INFORMATION PACK

The Ninth Annual WealthBriefingAsia Awards
OVERVIEW

The focus of the Ninth Annual WealthBriefingAsia Awards for 2021, part of the global awards programme at WealthBriefing, is to recognise outstanding performance, both domestic and international.

Winning a WealthBriefingAsia Award sets organisations and individuals apart from their peers and is a tangible demonstration that they have something special to offer.

Sponsors will also be invited to contribute to the post awards Acclaim Magazine and have an interview with Group Editor, Tom Burroughes.

This year we are also adding a professionally produced video to the marketing collateral for sponsors and winners.

Key dates for the diary

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominations open</td>
<td>19 November 2020</td>
</tr>
<tr>
<td>Submission deadline</td>
<td>30 March 2021</td>
</tr>
<tr>
<td>(at midnight)</td>
<td></td>
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<tr>
<td>Winners &amp; finalist notification</td>
<td>12 April 2021</td>
</tr>
<tr>
<td>PUBLIC ANNOUNCEMENT</td>
<td>10 June 2021</td>
</tr>
</tbody>
</table>

Venue

The Westin Singapore, 12 Marina View, Asia Square Tower 2, Singapore, 018961, Singapore
AWARD CATEGORIES (Available for individual sponsorship)

PAN-ASIA CATEGORY

BEST OVERALL ASIA PRIVATE BANK
Awarded To: The overall best private bank in Asia. The winner will be chosen from amongst all entrants to the individual categories.

PRIVATE BANKING CATEGORIES SOUTH-EAST ASIA

OVERALL SOUTH-EAST ASIA PRIVATE BANK
Awarded To: The best local or international private bank with operations in South-East Asia.

INTERNATIONAL CLIENTS TEAM
Awarded To: A team whose clients are NOT domiciled in the jurisdiction in which the bank itself operates. Focus can be either HNW or UHNW.

UHNW TEAM
Awarded To: A team which look after clients with over USD 30 million with the bank.

HNW TEAM *(NEW)
Awarded To: A team which look after clients with under USD 30 million with the bank.

WEALTH PLANNING TEAM *(NEW)
Awarded To: A wealth planning team within a private bank that services the South-East Asia market.

PURE PLAY PRIVATE BANK
Awarded To: A stable and independent pure play private bank providing diverse and innovative wealth management services at the core of its business.

BOUTIQUE PRIVATE BANK
Awarded To: A stable and independent boutique private bank providing diverse and innovative wealth management services at the core of its business.

CLIENT SERVICE
Awarded To: A private bank for excellence and innovative client service.

INVESTMENT MANAGEMENT PLATFORM
Awarded To: A private bank which demonstrates a superior client investment management platform.

CREDIT PROVIDER
Awarded To: An institution that provides credit for family office clients.

CUSTOMER FACING DIGITAL CAPABILITIES
Awarded To: A private bank which demonstrates superior client facing digital capabilities (direct to customer or in support of client advisors). Judges will be looking for digital capabilities covering any of the following: mobile app or online banking capabilities; ability to provide personalised automated alerts to clients and deliver them through digital channels; online tools that can be used directly by the customer or by advisors to support live simulations of portfolios; staff tables for advisors when visiting customers outside the office; secure online chat or video capabilities when it is not possible to meet face-to-face.

NRI/NRP OFFERING
Awarded To: A team within a private bank and other wealth managers that service the needs of non-resident Indians.

INNOVATIVE CLIENT SOLUTION *(NEW)
Awarded To: A private bank offering a truly innovative service to the Asia private client.

MARKET TEAM - INDONESIA *(NEW)
Awarded To: A wealth management team servicing Indonesian clients.

MARKET TEAM - SINGAPORE *(NEW)
Awarded To: A wealth management team servicing Singaporean clients.

MARKET TEAM - VIETNAM *(NEW)
Awarded To: A wealth management team servicing Vietnamese clients.

MARKET TEAM - THAILAND *(NEW)
Awarded To: A wealth management team servicing Thai clients.
AWARD CATEGORIES

PRIVATE BANKING CATEGORIES (COUNTRY SPECIFIC)

DOMESTIC WEALTH MANAGER (VIETNAM) *(NEW)
Awarded To: A wealth manager which based in Vietnam, services the HNW market with excellence.

PRIVATE BANK OR WEALTH MANAGER (SINGAPORE) *(NEW)
Awarded To: A wealth manager which is based in Singapore, services the HNW market with excellence.

WEALTH PLANNING SOLUTION (SINGAPORE) *(NEW)
Awarded To: A wealth manager which based in Singapore, has a stand-out wealth planning proposition.

WEALTH MANAGEMENT PROPOSITION (INDONESIA)
Awarded To: Private Banks and asset managers servicing the high net worth market and with a local operation in Indonesia.

