

EUROMONEY

Private
Banking
Survey

2010

Letter from the editor



Dear Reader

Private banking has traditionally been a slow-moving market, with banks gaining or losing market position incrementally. But the impact of the global financial crisis has led to some more dramatic developments: some of the largest global franchises have seen their reputations suffer; more leading international banks aim to beef up their wealth management offerings; independent private banks seize an opportunity to claw back market share; and local banks becoming more important players at regional and national level. All these reasons add up to why you need to know the results from our 2010 survey, to make sure you're keeping up with the market.

Each year, our team of editors and journalists delve into the private banking world to find the best firms and people that run them. Until *Euromoney* introduced this poll in 2004 potential private banking customers found it hard to discover which banks offered the best service.

Our survey is a unique guide to, who does what best in private banking and wealth management. *Euromoney* is therefore a vital source of information for those involved. The Private Banking and Wealth Management Survey covers both global and regional categories and includes over 70 countries, as well as the vast array of services that a wealth manager can provide.

Factors such as assets under management, profitability, ratio of clients to relationship managers, and services offered, among other things, are all considered when ranking the top private banks.

Only subscribers to *Euromoney* get access to our full set of results.

Can you afford not to be one of our band of readers? Let *Euromoney* guide you through the private banking world and beyond in 2010.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Clive Horwood', written over a horizontal line.

Clive Horwood
Editor
Euromoney

About the Private Banking Survey

The annual Private Banking Survey provides a qualitative and quantitative review of the best services in private banking, by region and by areas of service. It is an informative guide on the range of professional wealth management service providers that are available.

Only subscribers to *Euromoney* can view the results.

Global Categories

Categories

- Best private banking services overall
- Best local bank
- Best foreign bank
- Range of investment products
- Range of advisory services
- Equity portfolio management
- Fixed income portfolio management
- Foreign exchange
- Real estate investment
- Structured products
- Hedge fund investment
- Managed futures
- Luxury investment
- Precious metals investment
- Private equity investment
- Family office services
- Inheritance and succession planning
- Trust services
- Tax guidance and services
- Islamic banking services
- Offshore services
- Corporate advisory for private banking clients
- Relationship management
- Privacy and security
- Lending/Financing Solutions
- Commodities Investment
- Commodities Supplier
- FX/Rates Derivatives Supplier
- Equity Derivatives Supplier

Net-worth-specific 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)

Specialized services

- Corporate Executives
- Entrepreneurs
- Inherited wealth and business

Regional coverage includes

- Western Europe
- North America
- Asia
- Latin America
- Middle East
- Central & Eastern Europe
- Nordic & Baltics
- Caribbean
- Africa

The *Euromoney* Private Banking Awards dinner 2009

Euromoney's Private Banking Awards are the most prestigious in the growing area of wealth management. They are voted for by the people who know the industry best – the private bankers themselves. Winning an award is confirmation of excellence within wealth management and a cause for celebration at our annual awards dinner.

The compare for the evening at our 2009 dinner was the BBC journalist Jeremy Vine, presenting the awards and entertaining the audience with his after dinner speech.

Find out how your company did in 2010 by subscribing to *Euromoney*, all details on how you can do this are on the back page of this brochure.



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