



Article

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'One Bank' Approach Aiming to Draw on Global Strength

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Against the backdrop of recent unprecedented economic challenges, Jersey has emerged in a relatively healthy state, due in large part to the ability of the local finance industry to adapt to a new financial environment.

For Deutsche Bank in Jersey, having the backing and stability of its parent Group has certainly been a significant advantage in this changed financial environment, in terms of growing business in 2010 and preparing for 2011.

With this in mind, Deutsche Bank Financial Intermediaries (FIM) Team is currently focusing on an exciting joint venture between its Private Wealth Management (PWM) business and its Investment Bank arm – a 'one bank' approach that brings together investment banking, asset management and private banking. We believe this can offer significant benefits to financial intermediaries in Jersey, particularly trust companies and family offices that are looking to access specialist investment banking and advisory services.

Trust Companies and Family Offices

Whilst the integration of Deutsche Bank's business areas has been established for some years, the current economic climate means that the partnership between Deutsche Bank's PWM business and its Investment Bank is really gathering momentum. Deutsche Bank was named best Global Investment Bank in the 2010 Euromoney Awards, and it is

with confidence that we collaborate and bring together the Investment Bank and local intermediaries.

This partnership acts as a conduit between traditional wealth management and investment banking supporting entrepreneurs and family offices, many of which are clients of the intermediary network in Jersey. It brings them into contact with some of the Bank's leading minds, with employees around the globe, and provides access to Deutsche Bank's wider capabilities that can really enhance the wealth management offering to their underlying clients.

Global Banking – 'Wealth Creation'

The partnership with our Global Banking division creates a 'virtual community' – investment bankers and relationship managers use the partnership as a single point of contact and are involved in a wide range of projects. This provides family offices and trustees with services that are usually reserved for institutional clients including, advisory services (e.g when selling a flagship asset), M&As, Equity Capital Markets, IPO listings, strategic hedging, monetisation and commercial lending.

Global Markets – 'Wealth Utilisation'

The partnership with Global Markets opens up opportunities for managing wealth that are ordinarily out of the reach of individuals and reserved for institutional clients. In this way, the trustees and other financial intermediaries will be treated to an institutional service. This includes tapping into specialist services, including institutional products and pricing, prime services, customised product solutions, global capital markets and access to niche markets and advisory services.

Adding Value

In the new financial world, it is absolutely key to maintain client confidence and this means raising the bar across all business areas, concentrating on delivering a truly world class service. Traditional services are just no longer good enough for high value

clients who are demanding increasingly sophisticated financial support in a constantly shifting economic climate.

The management of family wealth in particular is changing, with families behaving more like financial institutions, making large investments, executing a lot of transactions and managing complex investment portfolios. As a result, they are looking for a more integrated approach that spans wealth management and investment banking and for a corresponding level of service and privacy.

It is for this reason that this partnership linking Deutsche Bank's PWM business and its Investment Bank is proving more and more attractive. The good news is that trust companies and other financial intermediaries in Jersey can take advantage of this partnership through Deutsche Bank's locally-based FIM team.

The FIM team in Jersey recognises that, in challenging times, the importance of relationships cannot be underestimated. By focusing on building a trusting relationship with clients, a complete understanding of their needs can be gained and, consequently, a bespoke service reflecting individual preferences is offered. Through the local team, a network of global experts in the 70-plus countries in which Deutsche Bank has a presence becomes available, adding real value to the relationship between Deutsche Bank and its intermediary clients, the knowledge of those intermediaries and, ultimately, the assets of those intermediaries' underlying clients.

In a changing financial world, meeting the demands of increasingly sophisticated intermediary clients is crucial, but is made easier for groups like Deutsche Bank as a result of their global strength. The Group weathered the crisis and emerged from it strongly, it is also affirming its position as one of the most stable banking institutions in the world. For the first six months of 2010, net income was EUR 2.9 billion, compared to EUR 2.3 billion in the first six months of 2009. The Bank's Tier 1 capital ratio, a good indicator of stability, was 11.3% at the end of the second quarter of 2010, up from 11% at the end of the second quarter 2009.

Having that global strength behind the Jersey business means that those individuals and businesses that choose Deutsche Bank as their financial partner locally can have extra confidence in drawing on the considerable expertise of its employees anywhere in the

world and be reassured that the assets of their underlying clients are properly looked after.

The benefits for locally-based trustees and family offices of this partnership between Deutsche Bank's PWM team and its Investment Bank are clear to see. The far-reaching, specialist opportunities it offers them through access to its global network of experts are highly sought after and can play a significant role in helping them manage the wealth of their high value clients over the months and years to come.

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