

**Media Release**

**Top Players dominate the Asian Corporate Transaction and e-Banking Markets...**

(Sydney – 14<sup>th</sup> May 2003) The survey findings of the latest round of the “Asian Corporate Transaction and e-Banking report” by East & Partners shows the top few transaction bankers receive the bulk of market share among Asian Corporates:

- HSBC is the current principal transaction banker of Asia’s Top 900 Corporates, although its percentage has slipped marginally since the previous round of research. Standard Chartered is second, with percentage improved by the same margin HSBC has lost.
- Citibank is third, followed by DBS, OCBC, Bank of America, JPMorgan, OUB, Bank of China, UOB, Hang Seng, Deutsche, ABN Amro and BNP Paribas.
- The top current secondary banker of Asia’s Top 900 Corporates is Citibank, followed by Bank of America, swapping their positions since the previous round of research.
- Standard Chartered has again been rated “Best Stand Out Transaction Bank”. HSBC was ranked second, followed by JPMorgan, Citibank, Bank of America, OCBC, DBS and the Bank of China.
- HSBC has again been ranked “Best Stand Out Corporate e-Banker”. However, the rating has dropped rather markedly while Standard Chartered continues to be in the second position with improved ratings.
- JPMorgan was ranked “Best Stand Out Cash Management Bank”, ahead of Citibank, BNP Paribas and Standard Chartered.
- The three most important service attributes for Asian Corporates in their transaction banking are Quality of Transaction Execution, Quality of Overall Service Delivery, and Response Times on Queries.
- The three least important service attributes are Usefulness of Transaction Bank’s Website, Credit Rating of the Transaction Bank, and the Reputation/Name of the Transaction Bank.

- Overall, banks show the weakest performance in the areas of: Quality of Contact with Senior Bank Management, Frequency of Contact with Senior Bank Management and Effectiveness of Problem Resolution.

The top five Current Principle Transaction Bankers receive over 60 percent of the principle transaction banking business in this segment, while the top three Bankers receives almost 50 percent of the business. These top three Bankers are well established in within this market space. In the previous three rounds of surveys, the top three positions have been consistent and solid. Commenting on the report, East and Partners’ senior consultant Richard Headley said “Traditional Transaction Banking products and services are now commodities within what is a level playing field of competitors.”

“In this playing field, maintaining good relationships and understanding the Transaction Banking needs of your clients is paramount.”

“In terms of service, all banks tend to promise to deliver a high level of service, but the reality – and the consistency – lies in a very tight band...”

The following table depicts the top Asian Transaction Banks and their market share among the Top 900 Asian Corporates as principle transaction bankers:

<i>Current Principal Transaction Banker</i>	<b>% of Total</b>
HSBC	20.8
Standard Chartered	14.9
Citibank	13.2
DBS	8.4
OCBC	7.8

In this latest six monthly survey for the Asian Corporate Transaction and e-Banking report, East interviewed 846 Chief Financial Officers or equivalents at Asia’s Top 900 Corporates (as defined by sales turnover) spread evenly through nine countries: China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan and Thailand.

The report is a study of customer satisfaction and demand levels in 27 most important service attributes as rated by the Corporates, and provides key information on market share among banks.

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