



[www.StructuredRetailProducts.com](http://www.StructuredRetailProducts.com)

[www.SRPMagazine.com](http://www.SRPMagazine.com)

# Media Pack

May 2010



## **CONTENTS**

<b>1. Introduction to StructuredRetailProducts.com .....</b>	<b>3</b>
<b>2. Introduction to SRPMagazine .....</b>	<b>3</b>
<b>3. Advertising opportunities on StructuredRetailProducts.com .....</b>	<b>5</b>
<b>4. Advertising opportunities in SRPMagazine .....</b>	<b>6</b>
<b>5. Contact Information .....</b>	<b>6</b>

## **APPENDICES**

<b>1. Technical specifications for StructuredRetailProducts.com .....</b>	<b>7</b>
<b>2. Technical specifications for SRPMagazine.....</b>	<b>10</b>
<b>3. Sample banners on StructuredRetailProducts.com .....</b>	<b>11</b>
<b>4. Sample adverts in SRPMagazine .....</b>	<b>12</b>
<b>5. Example of sponsored article in SRPMagazine .....</b>	<b>15</b>
<b>6. User Statistics.....</b>	<b>16</b>
<b>7. Usage Statistics.....</b>	<b>17</b>
<b>8. Sample Subscriber Firms.....</b>	<b>20</b>



## **Advertising Opportunities on StructuredRetailProducts.com and SRPMagazine**

### **1. Introduction to StructuredRetailProducts.com**

**StructuredRetailProducts.com** was set up in January 2003 to provide a single point of information on the global retail structured products markets.

The website currently provides details of **over 1,400,000 products**, covering **33** countries in Europe, the Americas and the Asia-Pacific regions, and is used by **over 4,300 subscribers** across the world.

In addition to the products database and listings of all current and maturing products, the site offers an **international news service**. This provides stories on prospective new product launches, regulatory updates, market reviews and profiles of key players.

A **Daily Email**, updating users on new products and news stories published each day, is a key element of the service ensuring users are up-to-date on the latest trends in the markets.

**StructuredRetailProducts.com** is an independent business and offers no recommendation, rating or opinion on specific products. The aim of the site is simply to be the primary reference point for the global structured retail products market, providing all the information participants require to help them work more efficiently.

### **2. Introduction to SRPMagazine**

**SRPMagazine** is a monthly **electronic** magazine focused on the global structured products industry, backed by the unrivalled databases and news service of the StructuredRetailProducts.com website. The magazine was launched in January 2008.

The magazine offers quantitative and qualitative analysis of the latest trends and developments to help structured product professionals grow their businesses.

The magazine is sent **free of charge** to all current subscribers to StructuredRetailProducts.com and also to the UK-based independent financial



advisers using our sister website **SRPAdviser.com** (currently around 300 IFAs). The magazine provides a summary of the key events in the markets each month and has **additional exclusive content including in-depth features, profiles and product analyses.**

Non-subscribers to these websites can subscribe to the magazine alone.

The magazine is available in electronic form on its own dedicated website **SRPMagazine.com** and via a PDF link. The website also contains an **Archive** of all previous issues of the magazine.

Using cutting-edge Flash technology, the innovative **“page-turning” software** simulates the effect of reading a physical magazine.

Below is an illustration from the April 2010 publication.

The screenshot displays the SRP website interface. At the top left, there is a navigation menu with 'SRP Home About us My Profile Archive'. The main content area is divided into two columns. The left column features a large advertisement for STOX, with the text 'New power. New index names. No limits.' and an image of a yellow race car. The right column is titled 'Editorial' and features a profile of Kim Hunter, Editor, with a photo and contact information. Below the editorial section, there is a 'View PDF version' button and a 'Go to page:' field with a 'Go' button. The footer of the page indicates 'Issue 26 April 2010'.



### 3. Advertising opportunities on StructuredRetailProducts.com

**StructuredRetailProducts.com** offers advertisers access to its community of structured products professionals. The profile of site users, and the fact that they are paying subscribers, makes this client base an attractive opportunity for advertisers to reach a **targeted market of key players in the structured products business.**

Advertisers have the opportunity to place exclusive banner advertisements both on the website itself and via sponsorship of the daily email. Samples of advertising are shown in the Appendices.

The following opportunities are available:

Daily Email Sponsorship £9,000

#### Premium Pages

- Home Page £6,000
- News Pages £6,000
- Current Offers Page £3,750
- Recent Additions Page £3,750
- Search Page £3,750

#### Other Pages

- Banners or buttons on any page £2,250

Rates are for **one month for an exclusive banner advertisement at the top of each page or in the Daily Email**, or an exclusive button on each page.

Discounts are available for multiple pages. All rates are exclusive of sales tax and agency fees.

The required technical specifications for the advertising banners are provided in the attached appendices.



