

Media Release



## Haymarket and East & Partners launch joint venture research business in Asia

(20 January 2014 – Asia) We are delighted to announce today the formation of a joint venture research business between Haymarket Asia and East & Partners. The joint venture based in Singapore and with research resources across ten countries, will further drive East & Partners' research business into South East Asia to serve the need for independently derived measurement of KPIs in the business, corporate and investment banking markets.

East & Partners' business sits in the same market sector as Haymarket's CorporateTreasurer and FinanceAsia brands and provides an opportunity to add further, real value to client business development strategies and execution. Haymarket's market leading position as a specialist content provider in this sector, coupled with East's research expertise and track record are ideal ingredients to build a dynamic and unique new business which clients are already demanding.

"Growing the added value elements of our business is a cornerstone of the strategy for our brands in Asia, and East & Partners' positioning in the financial markets is an ideal fit for Haymarket to achieve that" said Tim Waldron, Managing Director, Haymarket Asia. "We have many clients in common and the relationships are complementary, which will allow us to build and work with our clients on a deeper and broader base".

East & Partners Managing Director, Paul Dowling, also sees the synergistic benefits of the JV. "Haymarket's Asia footprint and distribution, allied to the market presence of its CorporateTreasurer and FinanceAsia brands, means that our JV will have a strong platform with high ROI values for clients. We know from conversations we have had with our own clients that banks are demanding these services in Asia and the time is right to take the business to the next level in the region".

The first phase of the JV continues East's focus on the transactional banking markets – Cash, Payments, Trade Finance, FX and Liquidity - with the combined venture rolling out research, analysis and forecasting services for banks and providers in the DCM/ECM, Wealth, Private Banking and Advisory product markets during 2014, together with high value Thought Leadership programs for clients. The approach leverages East's "voice of the customer" market analysis with Haymarket's publishing and events platforms.

## About Haymarket Media Group

Managing more than 70 brands in 24 offices across six countries, Haymarket Media Group is a truly worldwide media and information business. While Haymarket is intensely proud of its print heritage, its digital businesses are also thriving, along with its content and media agency and live events.

Haymarket's brands include Stuff, FourFourTwo, WhatCar?, Pistonheads, Campaign, PRWeek, Third Sector and GP. Haymarket's international conferences and events also provide brand audiences with the opportunity to engage face to face.

## About East & Partners

East & Partners, a leading specialist market research firm in the business, corporate and investment banking markets of Asia Pacific, works across 11 countries in the region delivering both multi-client and proprietary market analysis services to banks and other financial services providers.

The delivery of accurate quantitative analysis on the region's exploding demand for sophisticated transaction, debt, treasury, investment and advisory banking services and products has been uniquely addressed by East's bottom up research methodologies since 1987, based on many thousands of customer interviews annually in Australia, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan and Thailand. East's multi-client demand research and consulting work has enabled the firm to work with virtually every major bank within the region and international clients based in North America and Europe.

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