DOMESTIC BANK OR WEALTH MANAGER (INDIA)
Awarded To: A bank or wealth manager serving predominantly domestic clients in the Indian subcontinent.

EXTERNAL ASSET MANAGER (INDIA)
Awarded To: An external asset manager operating in the Indian subcontinent.

DOMESTIC PRIVATE BANK OR WEALTH MANAGER (THAILAND)
Awarded To: A private bank or wealth manager with a local operation in Thailand.

DOMESTIC PRIVATE BANK (MALAYSIA)
Awarded To: A private bank with a local operation in Malaysia.

ASSET MANAGER (MALAYSIA)
Awarded To: An asset manager servicing high net worth clients operating in Malaysia.

EXTERNAL ASSET MANAGEMENT (EAM) CUSTODIAN CATEGORIES PAN-ASIA *(NEW)

EXTERNAL ASSET MANAGEMENT PLATFORM AND OFFERING *(NEW)
Awarded To: A custodian bank for the quality of its EAM platform.

RESEARCH SUPPORT FOR EXTERNAL ASSET MANAGERS *(NEW)
Awarded To: A custodian bank for the quality of the research it supplies to the EAM community in Asia.

ON-BOARDING SOLUTION FOR EXTERNAL ASSET MANAGERS *(NEW)
Awarded To: A custodian bank for the quality of its onboarding solution for EAM’s based in Asia.

COMPLIANCE SOLUTION FOR EXTERNAL ASSET MANAGERS *(NEW)
Awarded To: A custodian bank for its compliance process for the EAM community in Asia.

E-BANKING SOLUTION FOR EXTERNAL ASSET MANAGERS *(NEW)
Awarded To: A custodian bank for the quality of its E-banking solution to the EAM community in Asia.

INVESTMENT MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)

INDEPENDENT WEALTH MANAGER
Awarded To: An independent wealth manager operating in the South-East Asia region which has a demonstrably client-focused model and which are innovators in the space.

FUND MANAGER
Awarded To: A provider of collective investments for the HNW community.

ASSET MANAGEMENT FIRM SERVING FAMILY OFFICES AND PRIVATE BANKS
Awarded To: An asset manager with a significant proportion of private client assets and a dedicated offering.

ALTERNATIVE INVESTMENT MANAGER
Awarded To: A manager based in South-East Asia whose alternative investments are available to private clients within South-East Asia.

ETF PROVIDER
Awarded To: A fund/asset manager that makes exchange-traded products available for local wealth management clients.

FX SOLUTION PROVIDER
Awarded To: A local provider of foreign exchange services to wealth management organisations or clients.
### AWARD CATEGORIES *(Available for individual sponsorship)*

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INVESTMENT MANAGEMENT CATEGORIES (GREATER CHINA REGION)</strong></td>
<td></td>
</tr>
<tr>
<td>FUND MANAGER</td>
<td>Awarded To: A provider of collective investments for the HNW community.</td>
</tr>
<tr>
<td>ASSET MANAGEMENT FIRM SERVING FAMILY OFFICES AND PRIVATE BANKS</td>
<td>Awarded To: An asset manager with a significant proportion of private client assets and a dedicated offering.</td>
</tr>
<tr>
<td>ALTERNATIVE INVESTMENT MANAGER</td>
<td>Awarded To: A manager based in Greater China whose alternative investments are available to private clients within Greater China.</td>
</tr>
<tr>
<td>ETF PROVIDER</td>
<td>Awarded To: A fund/asset manager that makes exchange-traded products available for local wealth management clients.</td>
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<tr>
<td>FX SOLUTION PROVIDER</td>
<td>Awarded To: A local provider of foreign exchange services to wealth management organisations or clients.</td>
</tr>
<tr>
<td><strong>PRIVATE CLIENT CATEGORIES (SOUTH-EAST ASIA)</strong></td>
<td></td>
</tr>
<tr>
<td>LEGAL TEAM</td>
<td>Awarded To: A law firm team dedicated to private client issues.</td>
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<tr>
<td>ACCOUNTANCY TEAM</td>
<td>Awarded To: A team in an accountancy firm/consultancy specialising in reporting, transacting or wealth structuring for private clients.</td>
</tr>
<tr>
<td>TAX TEAM <em>(NEW)</em></td>
<td>Awarded To: An organisation providing tax services for the private client community in South-East Asia.</td>
</tr>
<tr>
<td>INDEPENDENT TRUST OR FIDUCIARY COMPANY</td>
<td>Awarded To: An organisation providing tax services for the private client community in South-East Asia.</td>
</tr>
<tr>
<td>INSTITUTIONAL TRUST OR FIDUCIARY COMPANY</td>
<td>Awarded To: An organisation that provide estate planning advice to private clients.</td>
</tr>
<tr>
<td>INNOVATIVE CLIENT SOLUTION</td>
<td>Awarded To: An institution that have developed innovative products and services for their clients as part of a solutions-focused service model.</td>
</tr>
<tr>
<td>DIGITAL CUSTOMER FACING INNOVATION <em>(NEW)</em></td>
<td>Awarded To: A wealth manager whose digital client interface is demonstrably innovative.</td>
</tr>
<tr>
<td>PROPRIETARY CLIENT ON-BOARDING PLATFORM <em>(NEW)</em></td>
<td>Awarded To: A wealth manager whose on-boarding process is demonstrably exceptional.</td>
</tr>
</tbody>
</table>
AWARD CATEGORIES (Available for individual sponsorship)