#### 4. Advertising opportunities in SRPMagazine

Advertising and sponsorship opportunities are available in the magazine as follows:

1.	Inside front cover	£6,000
2.	Full page	£5,000
3.	Half Page	£2,500
4.	Three or more pages	10% discount
5.	Six or more pages	15% discount
6.	Full year (11 issues)	20% discount

Note that all prices quoted are exclusive of sales tax and agency fees.

#### Sponsored Statements

These are available by negotiation (see example in the attached Appendices).

#### 5. Contact Information

If you would like to place any advertising on StructuredRetailProducts.com or in SRPMagazine please contact us at:

In London

[info@structuredretailproducts.com](mailto:info@structuredretailproducts.com)

+44 (0)20 8347 0202

In New York

[infony@structuredretailproducts.com](mailto:infony@structuredretailproducts.com)

+1 646 201 5229

In Hong Kong

[infohk@structuredretailproducts.com](mailto:infohk@structuredretailproducts.com)

+852 3590 6700



## Appendices

### **1. Technical specifications for advertising banners on SRP.com**

Three types of banners are available - two different types on the website itself, and one type on the Daily Email.

#### **1.1 Website**

The file type for a banner on the website can be GIF or animated GIF. The advertiser needs to provide us with the url of the destination website to be displayed when the user clicks on the advertising banner. Two positions are possible, as displayed below:



**Structured Retail Products** LOGOUT

Search:

Welcome back **David Perez**  
Edit profile

Select Database  
Germany

**Home**  
News  
Current Offers  
Continuous Product  
Leverage Products  
Recent Additions  
Maturing Products  
Jargon

Search Database  
Analysis & Reports

Product Pricing  
Portfolios  
Product Scoring  
Learn

SRPMagazine.com

Training  
Research

About Us  
Advertising  
Security  
Legal  
Contact Us

**Dow Jones-AIG Commodity Indexes<sup>SM</sup>**  
ARE NOW THE  
**Dow Jones-UBS Commodity Indexes<sup>SM</sup>**

**UK Keydata sale by 'end of next week'**

PwC confirmed as SRP went to press that it had received thirty expressions of interest in Keydata Investment Services and hopes to sell the business as a going concern by the end of next week. All potential buyers are on the same level at the moment, said a spokesperson for the administrators. SRP has spoken to four potential suitors - Opal, Jubilee, Mellon and Meteor.

While...

**More lawsuits in the pipeline against Caisse d'Épargne**  
*Français*  
French consumer association Union fédérale des consommateurs (UFC) has initiated another lawsuit against Caisse d'Épargne, relating to the marketing of its Doubl'ô range of structured products.  
A case brought to the high court in Paris alleges 'misleading' advertising techniques during the marketing of the products back in 2001 and 2002. As with similar lawsuits,...

**Finland's regulator criticises marketing**  
*Suomi*  
The Finnish regulator Finanssivalvonta (Fiva) has issued a statement insisting that local market participants adhere to the paragraphs of AML Chapter 2 in their structured products marketing literature.  
The release says that an inspection made last year found almost all the participants' marketing literature wanting. In particular, there is scope for improvement when it comes...

**ISSUANCES & SALES\***  
YTD Issuance: 83,739  
YTD Sales: € 13,989 m  
more info...  
\*Tranche only

**MOST ACTIVE ISSUERS\***  
Commerzbank 12,055  
Deutsche Bank 8,492  
UBS 8,020  
Sal. Oppenheim 5,297  
Citi 4,755  
\*Year To Date, Tranche only

**RECENT ADDITIONS**  
**WGZ Bank.**  
WGZ Capped Bonus Zertifikat 14  
**Société Générale.**  
Aktienleihe  
**Société Générale.**  
Aktienleihe  
[Full List >](#)

**TOP ASSET CLASSES\***  
Equity € 4,226 m  
Interest € 3,315 m  
Rate  
Credit € 1,322 m  
Commodities € 299 m  
Inflation € 77 m  
\*Year To Date, Tranche only

**CAPITAL PROTECTION\***  
100% € 5,017 m  
Less than 100% € 4,223 m  
More than 100% € 62 m  
\*Year to date, Tranche only

**PRODUCT TYPE\***  
Income € 5,118 m  
Growth € 4,098 m  
Growth and Income € 87 m  
\*Year to date, Tranche only

**Other News**  
HSBC and LGII team up on deposit range  
10 Jun 2009  
CAAM launches capital-protected ETF  
10 Jun 2009  
Czech UniCredit returns with new notes

**Market Reviews**  
Spain Market Review - May 2009  
*Español*  
9 Jun 2009  
Taiwan Market Review - May 2009  
*中文(繁体)*

**More News > News Archive > The week's news at a glance >**

**SRP Magazine**

## 1 Top banner

The dimensions of the banner should be 460 pixels (w) x 60 pixels (h)  
The maximum file size for this type of banner is 15Kb.

