



CE Banking Sector Outlook 2014

Warsaw, 9 April 2014

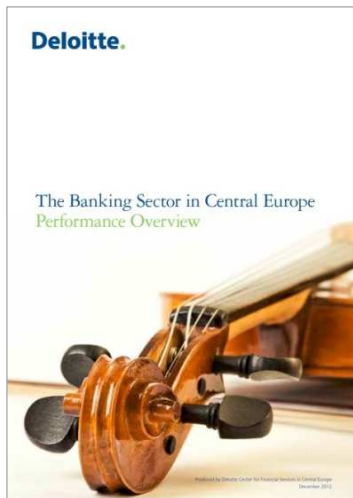
Report description



The report will arrive at a forecast for key drivers of the CE banking sector related to the balance sheet (loans, deposits, asset quality, capital) and profitability (revenues, costs, risk) over a 3-year timeframe.

The geographic scope of the report will include Poland, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Croatia and Slovenia.

The report will identify regional trends (eg. deleveraging, NPL cycle) but also differentiate the performance (both past and future) of individual markets. Consideration will be given to economic outlook of each market, as well as to competitive and regulatory factors.



Going beyond data at the sector level, the report will focus on the top 10 banks in each market, measuring recent performance and identifying key challenges and themes for the future.

The outlook for sector consolidation and M&A activity will be examined, in the context of changes occurring on the European banking landscape.

What you receive



Local insights and cross country analysis...

- A solid analytical report covering data about banking sector in CE countries
- Banking sector description with in-house Deloitte perspective complimented with the clients' point of view
- Deep country and cross-country analysis
- Benchmarking and forecasts available on the market
- Key challenges and individual factors impacting each country's banking industry



... that provoke discussion with clients...

- A solid thought leadership material as a basis for discussion with the banking clients
- An insightful material for Financial Advisory for discussion with Private Equity clients
- Basis for promoting FSI experts on a particular country basis (co-authors of the report)
- A unique opportunity to drive eminence building activities in particular countries:
 - Media relations: Press releases/local media partners/dedicated articles on selected survey extracts/media debates
 - Business development: business breakfast/ local conferences/ webinars/ executive BD meetings



... and practical tools

- Complete communication package (prior to the release), Report in hard copies ,Dedicated website, Sample press releases, Videos, Social media updates, Sample Client letters, Templates for internal and external communication
- A deck covering excel sheets for cross country and cross banks analysis
- A PowerPoint presentations for both proposals and project presentations

What we need



Contact person

- Contact person in each local office spending up to 10% of time assisting us with access to information, value added commentary on issues that arise in the process and feedback on draft report. (Already discussed with the local FSI country leaders)
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Access to local experts

- Assistance in setting up meetings/calls with local external experts. Local experts should include economists, central bank and several local commercial banks.

In order to facilitate commitment to the project we will establish project code, the budget could be pre-agreed with local offices.

Ready made package on CE-level

Dedicated website at Deloitte CE intranet

- Final report
- Executive summary
- CE Banking Sector DATA DECK (for internal use)
 - Excel sheets for cross country and cross banks analysis
 - PowerPoint presentations for both proposals and project presentations
- Sample client email template (for electronic distribution)
- Sample client letter (for hard copy distribution)

Templates for internet

- To be tailored in each country

Internal campaign

- CE level communication
- Local commercialization



Contacts



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