MARKETING/PR CATEGORY (PAN-ASIA)

BEST MARKETING OR PR CAMPAIGN
(Online, print, brand launch/relaunch)
Awarded To: A wealth manager or other private client practitioner who has used online or print channels to promote their services to private clients or to raise their profile either within the industry or to clients. This might include effective and innovative brand launch or relaunch in the private client world, either a whole business unit or a product/service within an existing business.

Also awarded to: An in-house PR team or PR agency operating in the Asian wealth management sector for the impact of their work (campaign or project).

INTERNATIONAL FINANCE CENTRE
Awarded To: An IFC wherever they are in the world.

GLOBAL CUSTODIAN TO PRIVATE CLIENT BUSINESSES
Awarded To: A custodian offering services to private client business.

REAL ESTATE ADVICE *(NEW)
Awarded To: An organisation offering real estate advice to HNW and UHNW clients in South-East Asia.

PHILANTHROPY OFFERING/ INITIATIVE OF THE YEAR
Awarded To: A private client business or practitioner who advise individuals or families on their philanthropic activities.

MOST PROMISING NEW ENTRANT
Awarded To: An established or new entrant that has entered a new market, client segment or product and service area which they perceive to be under served.

M&A ADVISOR
Awarded To: A corporate finance and deals provider that has both expertise in the wealth sector and has participated in multiple deals.

EXCELLENCE IN SERVICING NORTH AMERICAN CLIENTS
(Supported by Family Wealth Report)
This award is sponsored by Family Wealth Report, the sister publication of WealthBriefingAsia covering wealth management news within the American market. It recognises the institution offering the best service to South-East Asia-based North American Clients.

SPECIALIST WEALTH MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)

INSURANCE PLATFORM FOR THE WEALTH MANAGEMENT SECTOR
Awarded To: An organisation which helps private clients spread risks.

CORPORATE SOCIAL RESPONSIBILITY
Awarded To: An organisation with a good record in being modern, responsible and inclusive.

WEALTH MANAGEMENT EXECUTIVE SEARCH FIRM (ASIA)
Awarded To: An executive search firm based in Asia (branch or HQ) with a focus or specialised team covering Wealth Management in Asia. Offering fully tailored talent acquisition services and providing exceptional client and candidate care.

WEALTH MANAGEMENT M&A DEAL
Awarded To: An outstanding merger and/or acquisition deal between wealth managers in the South East Asia region.

FAMILY GOVERNANCE SERVICES
Awarded To: A wealth manager providing advisory services relating specifically to family governance.

NEXT-GEN PROGRAMME
Awarded To: A provider of advisory services or range of programmes relating specifically to the management of next generation (next-gen) family wealth.

FAMILY WEALTH ADVISORY OFFERING
Awarded To: A provider of advisory specific or general services relating to the management of family (or SFO) wealth.

GLOBAL CITIZENSHIP/IMMIGRATION PLATFORM OFFERING *(NEW)
Awarded To: An organisation that offers assistance in accessing citizenship programs to the South-East Asia Market

REGIONAL PARTNERSHIP *(NEW)
Awarded To: A wealth management organisation or private bank that has partnered with regional player or players

MANAGEMENT CONSULTANCY (NON-TECH)
Awarded To: Any organisation which advises wealth managers on corporate strategy and business models.
AWARD CATEGORIES (Available for individual sponsorship)

LEADERSHIP CATEGORIES (SOUTH-EAST ASIA)

WOMEN IN WEALTH MANAGEMENT (INDIVIDUAL OR COMPANY CONTRIBUTION)
Awarded To: An inspirational woman working in wealth management or alternatively a wealth management organisation that demonstrates support for women in their career development.

LEADING CEO - PRIVATE BANK *(NEW)
Awarded To: An exceptional business leader in a private bank with a South-East Asia presence.

LEADING COO - PRIVATE BANK *(NEW)
Awarded To: An exceptional operational leader in a private bank with a South-East Asia presence.

