

Media Release

Mitsubishi UJF Tops Customer Advocacy for Trade Finance Services in Asia

(27 February 2019 – Singapore) Mitsubishi UJF customers are the most likely in Asia to recommend their trade financier to colleagues and business associates, according to the latest research by East and Partners.

The bi-annual Trade Finance report is based on direct interviews with 947 chief financial officers (CFOs) and corporate treasurers from the Top 1,000 institutions across ten key markets in Asia including China, Hong Kong, India, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand.

Mitsubishi UJF achieves the highest advocacy score in the region at 38, which is roughly 2.5 times the industry average. In short, the Bank has significantly more satisfied customers that are happy to recommend their provider than dissatisfied ones.

Citigroup is a close second with a current rating of 31, followed by HSBC (28), Deutsche Bank (25) and Standard Chartered (25).

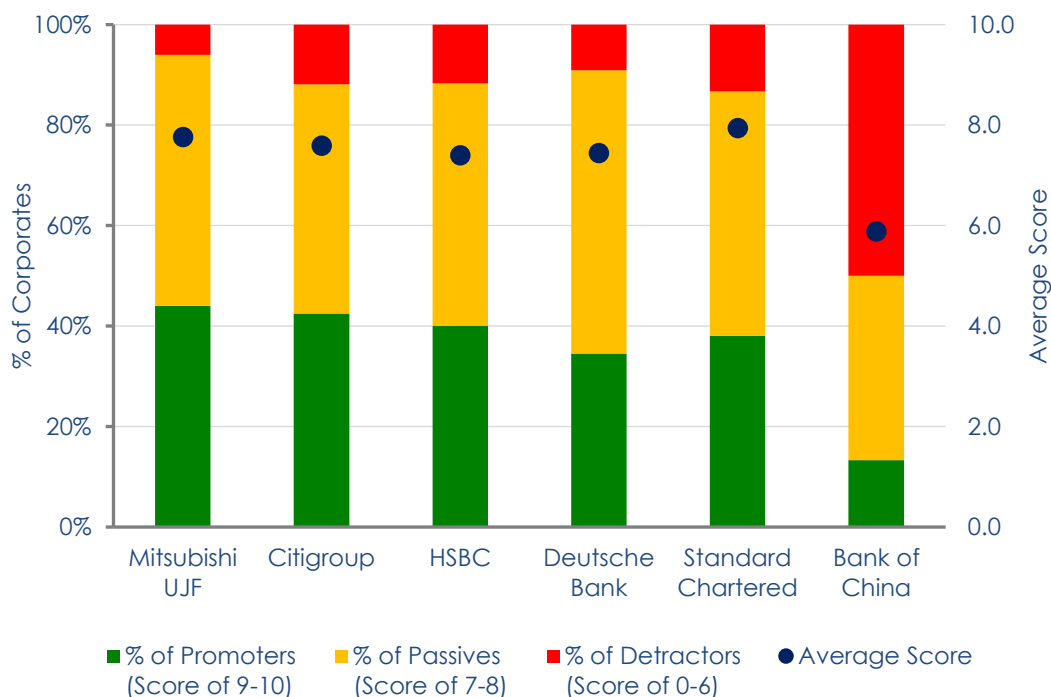
One possible explanation for the best-in-class advocacy score attained by Mitsubishi UJF is its strong customer satisfaction in the services that corporates value most highly. The Bank is among the top five providers for Value for Money and Trade Credit Process – both of which are rated as the two most important service attributes for trade finance customers.

By contrast, Bank of China takes the wooden spoon with its advocacy rating falling into the negative range of -37, suggesting that the Bank has more detractors than promoters. This coincides with the Bank's declining overall customer satisfaction in the past two years.

"Considering the rising trend of corporates relying on word of mouth and colleague referrals as their main source of trade finance advice, monitoring advocacy metrics will be more important than ever for trade financiers" said Sangiita Yoong, East and Partners Analyst.

In the research, corporates are asked to rate their likelihood of recommending their primary trade finance provider (on a 0-10 scale, with 0= not at all likely to recommend and 10= extremely likely to recommend). The advocacy score is then calculated as the difference between the percentage of Promoters (corporates who respond with a score of 9 or 10) and Detractors (corporate who respond with a score between 0 and 6).

Customer Advocacy for Trade Finance Services



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About the research

East & Partners Asian Institutional Transaction Banking Markets Program monitors demand for Transaction Banking, Engagement, Products and Relationships, in the Top 1000 Corporates in 10 countries across Asia, covering the markets of China, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Philippines, Indonesia, India and South Korea. The top 100 revenue ranked corporates in each of the ten Asian markets were targeted for interview.

About East & Partners Asia

East & Partners Asia is a leading specialist market research and consulting firm in the business, corporate and investment banking markets of Asia Pacific, works across 10 countries in the region delivering both multi-client and proprietary market analysis services to two sectors - Financial Services and Travel Hospitality.