



Corporates Business Development Reports

A Corporate focussed analysis for Banks

An increasing number of corporates are connecting to SWIFT every day through various financial institutions around the world. With this upward trend, it is useful for financial institutions to rely on regular fact-based information, as it helps to improve strategic planning, perform competitive analysis, evaluate sales performance and manage service operations accordingly.

Benefits

Develop prospective market analysis for business development

Identify new and potential corporate customers

Track and benchmark your business against SWIFT Totals

Fine-tune your value proposition and improve operational efficiency

Why subscribe to the Corporates Business Development Report?

The Corporates Business Development Report is SWIFT's most recent Business Intelligence service that provides valuable information to financial institutions on SWIFT's corporate market. It serves to get deeper and broader insights on financial institutions' transactions performed with these corporates.

This report allows you to track in detail the number of corporates connected to SWIFT and determine the growth and evolution by industry, sector and region. The report also helps rank your business position in the market against your competitors allowing you to get a clear view on your 'SWIFT for corporates' activity share.

This solution helps financial institutions that have specific information and data regarding the value and volume of their own transactions, but do not always have the resources in place or are unable to obtain information on overall market activity, which would help them determine their strength and position in the market.

In addition, this solution also provides an analysis of your total FIN and FileAct messages received from connected corporates, including activity share and country ranking. This information enables you to better coordinate and implement an adapted marketing strategy to target prospective corporates.

What does the Corporates Business Development Report offer?

The Corporates Business Development Report provides you with monthly updates on:

- Corporate Connectivity
- Corporate Business Activity
- Connectivity Peer Benchmark
- Corporate Traffic Overview

To maximise insights drawn from these reports, we also offer consulting services to analyse and examine the report. Any additional consulting and market analysis can be provided upon request and reports can be tailored to your specific needs.

SWIFT produces and delivers peer benchmarking reports in aggregate and anonymised form, in accordance with the SWIFT Data Retrieval Policy and its internal procedures. SWIFT does not disclose the identity of peers and applies measures to prevent the indirect identification of peers. Each peer benchmarking report is confidential to the customer. The customer may use it for internal purposes, but may not share it externally.

For more information about ordering and pricing, contact your SWIFT account manager. To learn more about the Business Development Report, visit www.swift.com/BI or email watch@swift.com.

Corporate Connectivity

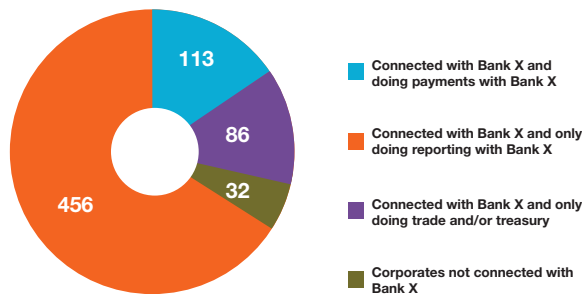
This view provides you with valuable information about corporates connected to SWIFT, by country and by region, since 2013. This helps you to identify new business opportunities, enhances performance and drive investment for your bank.

Corporate BIC	GEO Region	Country	Sector	Corporate Name	Connected to Bank X
BIC Corporate A	Europe & Africa	Belgium	Software & Computer Services	Corporate A	NO
BIC Corporate B	Europe & Africa	Germany	General Financial services	Corporate B	NO
BIC Corporate C	North America	United States	Insurance	Corporate C	YES
BIC Corporate D	Europe & Africa	Sweden	Pharmaceuticals & Biotechnology	Corporate D	NO
BIC Corporate E	Central & Latin America	Panama	General Financial Services	Corporate E	NO
BIC Corporate F	Europe & Africa	France	Oil & Gas producers	Corporate F	YES
BIC Corporate G	Europe & Africa	Netherlands	Household Goods & Home Construction	Corporate G	NO
BIC Corporate H	Europe & Africa	United Kingdoms	General Financial Services	Corporate H	YES

▲ Corporates connected to SWIFT

Corporate Business Activity

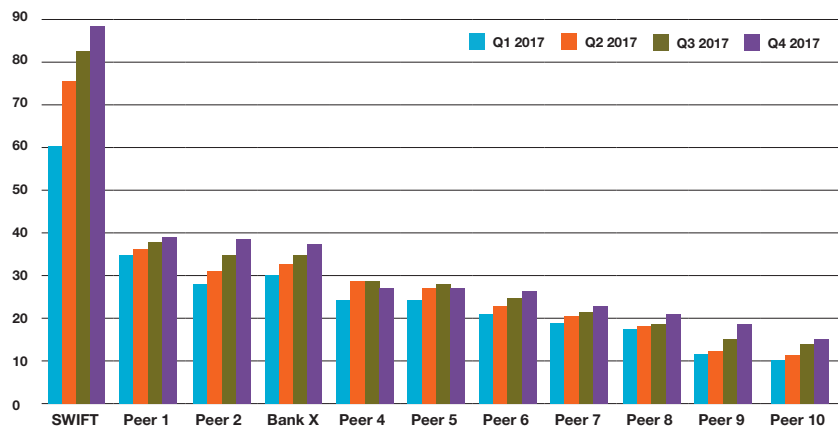
Corporate Business Activity provides intelligence on the evolution of the number of corporates connected to your bank by business area, compared to SWIFT Totals. Business areas include Payments, Trade Finance and Treasury. It also provides information on the traffic received by your bank from all connected corporates, as well as your market share.



▲ Distribution of the corporates

Connectivity Peer Benchmark

This graph provides information on your SWIFT ranking, arranged according to the number of connected corporates on a quarterly basis. This allows you to determine your position against 10 peers randomly selected by SWIFT.



▲ Peers Benchmark based on number of corporates

Corporate Traffic Overview

This view provides your corporate transactions sent/received and relative growth compared to previous months for FIN Payments, FIN Trade Finance, FIN Treasury, FIN Securities and FileAct.

The Corporate Traffic Overview also provides an update on your activity share and ranking by country relative to the number of corporates connected and the number of messages sent to/received from corporates.

Growth - Current Month vs previous Month		Number of connected corporates							
		Bank X				Market		Bank X Market Share	Ranking
Corp Geo Region	Country of corporate costumer	Jan - 12	Jan - 13	Jan - 14	Growth	Jan - 14	Growth	Jan - 14	Jan - 14
Asia-Pacific	Australia	2	2	1	33.00%	4	0.00%	75.00%	1
	China	1	1	3	0.00%	5	0.00%	50.00%	1
	Hong Kong	3	5	6	1.00%	6	0.00%	66.67%	5
	Indonesia	4	2	3	10.00%	9	0.00%	17.65	1
	Japan	1	2	5	-5.00%	19	0.00%	6.67%	2
	Korea, Republic of	7	6	8	6.00%	34	0.00%	100.00%	7
	Malaysia	5	4	4	0.00%	45	0.00%	42.11%	8

▲ Growth in current month versus previous month