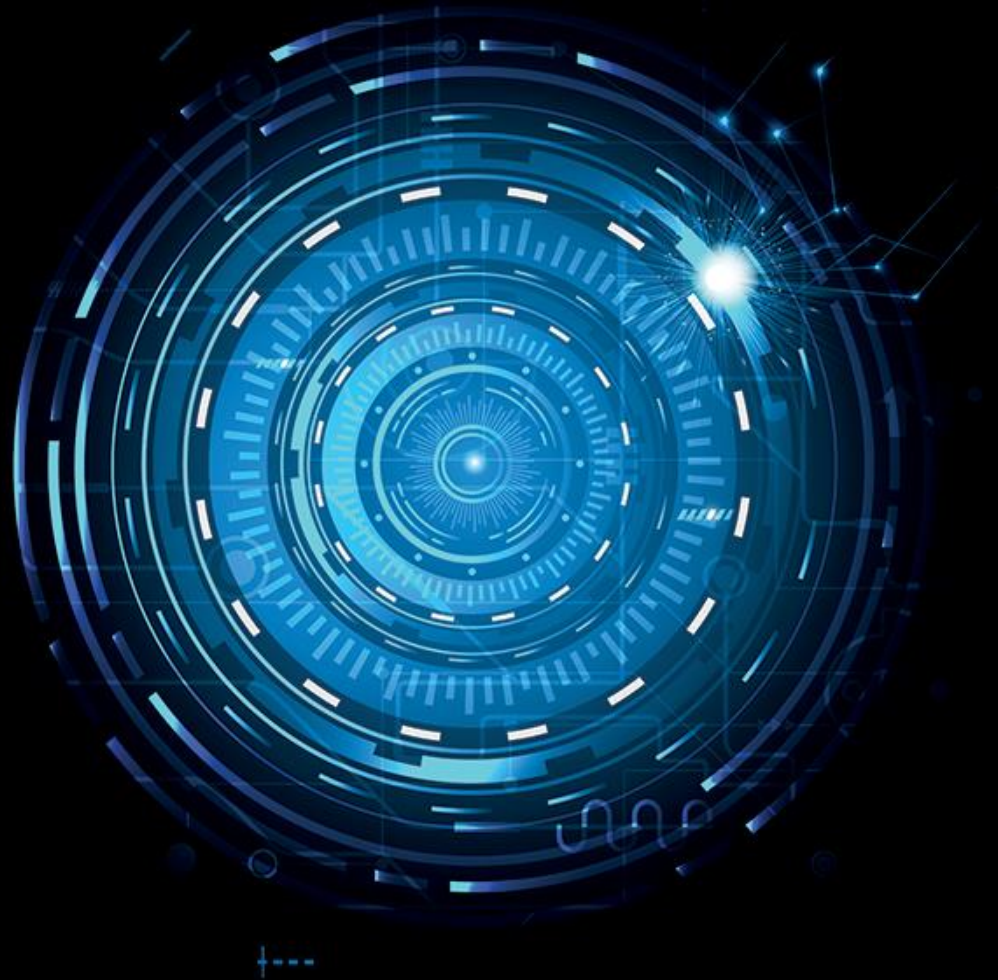


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FinTech revolution

