

Office

- Est. in 1993, regional hub for ASEAN
- 15 nationalities represented
- Works with 60% SE Asian clients and 40% multinational clients



Community Service

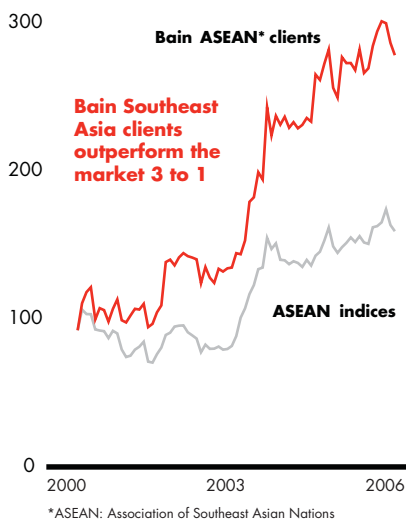


Expertise

Ed, private equity expert

Ed was asked to develop a Southeast Asian government's master investment plan. Ed's plan resulted in the establishment of a \$1B government investment fund.

Our Work



"Much of our work involves developing Asia-Pacific strategies for our clients, which requires us to thoroughly understand markets across the region. We are challenged to think in a holistic and integrated way."

—Louisa, consultant



Outside the Office

Yining, dancer

Yining maintains a regular rehearsal schedule to perfect her art. A recent four-month sabbatical enabled her to study the Argentine tango in Buenos Aires and the Brazilian samba in Rio.



Client Challenge

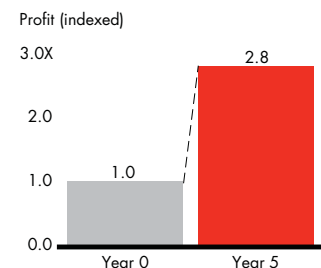
Global Bank Co. needed to accelerate growth in its consumer wealth management business to achieve clear market leadership.

Recommendations

- Enhance product offering and benefits
- Improve customer economics and acquisition channels
- Develop a relationship management model
- Revamp the organization structure

Results

- Created more than \$25B in consumer deposit growth
- Increased profitability by \$1B
- Acquired more than 100,000 new affluent customers



Alumni

Tobias Damek, <i>associate, principal investments</i>	Lehman Brothers
Will Hoon, <i>president</i>	Eu Yan Sang
Sanjiv Kapoor, <i>director</i>	Temasek Holdings
Terence Poon, <i>vice president</i>	Citibank
Zee Yoong Kang, <i>director</i>	NTUC Joblink