing tool-

Define your universe

Simple to use Home Page

Define your sample by combinations of:
Poll Year, client type, geography, total account size and service priorities

The screenshot displays the Euromoney Market Data website interface. At the top, the logo 'EUROMONEY fx MARKET DATA' is visible, along with a user login status 'Logged in as Sui Chung' and a 'Logout' button. Navigation links for 'Methodology', 'User guide', 'Contact us', 'My account', and 'Renew' are present. The main content area is divided into 'Search Criteria' and 'My Saved Searches'. The 'Search Criteria' section is circled in red and contains several filter categories: 'YEAR OF THE POLL' with checkboxes for 2007, 2008, and 2009; 'RESPONDENT PROFILE' with dropdown menus for 'INSTITUTION TYPE', 'TOTAL ACCOUNT SIZE', 'SERVICE PRIORITIES', and 'REGIONS/COUNTRIES'; and 'CRITERIA' with dropdown menus for 'FILTER BANK RANGE' and 'SEARCH BY BANK'. The 'RESULTS DATA' section includes dropdown menus for 'TURNOVER/MARKET SHARE', 'OVERALL CLIENT SERVICE', 'RESEARCH RANKINGS', 'PRODUCT RANKINGS', 'CURRENCY RANKINGS', and 'SERVICE PRIORITIES'. A 'Reset' button is located at the bottom of the search criteria section. The 'My Saved Searches' section shows a search name field and buttons for 'Remove' and 'Run'. The footer of the page includes the 'EUROMONEY fx MARKET DATA' logo, a 'Change font size' option with icons for 'h', 'a', and 'a', and a 'BACK TO TOP' link.

EuromoneyMarketdata as a sales and marketing tool - Define your results set

Simple to
use Home
Page

Choose result types for
your sample:

Volume (Total, swap
and non-swap, service
quality, product quality,
research quality and
currency groups

The screenshot shows the Euromoney Market Data website interface. At the top, the logo 'EUROMONEY fx MARKET DATA' is visible, along with a user login 'Logged in as Sui Chung' and a 'Logout' button. Navigation links include 'Methodology | User guide | Contact us | My account | Renew'. Below the header, the breadcrumb 'You are here: Home | Search' is shown. The main content area is divided into 'Search Criteria' and 'My Saved Searches'. The 'Search Criteria' section includes filters for 'YEAR OF THE POLL' (2007, 2008, 2009), 'RESPONDENT PROFILE' (Institution Type, Total Account Size, Service Priorities, Regions/Countries), and 'CRITERIA' (Filter Bank Range, Search by Bank). The 'RESULTS DATA' section, which is circled in red, lists several data points: 'TURNOVER/MARKET SHARE', 'OVERALL CLIENT SERVICE', 'RESEARCH RANKINGS', 'PRODUCT RANKINGS', 'CURRENCY RANKINGS', and 'SERVICE PRIORITIES'. Each item has a dropdown menu set to '[ALL/NONE]'. To the right, the 'My Saved Searches' section shows 'View my: SEARCHES | CRANKS | POPS' and a search name field with 'Remove' and 'Run' buttons. At the bottom, there is a 'Change font size' option with icons for 'h', 'a', and 'a', and a 'BACK TO TOP' link.

EuromoneyMarketdata as a sales/marketing tool -

Choose from a variety of ways to display the data

View league tables/ results on screen and download to PDF, JPEG, XL

League Table of Total Market Share ranking amongst non-financial corporations voters in 2009, 2008, 2007 polls:

