

**SUBSCRIBE TO A MEMBERSHIP**  
**www.theasianbanker.com**

- Rich research and data on the financial services industry
- Your own marketing platform to the banking community
- A membership that works for your business



# The most powerful interactive platform in the banking industry, anytime, anywhere

The screenshot shows the homepage of The Asian Banker, featuring a navigation menu, a main content area with news and interviews, a sidebar with a search bar and 'Banking This Week' section, and a footer with contact information. Several callout boxes are overlaid on the page, highlighting specific features and content.

A rich repository of research data and industry directory

Access to the rich content of The Asian Banker now at your fingertips

Access to global movers and shakers in the financial services industry

Design prominent banner ads to enhance your brand association with us

Financial results of banks as soon as they are released

Be highly interactive in your advertisements

A feel of industry sentiments through our regular quick polls

Place your advertisements insidespecific stories to target readers

Inform the community of webcasts, webinars and seminars you are organizing

E-mail over 30,000 of our readers and direct them to your white papers and surveys

Content and Community at  
**www.theasianbanker.com**

## Subscribe to theasianbanker.com membership

The Asian Banker's online portal provides a highly interactive platform to keep abreast of developments in the financial services industry. The interviews and content are an authoritative source of insights provided by global personalities shaping the industry today.

Theasianbanker.com is also a one-stop well branded community portal, where buyers and sellers of

services in the financial services industry can interact with each other. To be associated with theasianbanker.com is to be associated with a world class institution.

Over 30,000 banking professionals around the world access The Asian Banker through our electronic newsletters as well as print and website-based research and data.

At The Asian Banker, we have created several types of memberships to our content that works well for different types of organisations.

Become a Member, and benefit in one of two ways or both:

and/or:

### ✓ Institutional Membership



**If you are a bank, an advisory firm or an inhouse research team, subscribe to access all our publications, research and data:**

- Access to the regular Editorial and Publication of The Asian Banker
- Access our rich Bank Data Center, which comprises:
  - The All Bank Listing and Quality of Institution Rating for Asia and the Middle East
  - The Asian Banker 300 Annual Ranking of Banks by Assets and Strength
  - The Asian Banker Retail Banking Scorecard of Banks in Asia and the Middle East
  - The Technology and Operations Buyers and Sellers Selections Directory
  - The Asian Banker Databook
- Access to all The Asian Banker Summit and other Conference Presentations

### ✓ Business Membership



**If you are correspondent bank, a technology vendor or a service provider, subscribe to push information on your organisation or products to the banking community:**

- Place your white papers on the front and related page of The Asian Banker website
- Place your classified ads on the front and related page (can lead to webcasts, podcasts, online surveys and other web-based interactive features).
- Place complimentary banner ads 4 times a year in our ever popular e-newsletters
- One time use of the Asian Banker electronic direct mail database to communicate your marketing message to the right audience in the banking community
- Plus full access to our publications, research and data.

## Types of membership to theasianbanker.com

**There are simply four types of membership options and reasons why you would choose one of them:**

1. **Individual Membership.** This is suitable for individuals who want access to the online and print publication only, as well as recognition and participation in our online communities.
2. **Business Membership.** Suitable for organisations that wish to use their membership to access and sell to the banking community. This membership provides access to our website and database for your marketing access.
3. **Institutional Membership.** Suitable for financial institutions, regulators, research and consulting companies as well as strategic content driven businesses that wish to benefit from the rich content in The Asian Banker.
4. **Premier Membership.** For organisations that wish to benefit from both Business and Institutional Membership features. These are typically institutions that value our content as well as access to our community such as those in the Financial institutions and Correspondent Banking businesses, research and consulting firms and strategic service providers.



## CHOOSE THE MEMBERSHIP THAT SUITS THE NEEDS OF YOUR ORGANISATION

Type of Membership	Individual Membership		Corporate Membership		
	Limited Individual Online Only Access	Individual Membership	Business Membership	Institutional Membership	Premier Membership
Fees Per Annum	\$98	\$800	\$8000*	\$8000*	\$12,000*
Benefits Per Annum	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>
<b>General Access</b>					
Asian Banker news content (Individual password access for 7 days)	✓	✓	✓	✓	✓
Asian Banker e-newsletters	✓	✓	✓	✓	✓
Asian Banker online communities	✓	✓	✓	✓	✓
<b>Editorial and Publication Access</b>					
The Asian Banker (Online Edition)	✓	(one pwd)	(max 20 pwds)	(max 50 pwds)	(max 50 pwds)
The Asian Banker (Online Edition) The Asian Banker (Print Edition) • 6 x Regular Issues • 4 x Special Editions • Industry Outlook • The Asian Banker 300 • The Leadership Edition • Excellence in Retail Financial Services		✓ (single copy)	✓ (max 20 copies)	✓ (max 20 copies)	✓ (max 20 copies)
<b>Research and Data Access – for benchmarking, in-house research support</b>					
The Asian Banker 300 (Soft and hard copy access to the Annual Ranking of Banks by Assets and Strength)		✓	✓	✓	✓
The Asian Banker Retail Banking Scorecard of Banks in Asia and the Middle East		✓	✓	✓	✓
The All Bank Listing and Quality of Institution Rating for Asia and Middle East			✓	✓	✓
The Technology and Operations Buyers and Sellers Directory (Online Access)				✓	✓
The Asian Banker Databook (Soft and Hard Copy Access)				✓	✓
Research Analyst Support				✓	✓
<b>Access to The Asian Banker Summit and Related Conferences – for financial institutions and premium partners</b>					
Access to presentation powerpoints of past available Asian Banker Summits				✓	✓
3 free passes to The Asian Banker Summit				✓	✓
<b>Push to Community Access – for correspondent banks, technology vendors and service providers</b>					
Member's career opportunities posted on The Asian Banker Career Portal and listed on bi-weekly Career e-newsletter			✓		✓
Banner ad in The All Bank Listing (or a suitable site)			✓		✓
Announcement of News or Press Releases sent to relevant Asian Banker Community via Twitter/Facebook			✓		✓
Member's whitepapers, contributed articles or video webcasts on The Asian Banker website			✓		✓
One time use of The Asian Banker database			✓		✓
<b>Licence for your Intranet – for enterprise wide use within your organisation</b>					
Full licensing of content on your intranet					✓
<b>Membership Recognition</b>					
Membership Recognition	None	"Individual Member"	"Business Member"	"Institutional Member"	"Premier Member"
	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>