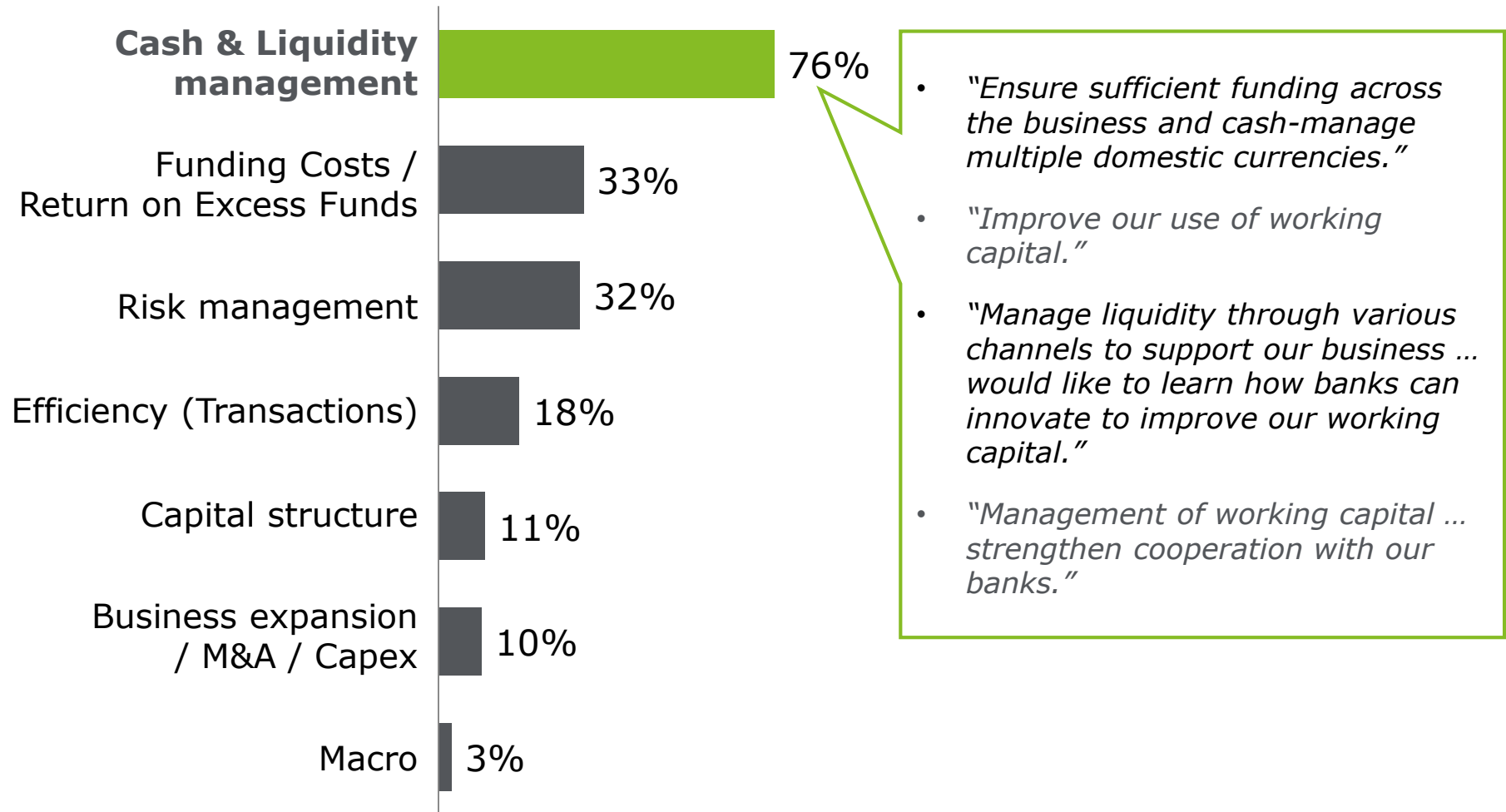
Needs and perspectives from CFOs & Treasurers