Rank	Company	Market Share	Change	Rank	Company	Market Share	Change	Rank	Company	Market Share	Change
1	ESB	9.87	1,040,983.24	1	ESB	9.87	1,040,983.24	1	ESB	9.87	1,040,983.24
2	Deutsche Bank	8.74	1,474,851.42	2	Deutsche Bank	9.22	1,471,171.78	2	Deutsche Bank	9.22	1,471,171.78
3	ING	8.18	1,244,996.22	3	ING	8.82	1,296,102.41	4	ING	8.82	1,296,102.41
4	ABN	8.13	1,244,996.22	4	ABN	8.82	809,171.79	3	ABN	8.82	809,171.79
5	ING	7.42	1,242,987.06	6	ING	5.10	771,748.21	4	ING	5.10	771,748.21
6	Bank of America	6.78	1,119,946.49	8	Bank of America	4.22	645,704.97	5	Bank of America	4.22	645,704.97
7	BNP Paribas	5.98	907,021.04	11	BNP Paribas	2.10	470,190.20	10	BNP Paribas	2.10	470,190.20
8	Société Générale	4.90	822,988.38	7	Société Générale	3.49	564,184.40	14	Société Générale	3.49	564,184.40
9	JPMorgan	3.74	426,474.68	10	JPMorgan	3.26	390,133.70	11	JPMorgan	3.26	390,133.70
10	Goldman Sachs	2.91	496,705.18	9	Goldman Sachs	3.48	522,937.71	7	Goldman Sachs	3.48	522,937.71

Total Voters: 5829 | Total Voters: 4478 | Total Vote

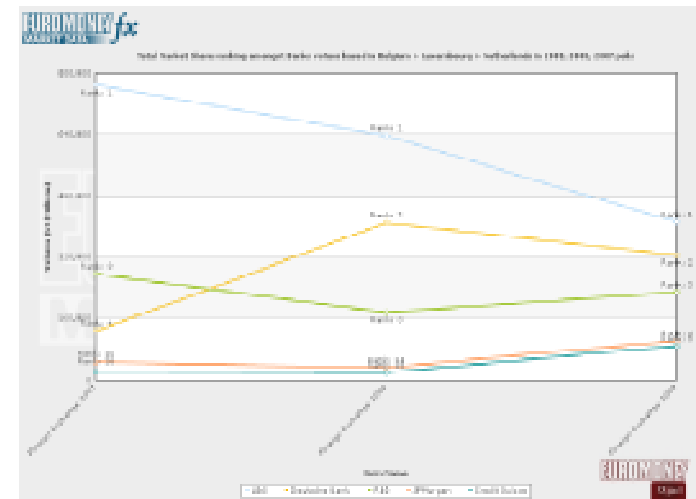
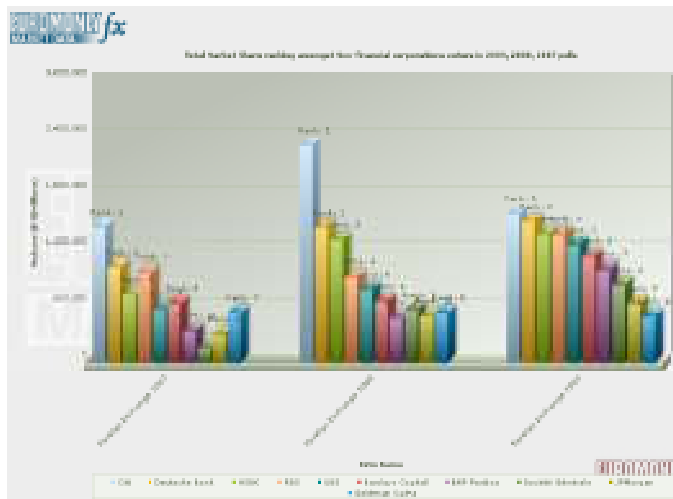
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Create graphs and charts.

