



## **Corporate Banking**

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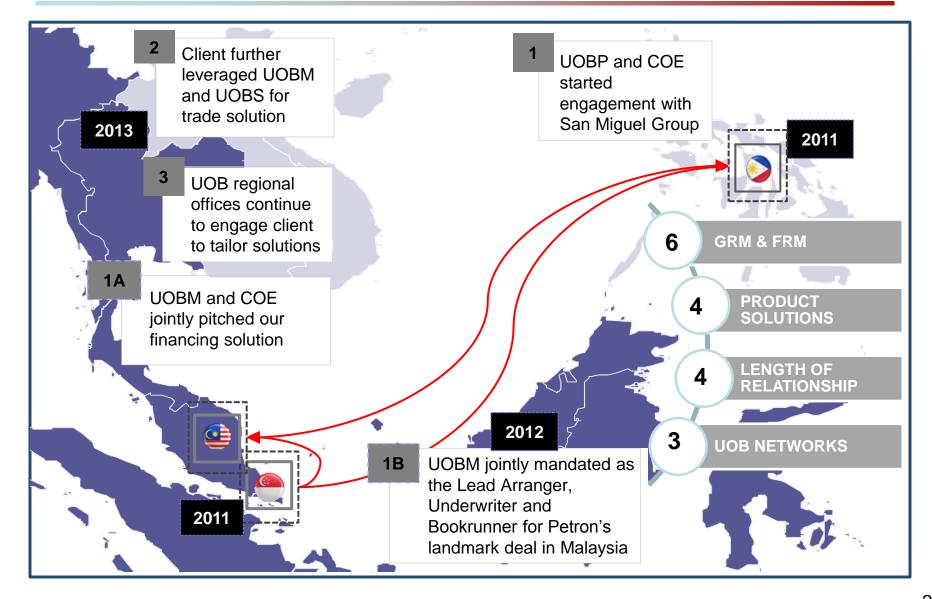
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### **Key Success Stories**

### - Cross Network Synergies In Action

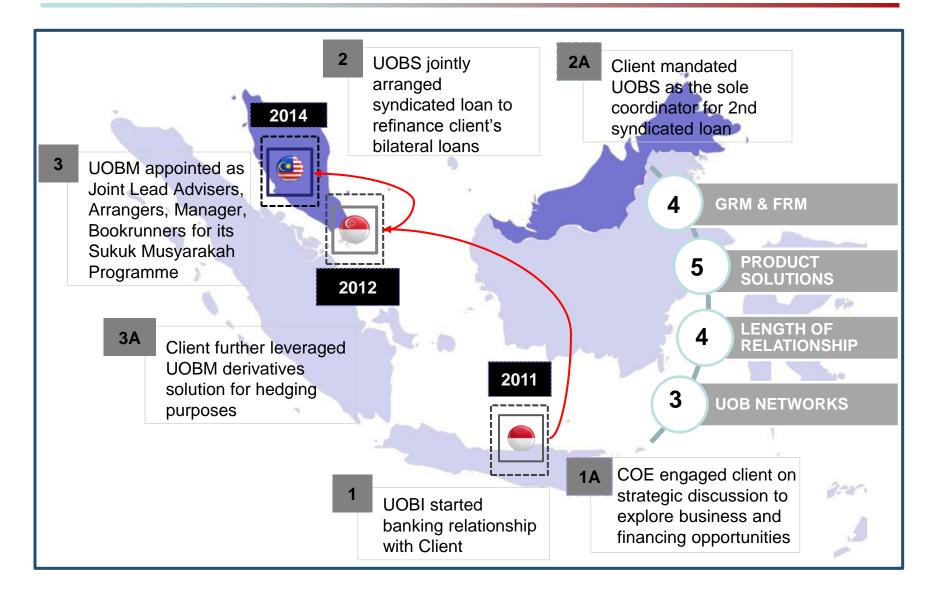




### **Key Success Stories**

### - Cross Network Synergies In Action



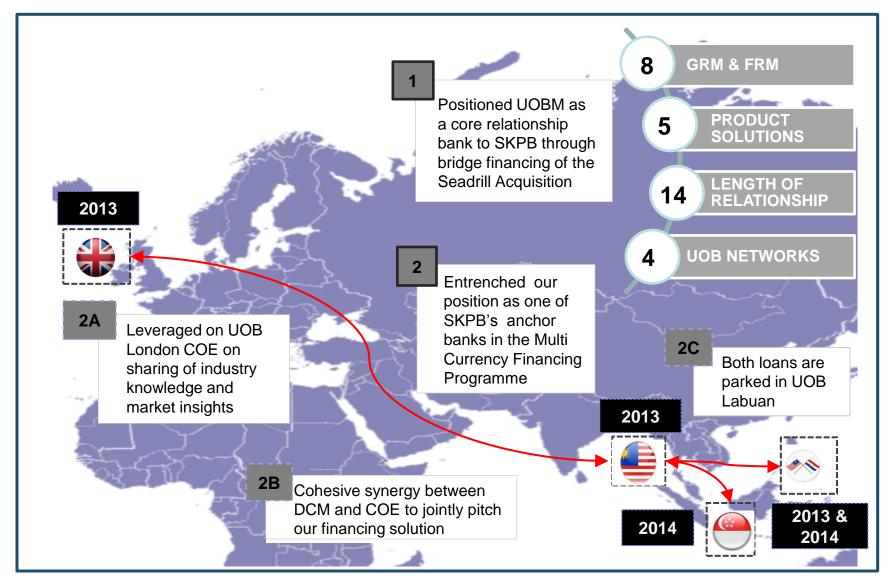


COE - Centre of Excellence

### **Key Success Stories**

### - Cross Network Synergies In Action





COE - Centre of Excellence

### **Growth Drivers**

## - Growing Beyond "Vanilla" Approach



#### **Segmentation Approach**

- Local Large Corporates
- Government & Government Linked Companies
- Multinational Companies

#### **Product Strategy**

- Customize solutions based on customer's needs, industry best practices and external opportunities
- Partner with Product Specialists or alliances to provide holistic solutions

#### **Channels Delivery**

- Established coverage model built on cross collaborations
- On the ground presence to ensure sufficient "face time" with customers and efficient turnaround

#### **Regional Linkage**

- Co-ordinated teamwork across countries via the Global RM (GRM) and Field RM (FRM) model
- Strengthen coverage capabilities via industry specialization across the network

### Corporate Banking

#### **Segmentation Approach**

- Further penetrate ETP related projects mainly on Oil & Gas, Mass Rapid Transit, and Agriculture Business
- Upscale relationship by leveraging COE and tapping on regional network

#### **Product Strategy**

 Continue to leverage our product specialists (across Investment Banking, Transaction Banking and Treasury) and COE to better customize solutions to our corporate clients

#### **Channels Delivery**

 Develop new COE capabilities in upcoming areas

#### **Regional Linkage**

- Capitalize on the upcoming AEC to better leverage intra regional opportunities
- Build regional capabilities via "Talent Exchange Programme" and tailored training programme



# **THANK YOU**