Paul Tan, Greenwich Associates | 21 July 2017

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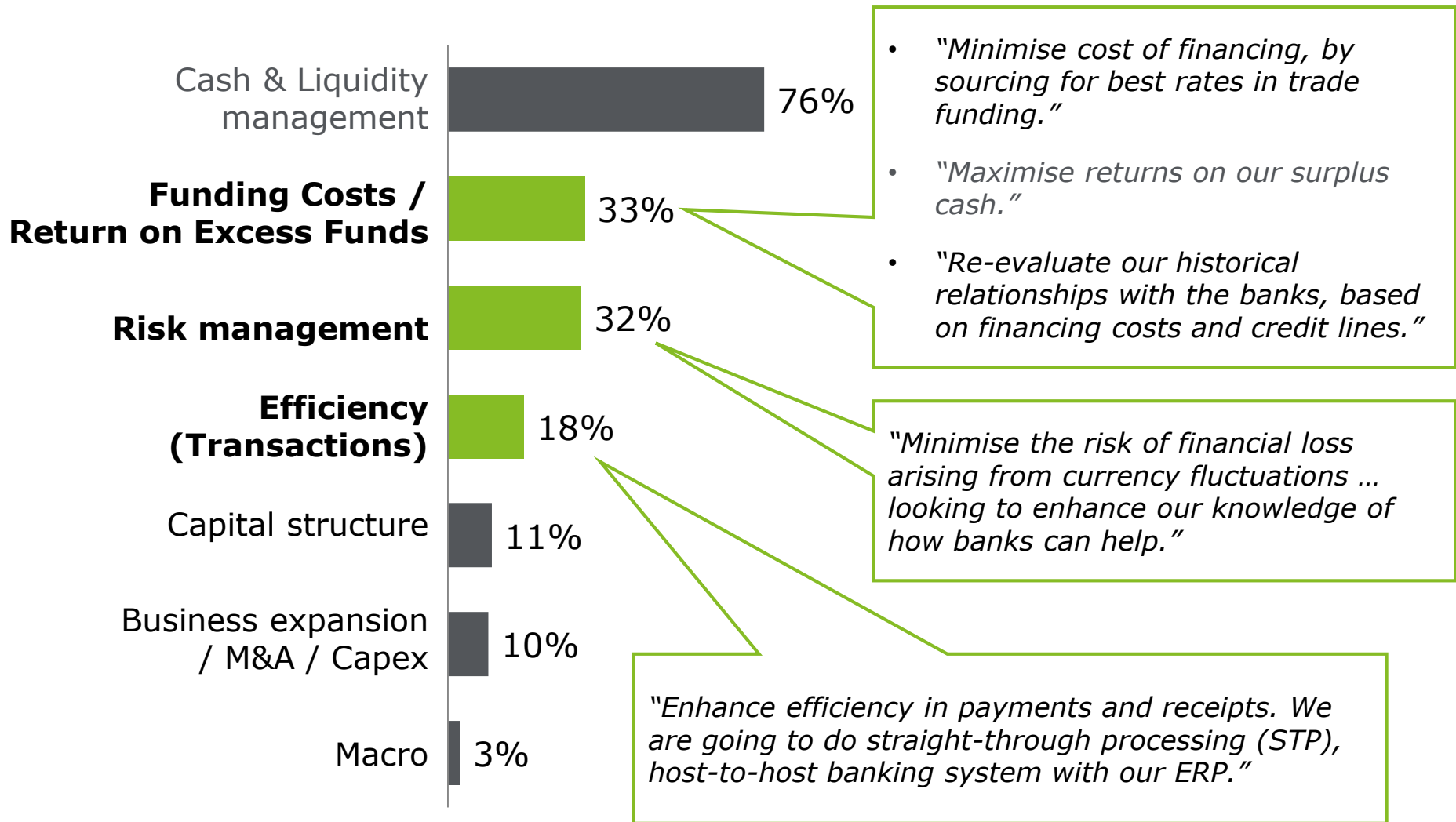
The **CFO** Program

