

PWm ASIA

SOLUTIONS FOR ASIAN DISTRIBUTORS

MEDIA INFORMATION 2011



Introduction



Strong growth in East and South Asian markets are helping drive recovery around the world. Wealth & asset management is no exception.

The growth in income across the region is leading to growth in investable assets, fuelling the expansion of private banking and wealth management services – both by strong domestic banking franchises as well as international players. In addition, Asia is a region of the world where there has been traditionally less connection between banks and asset management firms than Europe. This offers huge opportunities for manufacturers and managers of investment products to partner with strong local distributors who do not have long historical or commercial relationships with incumbent managers.

There are regulatory challenges, historical investment

preferences and entrenched consumer attitudes to overcome – not least in the wake of the Lehman mini-bond failure – but the number of domestic and international firms looking to expand their presence in the region shows the opportunities far outweigh the risks.

For 10 years Professional Wealth Management has been reporting on the expansion of the cross-border fund-business in Europe, the growth in the third party management of products and the guided architecture model. With this experience we launched PWM Asia in 2009, with a view to positioning the magazine as an educational tool for distributors – the aim is to explain to distributors the successful strategies and products being offered in different markets across the region and to present a platform for manufacturers and managers to

engage with the senior executives deciding on products and partners that they may work with to offer an effective range of investment products to their clients.

In 2011 PWM Asia will be reporting on new products, emerging trends in investment strategy, flows of assets, counterparty and regulatory risks as well as examining the most successful business models and the most effective structures for wealth managers across Asia. As well as having regular contact with the market editorially, we will also continue to hold regular events across the region offering the opportunities to engage directly with local and international experts.

We look forward to seeing you soon.

Yuri Bender
 EDITOR-IN-CHIEF
 YURI BENDER

“IT IS NOW ACCEPTED THAT DUE TO LEGAL AND CULTURAL BARRIERS ENTERING THE (SOUTH EAST ASIA) REGION’S DISPARATE MARKETS WILL BE A MATTER OF BABY STEPS, NOT GIANT LEAPS”

Create Research report June 2010



The Asian Fund Market

Asian fund investing has experienced strong growth even through some of the most turbulent markets imaginable. Cerulli Associates recent report “Asset Management in South East Asia” found that mutual funds surged to an all time high in 2009 and are “set to grow robustly up to 2014”.

Assets under management surged 42% in 2009 to US\$145.2 billion, regaining ground lost in 2008 and helping the grow AUM in the region to 82% in the 5 years from 2004. This growth is set to continue with Cerulli expecting “South East mutual fund assets to more than double to US\$307bn by 2014.

The growth in India is even more profound - Indian mutual funds AUM grew over 500% to US\$88 billion in the 6 years to March 2009, having peaked at over US\$1 trillion before the global financial problems of 2008 (source: Association of Mutual Funds in India)

All the positive signals relating to regional demographics and wealth must however be tempered. The Asian market is in no way homogenous – it is a patchwork quilt of different sophistication, historic investment habits, and regulatory hurdles. Distribution of financial products are dominated by retail banks – many of which are trying to move upstream by offering more sophisticated products to their wealthier customers, many even launching full service private banking divisions, offering both opportunities for partnerships and barriers to entry for international managers looking to build in the region. A recent report (June 2010) by Create Research found that “only” 58% of fund management houses saw Asia as a growth market over the next 3 years (the same as Europe) – but the report’s contributors also identified white-labelling and the sub-advisory models as the best routes into Asia, areas PWM has been covering in Europe for nearly a decade.