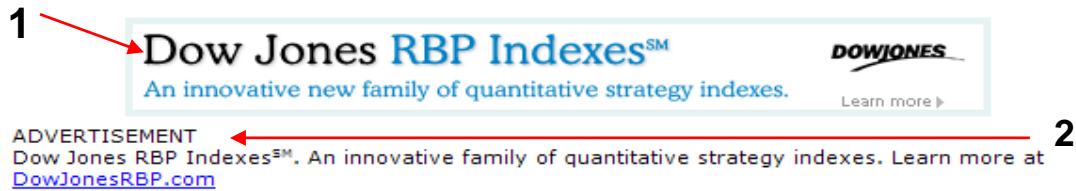
## 2 Right hand bar button

The dimensions of the button should be 154 pixels (w) x 68 pixels (h).  
The maximum file size for this kind of button is 5Kb.



## 1.2 Daily Email

The file type for a banner on the website can be GIF or animated GIF. The advertiser needs to provide us with the url of the destination website to be displayed when the user clicks on the banner. One position is possible, as displayed below:



**Structured Retail Products**  
 Daily Update

**Notification**  
 Our 2008 Annual Reviews for Europe, North America and Asia are now available. To order your copy please contact us at +44 (0)20 8347 0203 (Europe), +1 212 300 2140 (Americas), +852 2251 8247 (Asia) or email [info@arete-consulting.com](mailto:info@arete-consulting.com)

**News stories added to the site today:**  
 Click on a story to view:

- French AMF publishes guide on good practices
- JPMorgan Singapore continues notes issuance
- Barclays debuts TrendStar note
- Nordea Bank Norway issues commodity-linked product
- Lehman Brothers offers its first UK knockout
- EFG-Hermes adds HSBC fund to its range of products
- L'AMF publie un guide de bonnes pratiques
- Nordea Bank Norway lanserer produkt knyttet opp mot råvarer

See our news page for stories [click here](#)

**Products added to the site today:**  
 Click on a product to view:

**ASIA**

**China :**

- DBS Bank - 利率挂钩一个月期人民币款/1 M IR Linked CNY 20080414
- DBS Bank - "鼠"黄金三期 -1个月人民币款/Shu Huang Jin S3 - 1M CNY
- DBS Bank - "鼠"黄金二期 -3个月人民币款/Shu Huang Jin S2 - 3M CNY

The dimensions of the banner **(1)** should be 460 pixels (w) x 60 pixels (h)  
 The maximum file size for this kind of banner is 15Kb.

The advertiser needs to provide text for the HTML version to be written under the word **ADVERTISEMENT (2)**. This will also appear on the text version of the email.



## 2. Technical Specifications for Advertising in SRPMagazine

Technical specifications for adverts in the magazine are as follows:

### **Full page**

Picas	W38p x H43p, bleed 1p
Inches	W6.33 x H7.17, bleed 0.17
Centimetres	W16.09 x H18.2, bleed 0.42
Millimetres	W160.867 x H182.033, bleed 4.2

### **Picture**

Format	Jpeg
Colour	RGB
Resolution	W96dpi x H96dpi
Dimension	W608 pixels x H688 pixels
Size	70-90KB

### **Half page (vertical)**

Picas	W16p6 x H36p
Inches	W2.75 x H6
Centimetres	W6.99 x H15.24
Millimetres	W69.9 x H152.4

### **Half page (horizontal)**

Picas	W34p x H18p6
Inches	W5.66 x H3.08
Centimetres	W14.39 x H7.83
Millimetres	W143.9 x H78.3

### **Picture**

Format	Jpeg
Colour	RGB
Resolution	W96dpi x H96dpi
Dimension	W544 pixels x H296 pixels
Size	30-50KB



### 3. Sample banners on StructuredRetailProducts.com

Past advertisers have included Barclays, BNP Paribas, Citigroup, Credit Agricole, Dow Jones, EuroMTS, FTSE, HSBC, Nasdaq, RBS, Société Générale, Standard and Poor's and Stoxx, and a selection of banners is shown below.





#### 4. Sample adverts in SRPMagazine

**BNP Paribas Corporate and Investment Banking**  
Our collection of awards keeps on growing.

<p><b>Risk Awards 2008</b></p> <ul style="list-style-type: none"> <li>• Structured Products House of the Year</li> </ul> <p><b>Risk Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Equity Derivatives House of the Year</li> </ul> <p><b>Euromoney Global Awards for Excellence 2007</b></p> <ul style="list-style-type: none"> <li>• Structured Products House of the Year</li> </ul> <p><b>AsiaRisk Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Derivatives House of the Year</li> <li>• Credit Derivatives House of the Year</li> <li>• Deal of the Year (Australian fund derivatives deal)</li> </ul>	<p><b>Structured Products Europe Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Credit House of the Year</li> <li>• Equity House of the Year</li> <li>• Interest Rates House of the Year</li> </ul> <p><b>Structured Products Americas Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Structurer of the Year, North America</li> </ul> <p><b>Global Finance Derivatives Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Best Equity Derivatives Provider in North America</li> <li>• Best Credit Derivatives Provider in Asia</li> </ul> <p><b>FOW Awards 2007</b></p> <ul style="list-style-type: none"> <li>• Equity Derivatives House of the Year</li> </ul>
--	--

Musée Guggenheim - Frank Lloyd Wright © Adagp, Paris 2008  
BNP Paribas is authorised by the CECEI and AMF in France and the Financial Services Authority and is regulated by the FSA for the conduct of its investment business in the U.K.