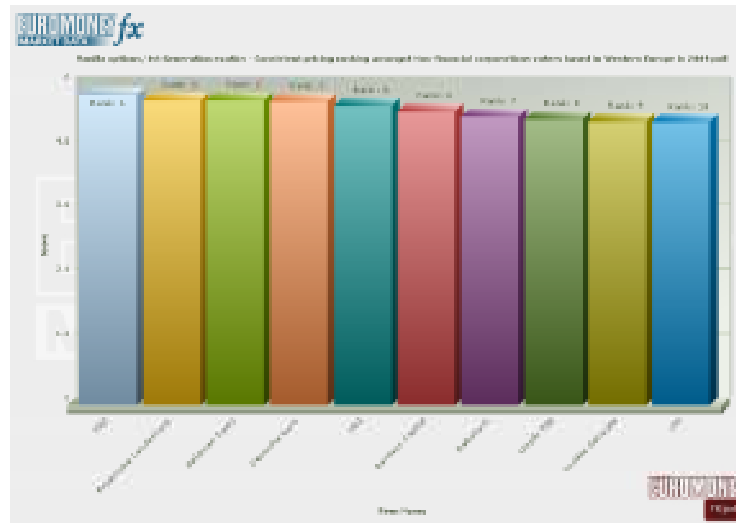
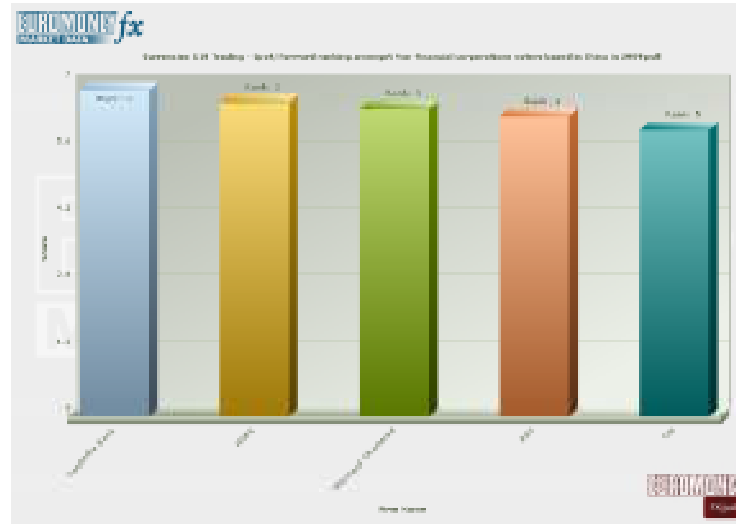
Download into PDF or JPEG format to send to clients or include in presentations



EuromoneyMarketdata as a sales/marketing tool -

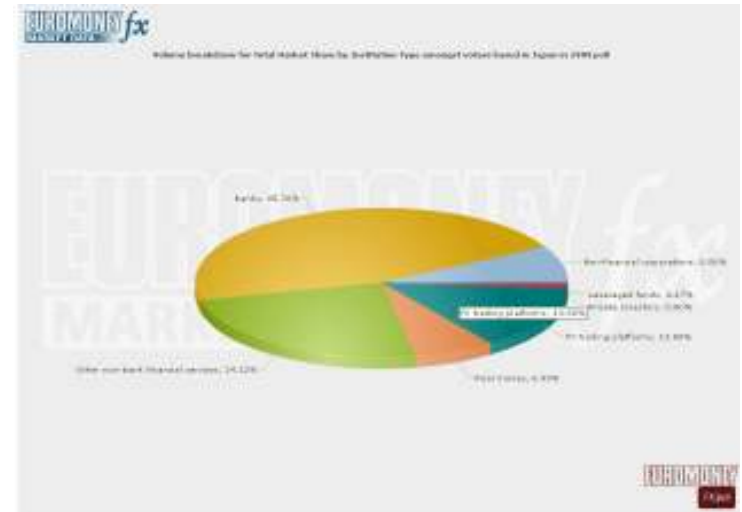
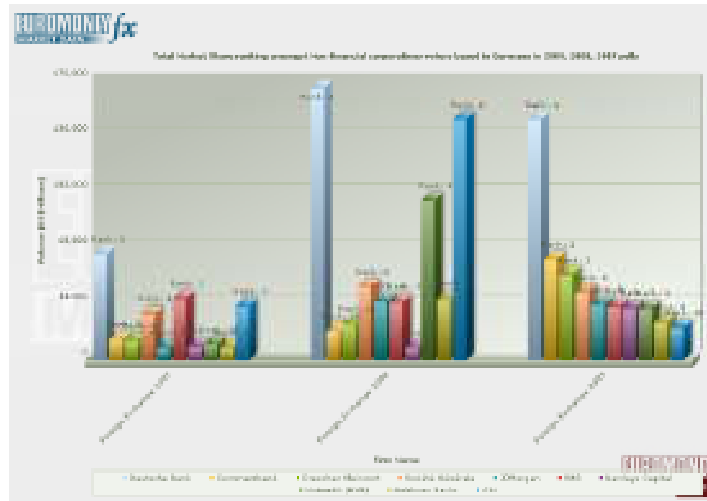
Drill down to individual product areas

