

Snapshot of Asia Pacific Asset Management Survey 2010

Asia Pacific Asset Management Survey – 2010

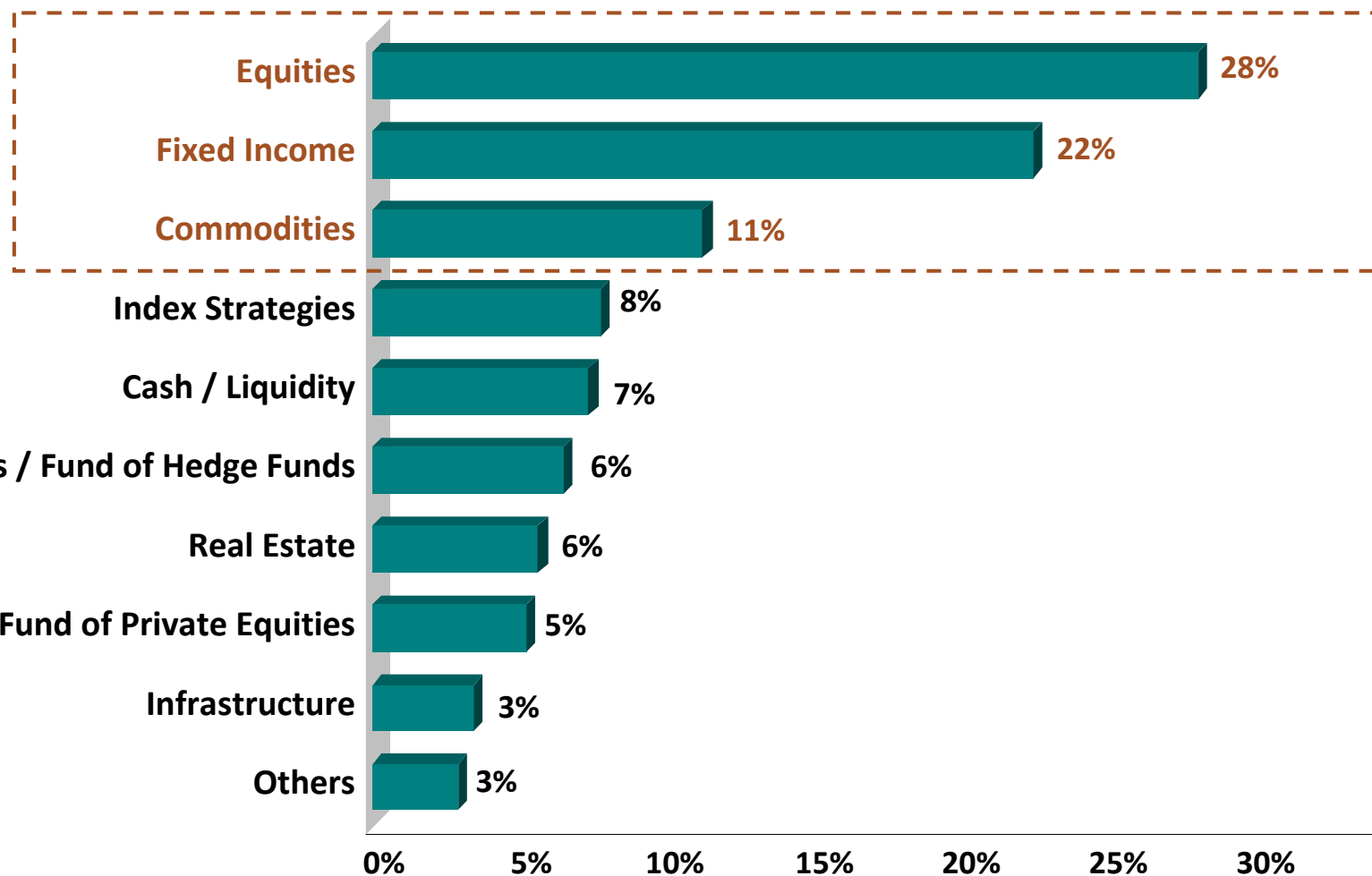
Thank you very much for participating in Korn/Ferry's online Asset Management Survey for 2010.

The following slides provide a snapshot of the survey results generated by the participants across the Asia Pacific region.