[www.cib.bnpparibas.com](http://www.cib.bnpparibas.com)

The bank for a changing world |  **BNP PARIBAS**  
CORPORATE & INVESTMENT BANKING

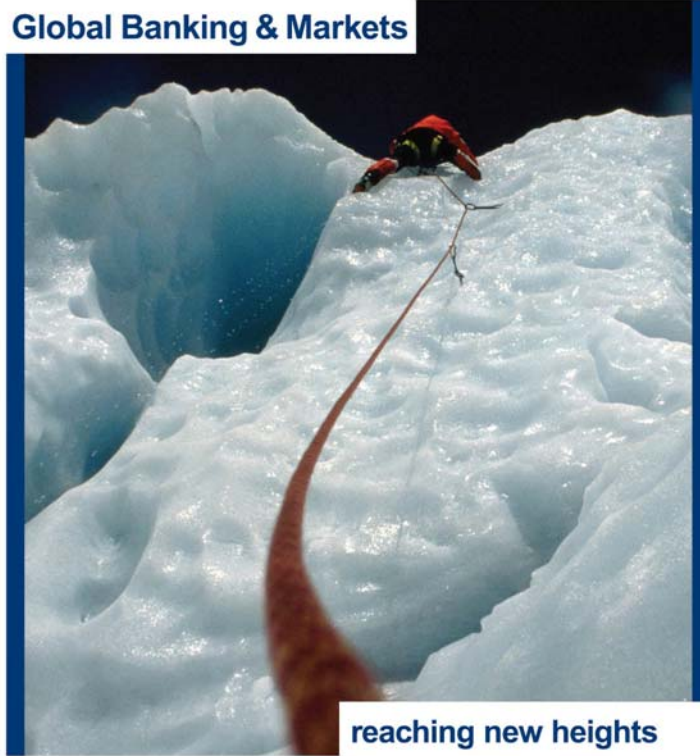




# Structured Retail Products

[www.StructuredRetailProducts.com](http://www.StructuredRetailProducts.com)

## Global Banking & Markets



### reaching new heights

RBS WAS RECENTLY VOTED 'Best in the UK' and 'Best in the Nordic region' at the Structured Products Europe Awards 2007 for our unrivalled dedication to excellence, innovation and client service.

Call us on +44 (0)20 7085 5238


[rbs.com/sip](http://rbs.com/sip)

Make it happen™



The Royal Bank of Scotland plc is authorised and regulated by the Financial Services Authority in the United Kingdom.  
Registered Office: 36 St Andrew Square, Edinburgh EH2 2YB. Registered in Scotland No. 90312.

## 5. Example of a Sponsored Statement in SRPMagazine

Corporate statement: citi


### Emerging market infrastructure

Infrastructure has historically played a key role in economic development. Emerging countries have an urgent need to expand infrastructure in order to respond to demand for power generation, communications, transportation and water. Citi analyses the investment opportunities behind this trend.

**T**he common classifications of infrastructure include economic, social and commercial infrastructure, encompassing transport, telecommunications, utilities, housing, cable networks and a wide range of related assets and services.

Whilst developed economies tend to be more focused on upgrade and maintenance of existing assets, developing economies have an urgent need to expand their infrastructure in order to respond to a very large demand for power generation, communications, transportation and water supply.

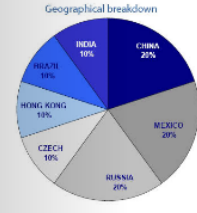
Urbanisation and globalisation are the main factors driving the development of infrastructure in emerging countries, in addition to the social and commercial pressure generated by the failures of an inadequate existing infrastructure. In low income areas, the demand tends to focus on access to infrastructure services, whilst in areas with a higher level of income, the quality and reliability of infrastructure assumes a critical role.

**Infrastructure as an asset class**  
Infrastructure investment has the benefit of being non-cyclical and is driven by real social and commercial need. The capital provision required is currently facilitated by a variety of funding sources. Governments are taking active steps to promote foreign investment in infrastructure projects, fiscal balances in developing economies are generally supportive and external funding is increasingly available from sovereign wealth funds, private equity funds and other private investors. Infrastructure is being considered as an asset class in its own right and the stable and long-term cash flows expected are

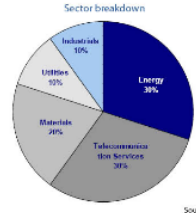
very attractive in an environment characterised by macro-economic volatility.