Show the qualitative strengths of your business side by side with the competition



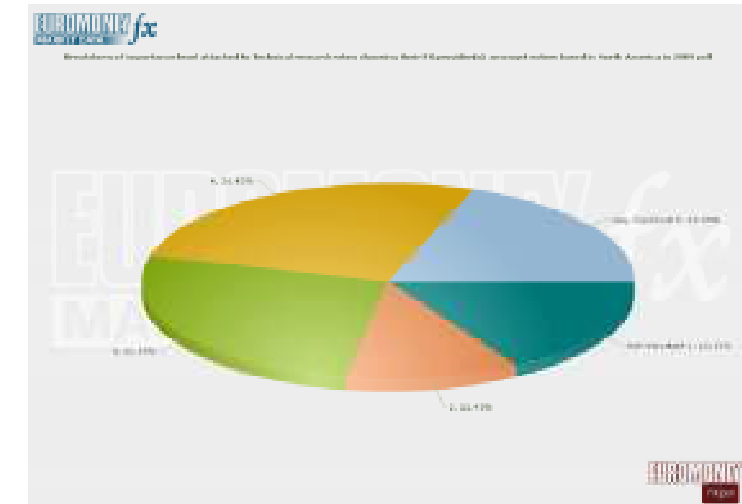
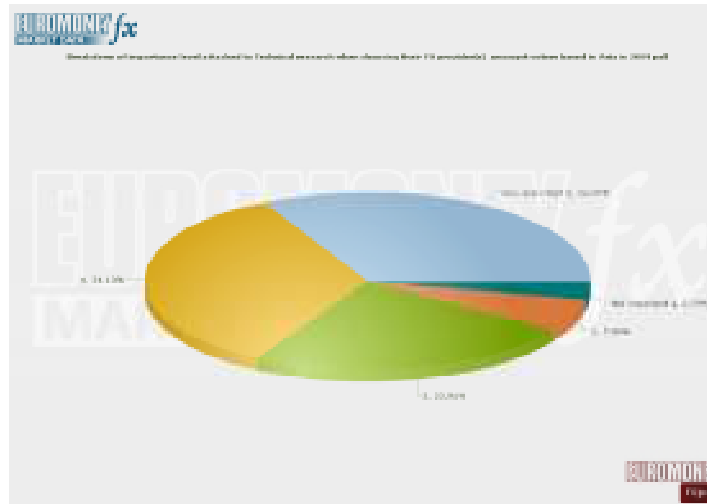
EuromoneyMarketdata as a management information tool

Determine the size, make up and growth trajectory of any market segment



Asses how important elements of your services are to different client segments.