LEADING INDIVIDUAL (BANKER)
Awarded To: An individual working within a bank. Age and experience is no bar but something special should mark out this individual working in the private client world.

LEADING INDIVIDUAL (ADVISOR)
Awarded to: An individual not from a bank. Age and experience is no bar but something special should mark out this individual working in the private client world.

OUTSTANDING CONTRIBUTION TO THOUGHT LEADERSHIP (INDIVIDUAL OR COMPANY)
Awarded To: An Individual that has made an outstanding contribution to thought leadership in wealth management or an organisation that has made an outstanding contribution to thought leadership in wealth management.

THOUGHT LEADERSHIP (INDIVIDUAL/COMPANY) *(NEW)
Awarded To: A company or individual for the quality of their wealth management thought leadership in South-East Asia.

WEALTH MANAGEMENT RISING STAR UNDER 30 *(NEW)
Awarded To: An individual under 30 showing great promise working in wealth management.

WEALTH MANAGEMENT RISING STAR UNDER 40 *(NEW)
Awarded To: An individual under 40 showing great promise working in wealth management.
WHY SPONSOR?

To enhance the independence and credibility of these awards, sponsorship is only open to businesses not competing for these awards.

These prestigious awards recognise excellence within the wealth management and private banking industry.

In addition they provide your business with a highly affluent, captive audience of private bankers, lawyers, accountants and financial advisors across the wealth management sector.

Consequently these awards present your business with a unique opportunity to be involved in industry sector sponsorship giving your company the following:

- Exposure across our subscription base and associated international media (60,000 subscribers worldwide).
- Extensive brand exposure on the night to over 150 of Singapore’s leading private banking, C-level executives and guests.
- The opportunity to target an affluent market with high disposable income.
- Excellent networking opportunities with senior decision-makers.
- Association with leading industry awards.
- The chance to develop new contacts and expand your sales network.
- Increased brand exposure within the wealth management sector.

Media

All sponsors will receive coverage in WealthBriefing and also feature in the awards program, together with other media listed as follows:

- WealthBriefingAsia
- Family Wealth Report
- Offshore Red
- Compliance Matters

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

ANDREW DEANE
Business Development Director
WealthBriefing
UK Mobile: +44 7957 782 290
Singapore MB: +65 9886 7063
WhatsApp: +44 7852 996 907
andrew.deane@clearviewpublishing.com
<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>HEADLINE</th>
<th>AWARD CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal acknowledgement from awards host</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tickets to awards dinner</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Branding on awards backdrop</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in awards programme</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full-page colour advertisement in awards programme</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>300-word profile in awards programme</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Web banner on main awards event website with link</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to make welcome speech from main awards podium</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Name associated with an award category</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to present award to category winner</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to present 3 key awards</td>
<td>✓</td>
<td></td>
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<tr>
<td>Logo on table plan</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Interview with the Editor</td>
<td>✓</td>
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</tr>
<tr>
<td>Branding in the drinks reception area (to be approved by the organiser)</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Professionally Produced Video</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

US$ 20,000

US$ 15,000

“Thank you for organising such a great event. Our team said it was a fantastic evening.”

The Ninth Annual WealthBriefingAsia Awards 2021 - Showcasing The Best In The Industry
AWARDS SUPPLEMENT

Acclaim: WealthBriefingAsia’s Exclusive Awards Supplement

These awards supplements have been created to maximise the marketing potential for winners so they can tell their most critical markets of their success.

Benefits

This high quality publication offers the following benefits:

• Interview with our editorial team
• Evidence of expert third party endorsement
• Exclusive use of photographs of you at the event
• Digital and print formats
• Digital copies distributed to the publisher’s 60,000 global network
• Printed copies will be circulated at all WealthBriefing and Family Wealth Report events

Added value

• A bespoke marketing brochure for distribution among your peers and potential clients
• A global ‘Best of the Best’ supplement celebrating all award winners in each category

The Ninth Annual WealthBriefingAsia Awards 2021 - Showcasing The Best In The Industry
ABOUT WEALTHBRIEFINGASIA
(the supporting publication for the Awards)

WealthBriefingAsia is the leading subscription-based business intelligence service for the wealth management community, with the latest news, analysis and in-depth features from around the globe.

Subscribers are part of an international network for whom staying abreast of the latest industry developments is a crucial part of their professional lives. Members of the network find our content on topics such as wealth strategy and planning, industry M&A, evolving business models in the light of technological innovations, important people moves, investment management trends and asset allocation techniques to be an essential resource in a fast-moving world.

Our global editorial team is dedicated to providing subscribers with exclusive news and insight, meaning that WealthBriefingAsia readers are often the first to see the headline news affecting their industry.

Nowhere else can wealth managers access such a breadth and depth of business intelligence covering this sector.