**Investable infrastructure**  
In order to benefit from the growth potential associated with emerging markets infrastructure, the investor needs to obtain direct access to markets in many locations around the world. The investable universe of stocks must be constructed taking into account both the liquidity of the relevant equities and of options related to them, as well as any accessibility constraints faced by foreign investors. Citi's global reach and strength in emerging markets has enabled it to identify a large global universe of investable stocks that provide a well diversified

Geographical breakdown



Sector breakdown

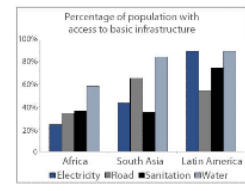


Source: Citi


**Portfolio in terms of geographic and sector exposure.** Consequently, Citi is able to offer a full range of structured products linked to emerging markets infrastructure.

**These structured products can combine partial or full capital protection with direct exposure to a tailored infrastructure basket. Call overwriting strategies can take advantage of the high levels of volatility that typically characterise emerging markets stocks.**

**Percentage of population with access to basic infrastructure**



**Contact details**  
Albert Pflanz, Managing Director  
Head of European Structured Sales  
a.pflanz@structured.com  
t: +44 2020 7386 0285  
www.equityfirst.citigroup.com



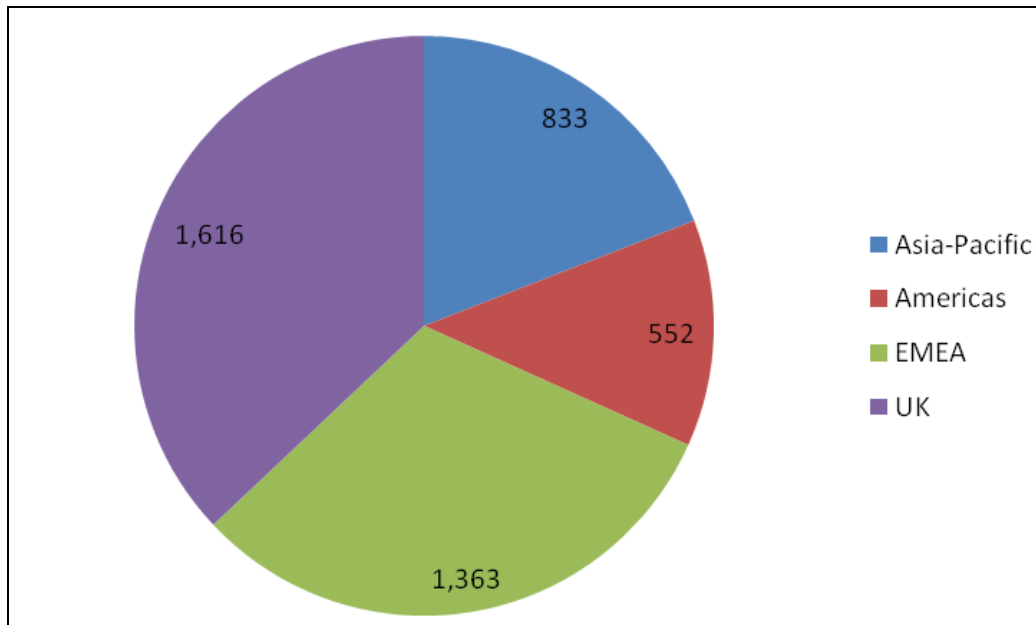
Issue 7 July 2008
Go to page:  Go
View PDF version

## 6. User Statistics

StructuredRetailProducts.com has attracted **over 17,000** users since launch in 2003 and approximately **200 new trial users register each month**.

There are currently **over 4,300 registered subscribers** of the services (as at April 2010) in **52 countries** around the world. A geographic breakdown of subscribers is shown below.

### Geographic Breakdown:



Approximately **half of the users** are “**product provider**” or **buy-side firms** i.e. **retail banks, insurance companies, fund managers, etc.**

Another **third are sell side firms** i.e. investment and commercial banks, and the other users are a mixture of regulators, exchanges, consultancies, index providers, legal firms, etc.

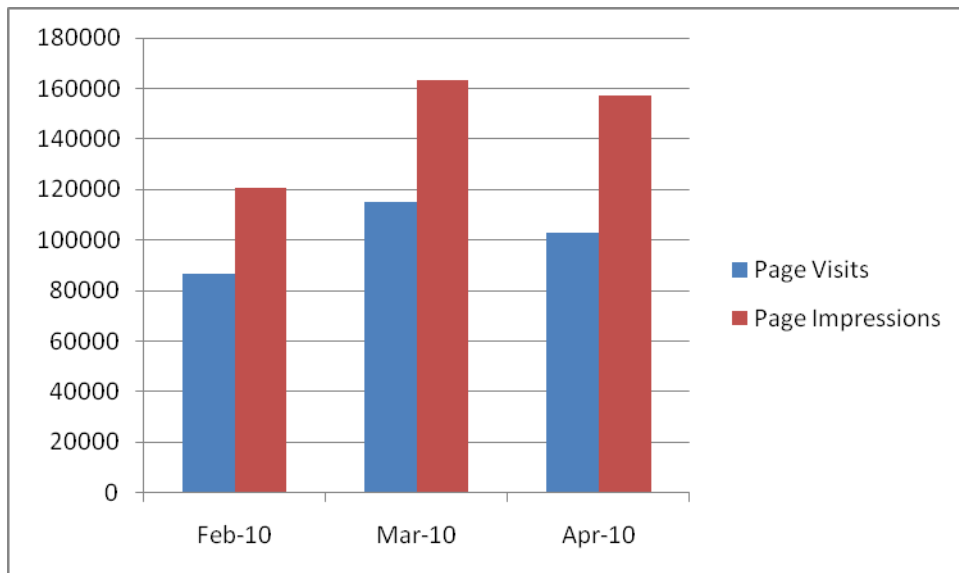
A sample of some of the client firms is shown at the end of this document.