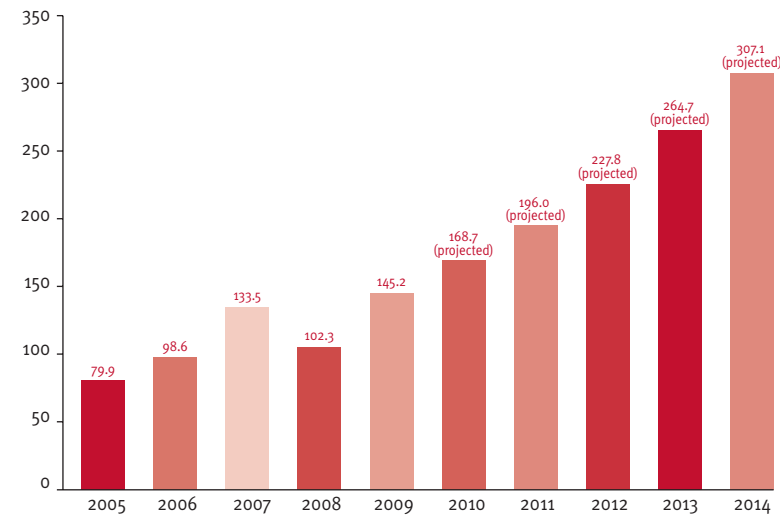
ASIA CONTAINS **MORE THE 75%** OF THE WORLD'S POPULATION AND SAVINGS RATES ARE WELL ABOVE WESTERN LEVELS AT 15% TO 35%

Source: Create Research

ASIA – REGIONAL WEALTH SURGED 30.9% TO US\$9.7 TRILLION – SURPASSING THE **US\$9.5 TRILLION** IN WEALTH HELD BY EUROPE'S HNWIS

source: Merrill Lynch Global Wealth Management

SOUTH EAST ASIAN MUTUAL FUNDS UNDER MANAGEMENT (US\$ BILLIONS)



Source: Cerulli Associates

Readership

Launched to coincide with the introduction of the UCITS directive in Europe, enabling funds to be sold cross-border more easily, PWM magazine has been at the heart of the European fund distribution landscape for 10 years. A decade of reporting on regulatory changes, operational issues arising from distribution partnerships, new products, new business models, successful strategies in one jurisdiction and how that might play elsewhere gives the recently launched PWM Asia a unique insight into this rapidly developing industry.

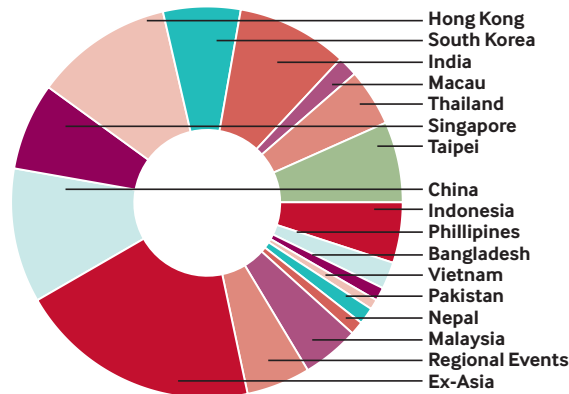
What lessons can be learned? What mistakes can be avoided? PWM Asia offers insight and help to guide market participants, local and international, through the maze of new products and investment strategies, regulations and investment cultures across the region, making it indispensable reading for gatekeepers and fund or product selectors at distributors as well as those trying to build their business in the region.

This experience means we have identified those key job titles and individuals with responsibilities for

- Deciding on partnerships with foreign firms
- Selecting funds to use within the guided architecture model or to complete product inventory
- Incorporating third party products & services into clients offerings by use of “white-labelling”
- Outsourcing of investment management to third party managers.

The circulation of 7,500 includes 6,000 into Asia (20% increase on 2010 figure) with only 20% copies distributed to managers and investment banks outside the region.

READERSHIP BREAKDOWN (Number of copies)



ASIA 6000, REST OF WORLD 1500

Bangladesh	77
China	823
Hong Kong	864
India	690
Indonesia	356
Macau	110
Malaysia	381
Nepal	80
Pakistan	110
Phillipines	184
Singapore	552
South Korea	476
Taipei	513
Thailand	357
Vietnam	62
Regional Events	365
Ex-Asia	1500

THE ASIAN FUND MARKETS HAVE TRIPLED IN SIZE OVER THE LAST THREE YEARS TO **\$1.6TRN**



Editorial Schedule 2010

Written with distributors and advisors in mind, but also covering the manufacturers of financial products which are sold through them, PWM Asia focuses on the issues driving the Asian investment landscape's evolution. PWM Asia is committed to driving this agenda by providing informative and provocative editorial. In addition, we offer its readers expert comment on a number of key areas of the market and shows practical examples of how managers and distributors can work together to provide the best possible service for end-investors.