Top Priorities Articulated by Finance & Treasury Functions



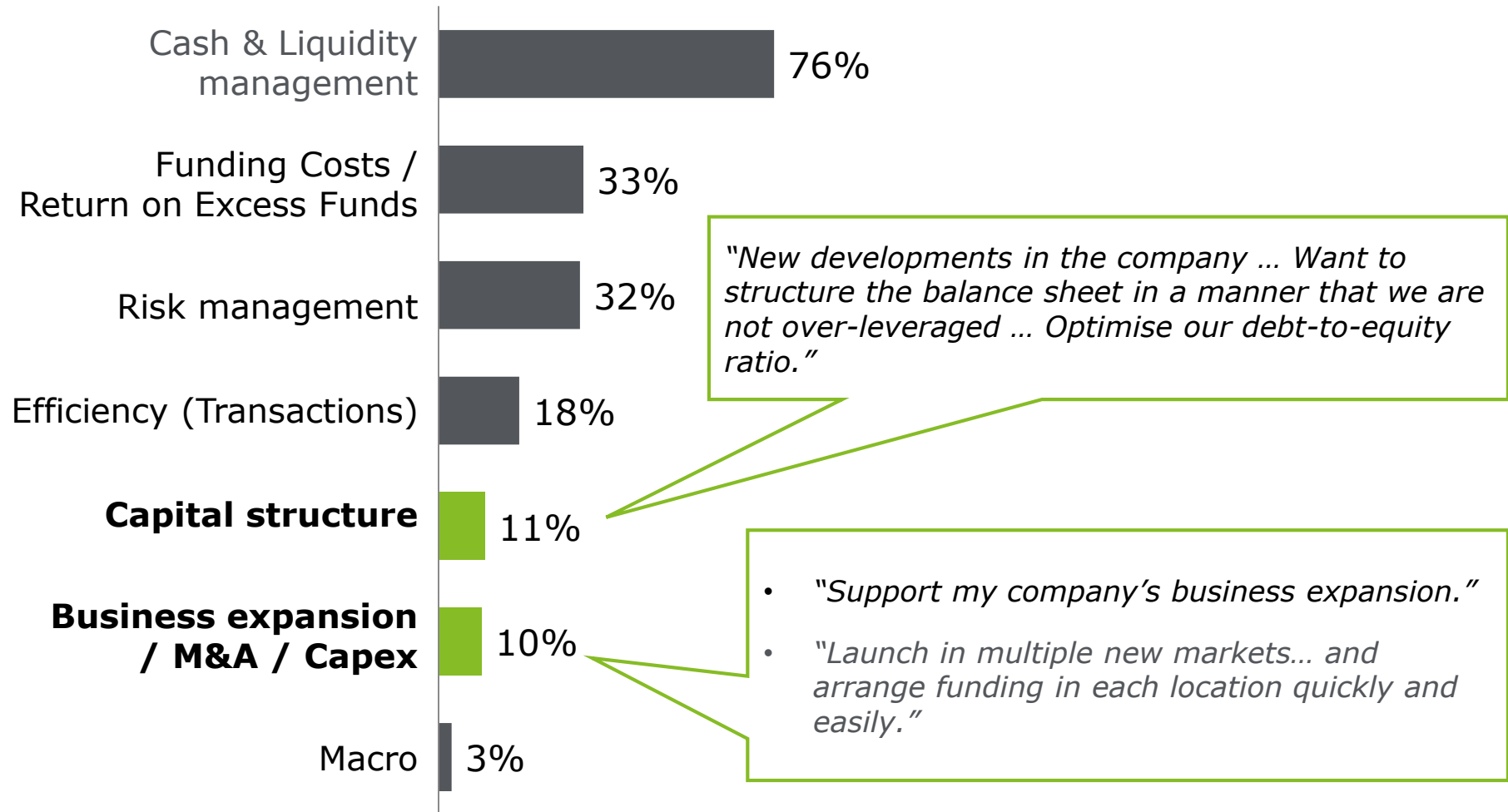
Source: Greenwich Associates, Large Corporate Banking Program, 641 respondents, interviewed late-2016

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Top Priorities Articulated by Finance & Treasury Functions



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Motivations to switch provider

Indications of priorities and pain points overcoming switching costs

Over **40%**
of Large Corporates
across Asia indicate an
intention to change how
they allocate business
amongst their most
important banks

Verbatim

Our suppliers are requesting for us to sign up with Bank X ... because of their **technology and platform**.

They (Bank X) have much better **technology, customer service and locations where we need them**.

They have a **presence in this region** while some other providers are withdrawing.

They keep **changing their strategic position** ... not clear whether they want to support us.

Bank X is **committed**, positive and active in their services. They also have a **strong balance sheet**.

We are rebalancing our banking relationships and their **strong service quality** will win them more.

Bank X's **willingness to customize** solutions for us, and their **understanding of our requirements**.

Source: Greenwich Associates, Large Corporate Banking Program, 641 respondents, interviewed late-2016



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