## 7. Usage Statistics

The number of unique users for StructuredRetailProducts.com and their usage is shown below (for April 2010).

Total site users	= 1,670
Total page impressions	= 157,267
Average No. of Pages / User	= 94.2
Average number of Daily Emails sent	= 4,049

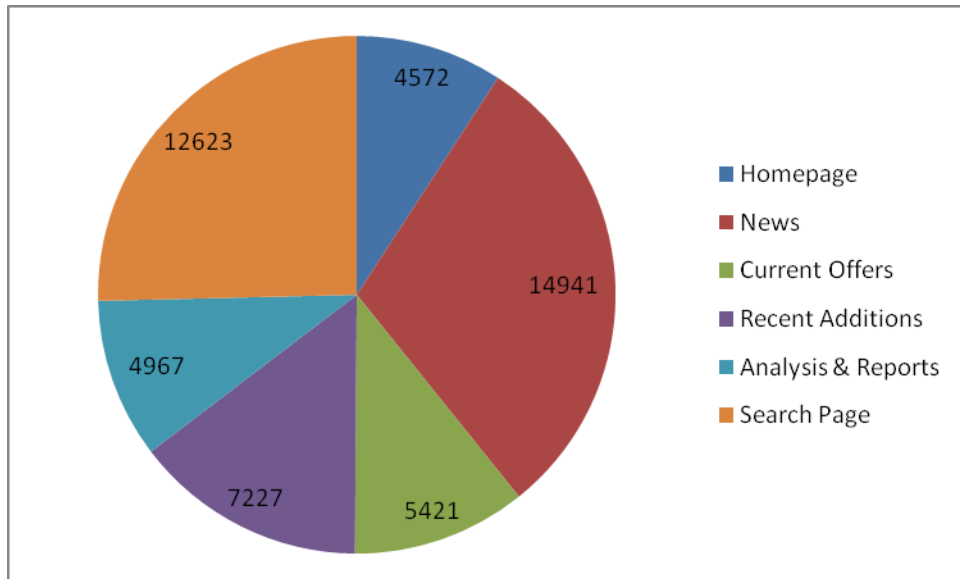
### Monthly Page Impressions – February to April 2010



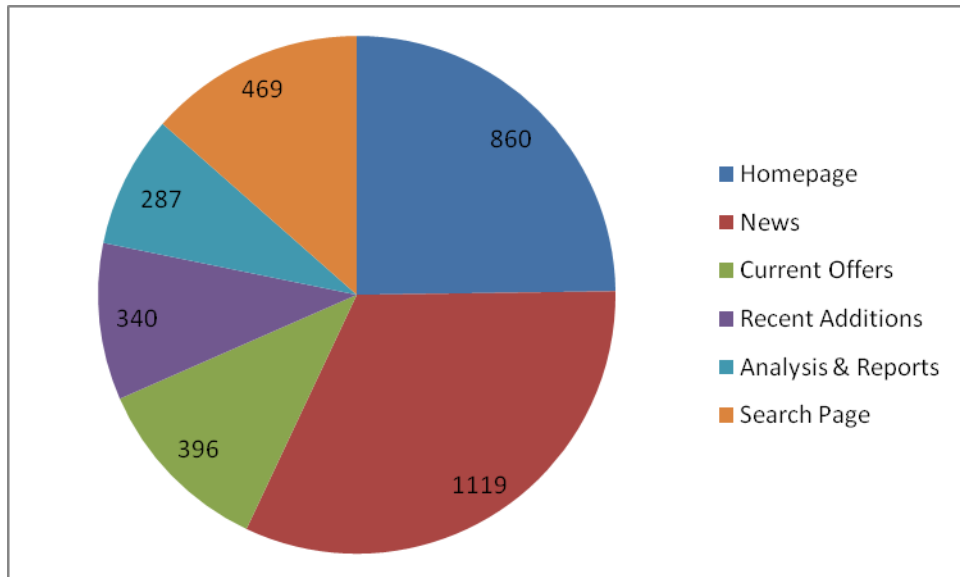
**Popular pages**

The most popular pages in the website are: Home Page, News Pages, Current Offers, Recent Additions, Analysis and Reports and Search Page.