\* valid till 10 July 2009

- 1. The Risk, Regulation & Governance Conference
- 2. The BAFI Asia Conference on Cash, Treasury & Trade
- 3. The Technology & Operations Council Annual Meeting

## Description of the product benefits listed in the table above

### General Access

1. Individual Password access to all news content for up to 7 days only.
2. Free e-newsletters. All registered visitors are put into our list to receive our weekly e-newsletters.
3. Participation in all The Asian Banker Online Communities (in the process of setting up communities around the FI business, Risk Management, Technology etc).

### Editorial and Publication Products

1. Full password access to The Asian Banker Online Publication. This includes access to the online version of the 4 special annual editions (The Annual Industry Outlook, The Asian Banker 300, The Leadership Edition and Excellence in Retail Financial Services)
2. The Asian Banker Print Edition, sent to your address six times a year, plus 4 special editions.

### Research and Data Products (to be implemented by September 2009)

1. The Asian Banker 300 Annual Ranking of Banks by Assets and Strength. Our annual must-have edition of the ranking of banks by the size and quality of their annual performance.
2. The Excellence in Retail Banking Scorecard of Banks in Asia and the Middle East. Our well recognised scorecard of the quality of retail banks ranked by nine key criteria.
3. The All Banks Listing of Institutions for Asia and the Middle East. A listing of all financial institutions across the countries we cover, with a rating suggested by The Asian Banker suitable for counter-parties and correspondent banks.
4. The Technology and Operations Buyers and Sellers Directory. This Directory is designed as a first point of call to know what software is out there and for technology vendors to know who the buyers are and the profile of the bank's buying track record.
5. The Asian Banker Databook. The established annual report that contains all the key operational

data of the banking industry, from number of branches to payments system.

6. Research Analyst Support. For our premier and institutional members, we provide access to the analysts who put these research together, so that you can slice and dice your research.

### The Asian Banker Summit and Related Conferences

1. Access to presentation powerpoints and video clippings of past events.
2. Free passes to attend The Asian Banker Summit. For Premier and Institutional members.

### Push to Community Access

1. Banner and Classified Advertisements in the main or selected sections of the website based strictly and only on availability of space. Excellent way to stay visible to your target audience in a very cost-effective but well branded manner. Banners can be changed at anytime to change messages over the subscription year.
2. Members Career Opportunities posted on The Asian Banker Career Portal. We will be pleased to place your employment opportunities on our website.
3. Announcement of News or Press Releases on our website plus sent to the relevant Asian Banker Communities via Twitter or Facebook.
4. Member's whitepapers, contributed articles or video webcasts displayed or linked on main web page for one month and accessible by search for full year. We also provide design services priced separately.
5. One time use of our database. To push your marketing information on events or products in your organisation's own name. Fulfilment costs are incurred separately.

### Full Content licenced to your organisation's intranet

6. Full Content licenced to your organisation's intranet. For a select few of our global clients, we will licence our entire content to be made fully available on your own intranet.



## Subscribe Today!

Yes, we would like to become a member in The Asian Banker for a period of one year in the following category with the benefits as listed in this document.

- Individual Membership at US\$800 pa.** Access to the online and print publication, as well as recognition and participation in our online communities.
- Business Membership at US\$8000 pa.** We wish to use our membership to access and sell to the banking community.
- Institutional Membership at US\$8000 pa.** We wish to benefit from the rich content in The Asian Banker.
- Premier Membership at US\$12,000 pa.** We wish to benefit from both Business and Institutional Membership features.

The deliverables for our selected membership is as stated in the Membership Document attached to this Registration Form.

Approved by (Name): \_\_\_\_\_

Position: \_\_\_\_\_

Name of organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Mode of payment

By credit card     American Express     MasterCard     VISA

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

By an irrevocable bank cheque made payable to "TAB International Pte Ltd".

Issued by (bank): \_\_\_\_\_ Check no: \_\_\_\_\_ Date: \_\_\_\_\_

Please bill our organisation. Payment must be received before commencement of membership.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*(as in credit card, if applicable)*

**Please complete and fax the form to (65) 6236 6530, attention to Mr Jerome Ong.  
Tel: (65) 6236 6175 or Email: [jong@theasianbanker.com](mailto:jong@theasianbanker.com)**