

# Removing the Fund Penetration Blockage

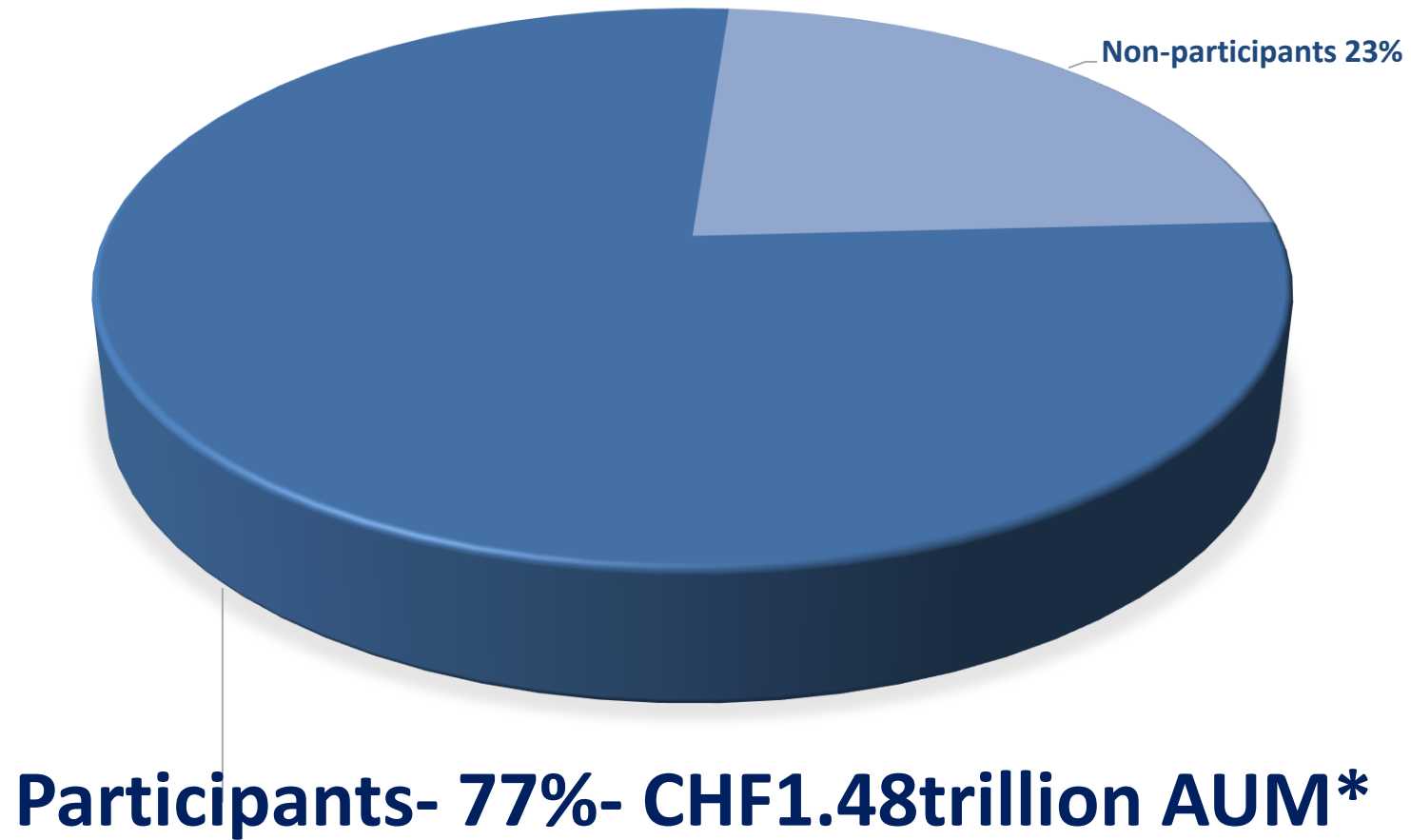
Findings from the Private Banking Product Gatekeeper Research 2016

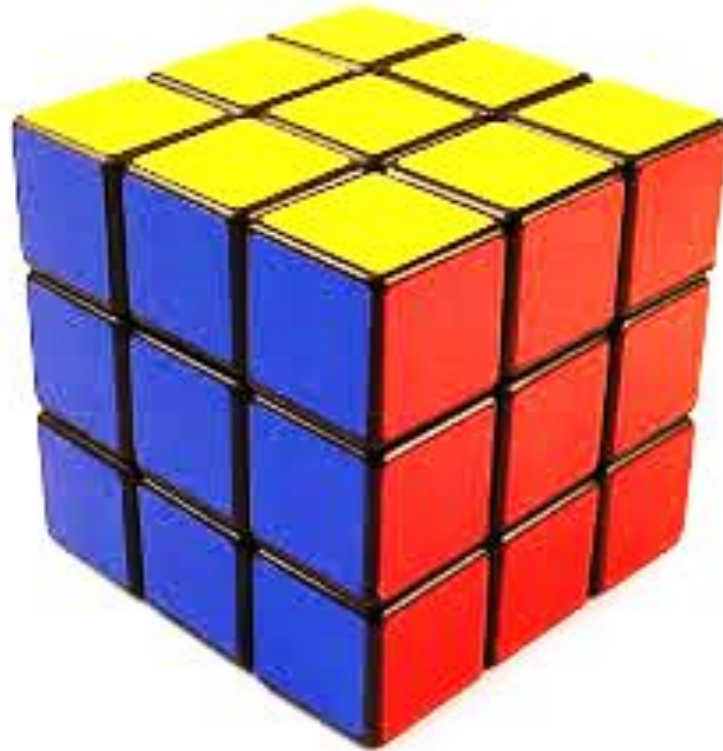
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Asian Wealth Management Forum Zurich 2016

# Research- Asia SG & HK Private Banks





# Removing the Fund Penetration Blockage

- Firm-wide TAA view
- Ease of Access to Funds
- Focus list of best-in-breed-investment & support
- Focused events
- Banker coverage
- After-sales

# Challenges

- Product economics & KPIs
- Fiscal constraints & outsourcing aversion
- Triple-hatting



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