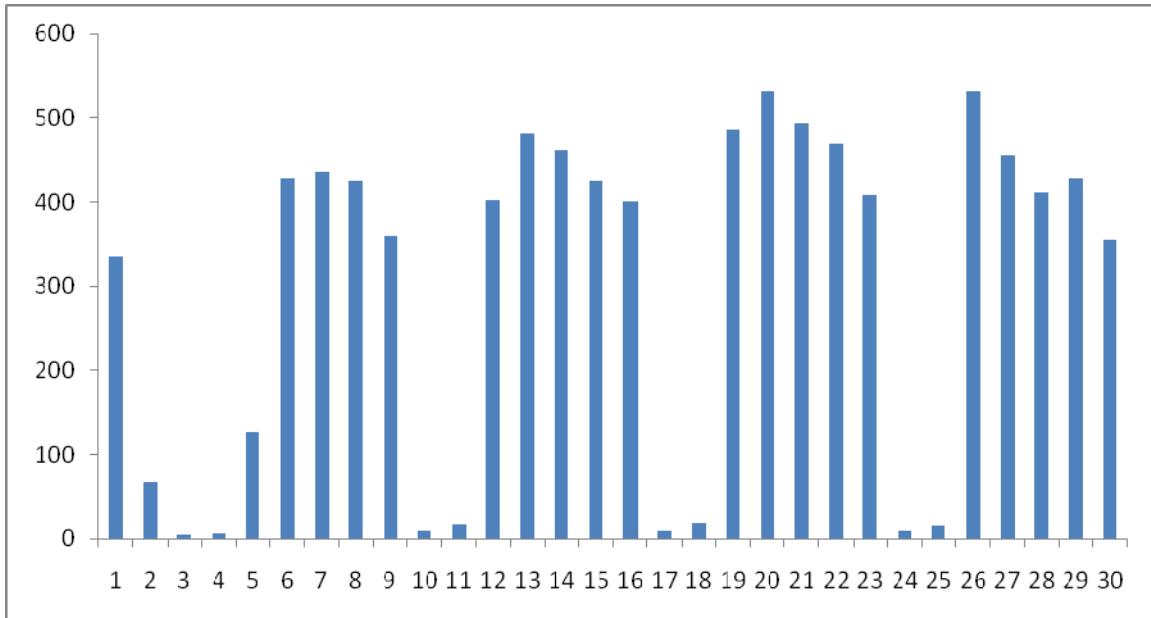
**Popular page visits by page (total visits) – April 2010**



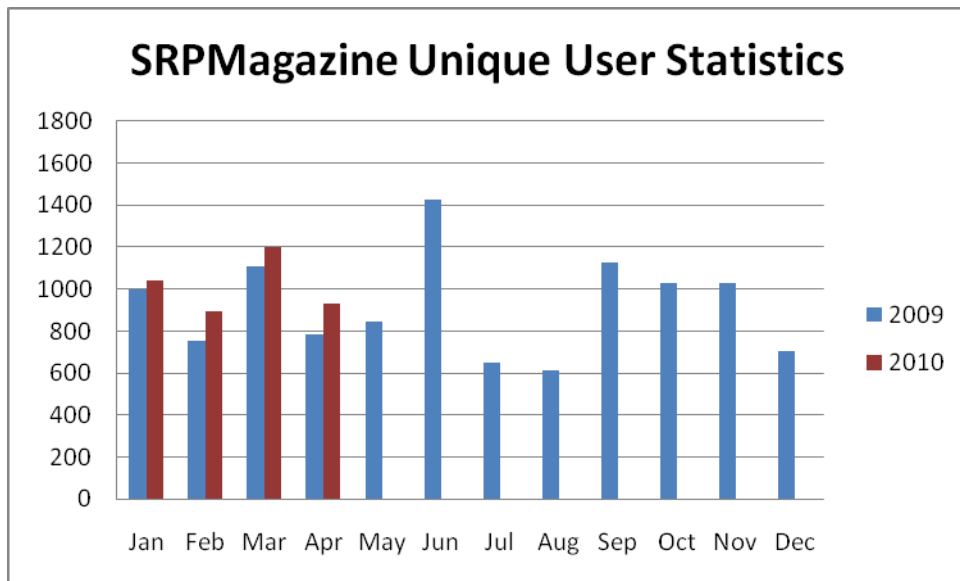
**Popular page visits by Page (site users) – April 2010**



**Daily unique user visits to StructuredRetailProducts.com – April 2010**



**Monthly Unique User statistics for SRPMagazine\***



\*Number of unique users accessing the SRPMagazine.com website or downloading the SRPMagazine PDF file. Note: No magazine is published in August.



