

Media Release

Global banks lead Asian banking market

(10 October 2007 – Asia) International banks have come out on top in markets across Asia, in the latest East & Partners' Asian Corporate & Institutional Transaction Banking Markets Report.

International banks held the majority of the market share in this report on the Top 100 companies in ten countries across Asia. The banks also topped the satisfaction ratings across these markets in transaction banking.

The primary market share for international banks has grown to nearly 70 percent in this May 2007 report, a share that has been growing in recent years.

The leaders of the pack in the overall Asian market are two British banks. HSBC leads the market in May 2007 closely followed by Standard Chartered, who, on the back of receiving the highest service satisfaction levels, has jumped to 18.3 percent.

American banks with worldwide coverage are also faring well, with Citigroup in third, and JPMorgan growing strongly. Singapore based DBS bank is the highest ranked of the Asian banks, however well behind the leaders.

Corporate Asia is clearly looking for banks that are large enough to cater for both Asian and international expansion. International banks can therefore provide for more corporates in countries across a fast growing Asia.

East & Partners financial markets analyst, Peter Drennan, said that "growing companies in the expanding Asian markets are looking to banks that can cater for worldwide business."

Their international business model has allowed banks like HSBC, Standard Chartered and Citigroup to gain market share across the board in Asia, which puts them above those local banks that focus on just one market.

"It is important for large corporations to have integrated transaction banking across the countries that they are involved in," Mr Drennan said.

About East & Partners' Asian Corporate & Institutional Transaction Banking Markets Report

East & Partners' Asian Corporate & Institutional Transaction Banking Markets Report is an ongoing six-monthly research service designed to deliver accurate market intelligence on Asia's corporate transaction banking markets. The report provides a range of relevant analytics including clear measures of competitive market share, customer churn and mind share. It also includes extensive analysis of product and service satisfaction.

The report is based on interviews with the Top 100 companies by revenue in each of the following markets: Singapore, Hong Kong, Malaysia, India, Indonesia, Philippines, South Korea, Taiwan, Thailand and China.

For more information please contact:

Tanya Glazer Marketing Communications East & Partners t: 02-9004 7848 m: 0404 474 446

e: tanya.g@east.com.au