Companies involved in this survey span from pure asset management companies, asset management arm of investment banks, asset management arm of insurance groups to multi-specialist asset management companies.

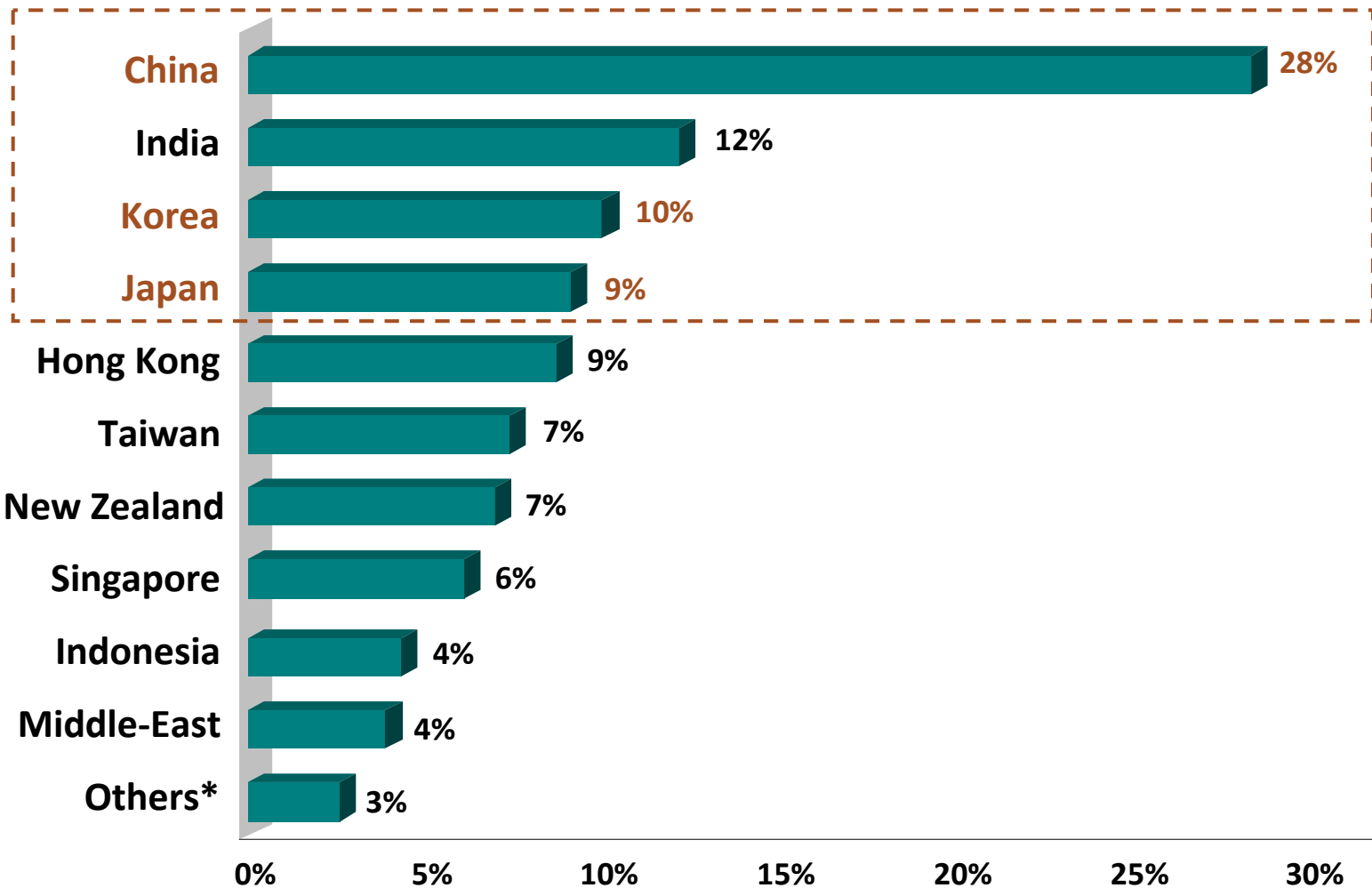
Participant groups include Head of Country in Asia, Regional Business Heads, Sales and Marketing Senior Executives at Director-or-above level.