## 8. Sample client list as at April 2010

Abbey	HSBC Asset Management
ABN Amro	HSBC Bank
ABN Amro Private Banking	HSBC Life
Advisors Asset Management	HSBC Life (Europe)
AG Insurance	HSBC Private Bank
Agefi Actif	HSBC Securities (USA) Inc
Ahorro Corporación	HSBC Trinkaus & Burkhardt
Allen & Overy LLP	HVB
AllianceBernstein	ID Consultancy Group
Alpha Financial Technologies	Ignis Asset Management
Amundi Asset Management	ING Bank (Poland)
ANZ Bank	ING Financial Markets
Arbuthnot Banking Group	ING Private Banking
Artesia Bank	Insight Investment
Ashurst LLP	Investec
Authoriteit Financiële Markten	Investment Design and Distribution
Aviva	Irish Life
Aviva Vita	Irish Life Investment Managers
AXA Investment Managers	JPMorgan
AXA MPS Financial Limited	JPMorgan Asset Management
AXA Sun Life	KBC
Axel Springer	Kempen & Company
Banc Sabadell	Kensington Group
Banca Aletti	La Caixa
Banca IMI	Laiki Bank
Banco Guipuzcoano	Legal & General
Banco Santander de Negocios Portugal	Liontamer Protected Investments
Banesto	Lloyds Private Banking
Banif	Lloyds TSB
Bank BGZ	Luxembourg Financial Group
Bank of America	Mackenzie Financial
Bank of Bermuda	Macquarie Bank
Bank of Georgia	Mandatum Life
Bank of Ireland	McKee Nelson
Bank of Scotland	Mediobanca
Bank of Scotland Ireland	Mediolanum Vita
Banque Cantonale Vaudoise	Merrill Lynch
Banque Postale Structured Asset Management	Merrill Lynch Investment Managers
Barclays	Meteor Asset Management
Barclays Capital	Momentum Wealth
Barclays Wealth	Morgan Stanley
Basler Kantonalbank	Morrison and Foerster
BBVA	MPS Capital Services
BBVA Bancomer	MSCI Barra
BBVA Chile	MTSNext
BBVA Gestión	NASDAQ OMX
BCP Asset Management	National Australia Bank
Birmingham Midshires	National Savings & Investments



# Structured Retail Products

[www.StructuredRetailProducts.com](http://www.StructuredRetailProducts.com)

Blue Sky Asset Management  
BMO Capital Markets  
BNP Paribas  
BNP Paribas Asset Management  
BNY Mellon Asset Servicing  
Boerse Stuttgart  
Borsa e Finanza  
Boston Consulting Group  
BRE Bank  
Britannia Building Society  
Cadwalader, Wickersham & Taft LLP  
Caixa Catalunya  
Caixa Geral de Depositos  
Caja De Ahorros Municipal De Burgos  
Caja Madrid  
Cajastur  
Calyon Securities Tokyo  
CAM  
Cater Allen Private Bank  
CIBC  
CIMB  
Citi  
Clarendon Marketing  
Clerical Medical  
CM-CIC Asset Management  
CME  
Commerzbank  
CONSOB  
Cooperative Financial Services  
Coutts  
Crédit Agricole CIB  
Crédit Suisse  
Daewoo Securities  
Daiwa Securities  
Davis Polk & Wardwell  
DBS Bank  
Deutsche Bank  
Deutsche Bank Asset Management  
Deutsche Boerse  
Deutsche Bundesbank  
Dexia Bank Belgium  
DnB NOR Bank  
Dow Jones  
Duggan Asset Management  
DWS  
DWS Investments  
DZ Bank  
Edmond de Rothschild Investment Managers  
Eksportfinans  
Eurizon Capital  
Nationwide Building Society  
Natixis Asset Management  
Natwest  
Newcastle Building Society  
NFU Mutual  
Nomura  
Nordea  
NYSE Euronext  
Oak Capital  
OECD  
Oliver Wyman  
Onafhankelijk Vermogensbeheer  
Pioneer Investments  
Pohjola Bank  
Polish Supervision Financial Authority  
Poste Vita  
PRO BTB Finance  
Prudential Assurance  
Rabobank International  
Raymond James  
RBC Capital Markets  
Regions Bank  
Riskmathics  
Robeco Direct  
Royal Bank of Scotland  
Russell Investment Group  
Santander Asset Management  
Santander Central Hispano  
Santander Global Banking & Markets  
Scottish Widows  
SEB  
SIP Nordic  
Skandia  
Sociedad de Bolsas  
Société Générale  
Société Générale Private Banking Hambros  
Soderberg & Partners  
Sofia Alternatives  
St James's Place Capital plc  
Standard and Poor's  
Standard Bank of South Africa  
Standard Chartered Bank  
Standard Chartered First Bank Korea  
Standard Life  
STOXX  
SunTrust Bank  
Swedbank  
Swedish Securities Dealers Association  
T Rowe Price  
Talisman



# Structured Retail Products

[www.StructuredRetailProducts.com](http://www.StructuredRetailProducts.com)

European Commission  
Exane  
F&T Consultants  
Federal Finance  
Federation des Caisses Desjardins du Quebec  
Fibanc  
Fidelity Investments International  
Financial Services Authority  
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