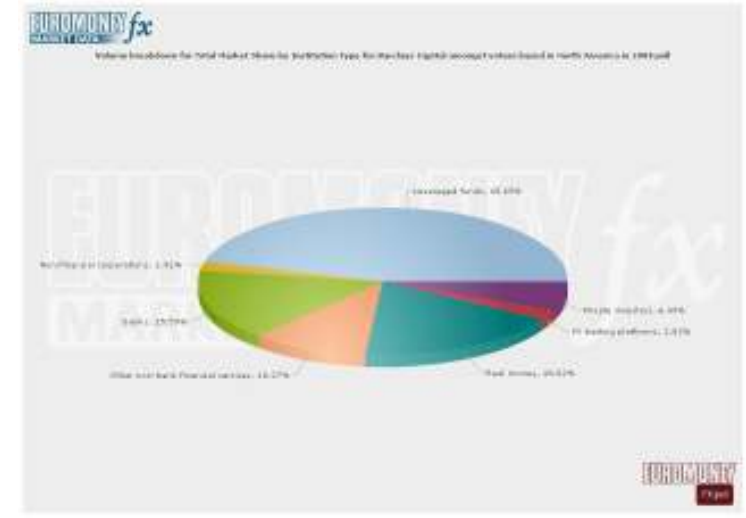
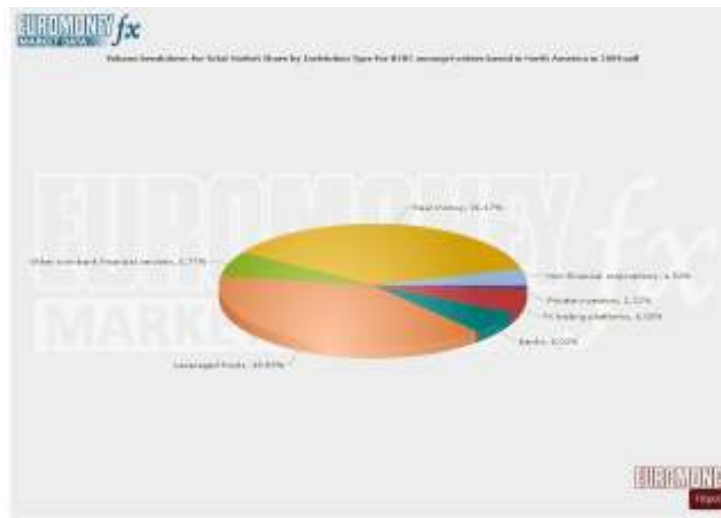
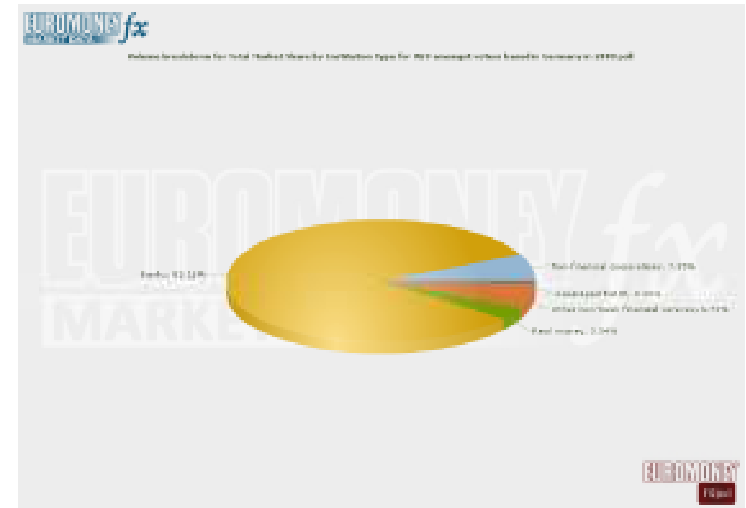
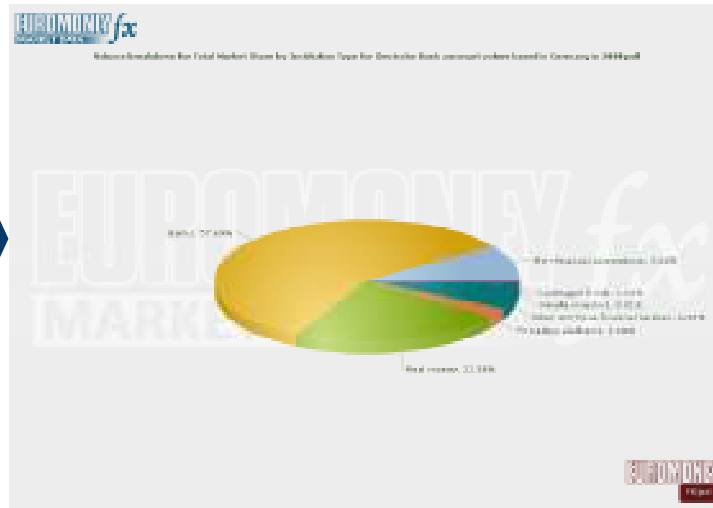
Allocate and emphasise resources affectively



Euromoney market data as a business and competitor analysis tool

Identify the strengths and weaknesses in your business vis a vis your main competitors.

Identify significant gaps in your coverage



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