Please note: All editorial Features subject to change to reflect changing market conditions and support. Please contact Peter Collins on +44 207 775 6320 or email peter.collins@ft.com if there is a specific feature or report you are interested in.

“A MUST FOR PRODUCT MANUFACTURERS AND DISTRIBUTORS.”

Koay Seok Khim, General Manager, Public Bank

REGULAR FEATURES

Market Monitor: News and research from the region

Private Account: An in-depth discussion with the head of a private bank or wealth manager in which we describe business models, relationships with clients and policy for selecting, constructing and distributing investment products.

The Big Interview: PWM interviews a key personality in the market who is Interview pioneering a new direction or strategy for their business

Distribution Models: Interview with a key executive at an asset manager active in the region – what products and strategies are they pursuing across Asia – or country profile looking at how products are being distributed within a given nation.

Cover Story: The cover story explores some of the big trends and themes managers and distributors should be considering when defining their approach to wealth management in the region.

Operations & Technology: This dedicated section looks at technology from back to front office and examines the operational issues distributors face with the opening of their architecture to third party manufacturers

Asian Product Lab: Asian Product Lab helps educate distributors on the Product investment products they might recommend to their Lab clients – investment themes, strategies and products.

Alternative Agenda: The growth in popularity of alternative investments has been echoed through the requests of the readers to have a regular focus on the performance and new strategies associated with these products.

Structured Solutions: Regular focus on structured products – in keeping with the theme of educating distributors, this section concentrates on benefits to investors – investor solutions – rather than the workings of “the black box”.

EVENTS

The launch of PWM Asia gave FT Business, the business to business magazine publishing division of the Financial Times group, the opportunity to expand its events franchise in South East Asia. Having successfully held man client tailored events in the region, we took the opportunity to launch a series of events focused on asset allocation which could be tailored to the individual needs to the local audience.

The Asian Investment Series was held in 5 cities from March to June 2010 – with the support of 3 sponsors. Kuala Lumpur, Singapore, Hong Kong, Seoul and Taipei all played host to our tour (the last two were held in local language with simultaneous translation) and the average attendance was close to 90 delegates (excluding sponsors staff). The feedback from sponsors and delegates alike was strong and we are looking to replicate and extend this series in 2011. In total we ran 15 asset and wealth management events in the South East Asia in 2010.

Rates and Contact details

RATES		
DPS		£10,500
Full page		£6,500
Half page		£4,200
Guaranteed position		10%
Series discounts:	2 insertions	-10%
	3 insertions	-15%
	4 insertions	-20%
Publishing Partner packages	3 page section	£12,500
	2 page section	£10,500
	1 page	£6,500
Research guide		Price on request
Round-table	up to 6 guests, 6 page report (includes optional 1 page advertisement)	£13,500
Additional options	PDF's (4 pages)	£685
	Inserts 20g full run Asia only	£6,500 £5,250
	Re-prints (first 1000) (per additional thousand)	£685 £240
Online Banner Advertising	1 month	£2,600
	6 months	£9,360
	12 months	£12,480

Mechanical details

	Type	Trim	Bleed
DPS	266x390	297x420	308x426
Full page	266x178	297x210	303x216

Publishing Partner package: includes editorial costs associated with editing and laying out sponsored articles. These should be written in an educational-style, offering the opportunity to position your firm as experts on a topic. Also includes the option to place a full page advertisement alongside your article. Please note: We reserve the right to brand overtly sales focused articles “Advertising Feature” rather than “Sponsored editorial” with the sponsors’ prior approval.

Research Guide: PWM invites leading practitioners in the market to partner with FT Business in conducting bespoke research on the fund distribution market. Selected results are presented in a supplement published to the full PWM Asia circulation. The complete research results are available to the sponsor.

Round table: PWM Asia will host a roundtable debate in the location of the sponsors’ choice and on an agreed topic. An edited transcript will publish within the magazine. Reprints are included in the cost.

Sponsored editorial: Articles not related to the ‘Focus’ topic are not subject to the same editorial restrictions.

PWM Events: PWM has partnered with FT Global Events to produce a series of highly successful European & Asian events both in English and in local language

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