What's hot now?



Q. Which three product areas will see the most growth in AUM in 2010?

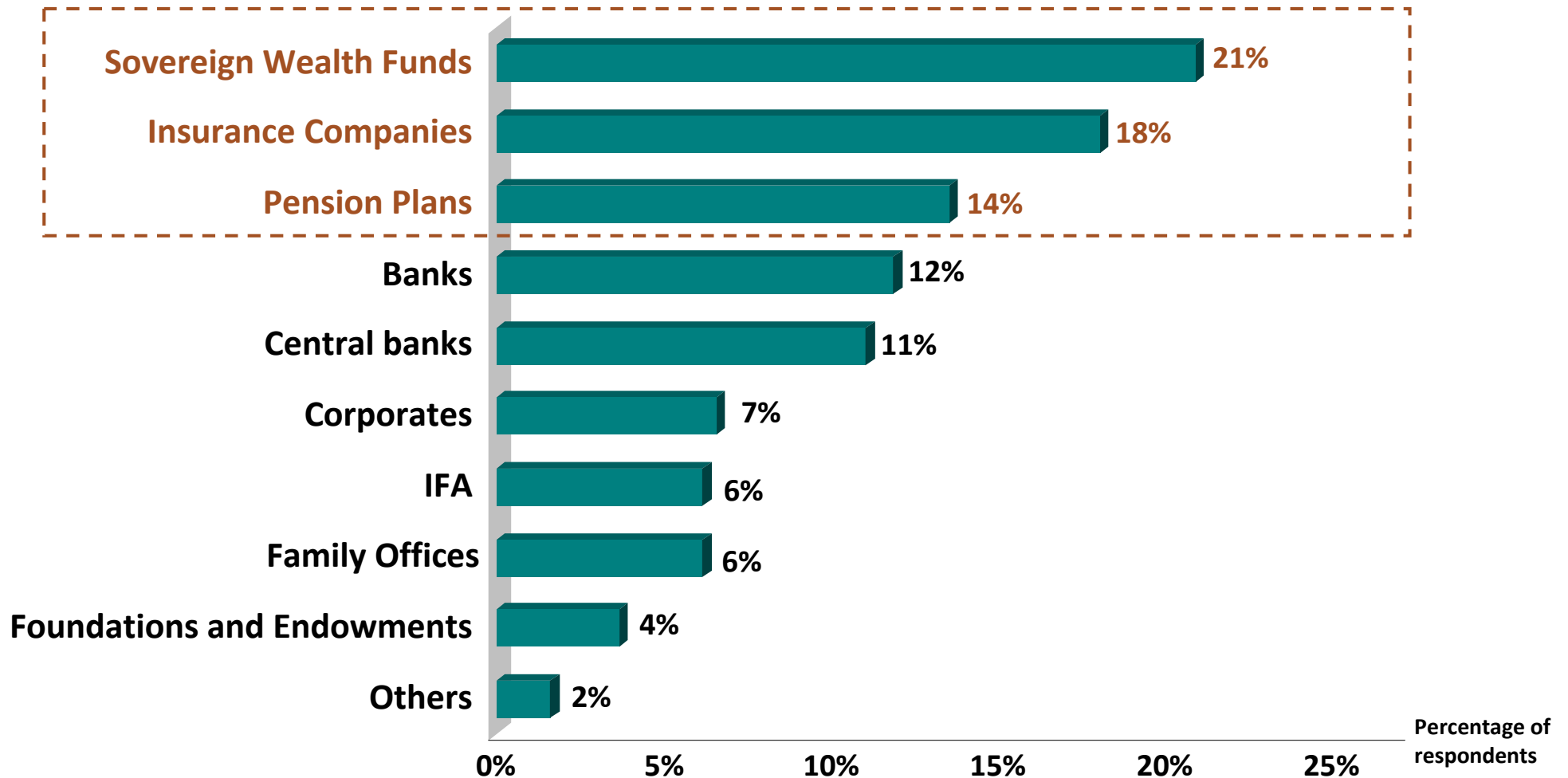
Regional CEOs view China, Korea and Japan as the major growing markets while others vote India and China



Q. Which three markets will see the most growth in AUM in 2010?

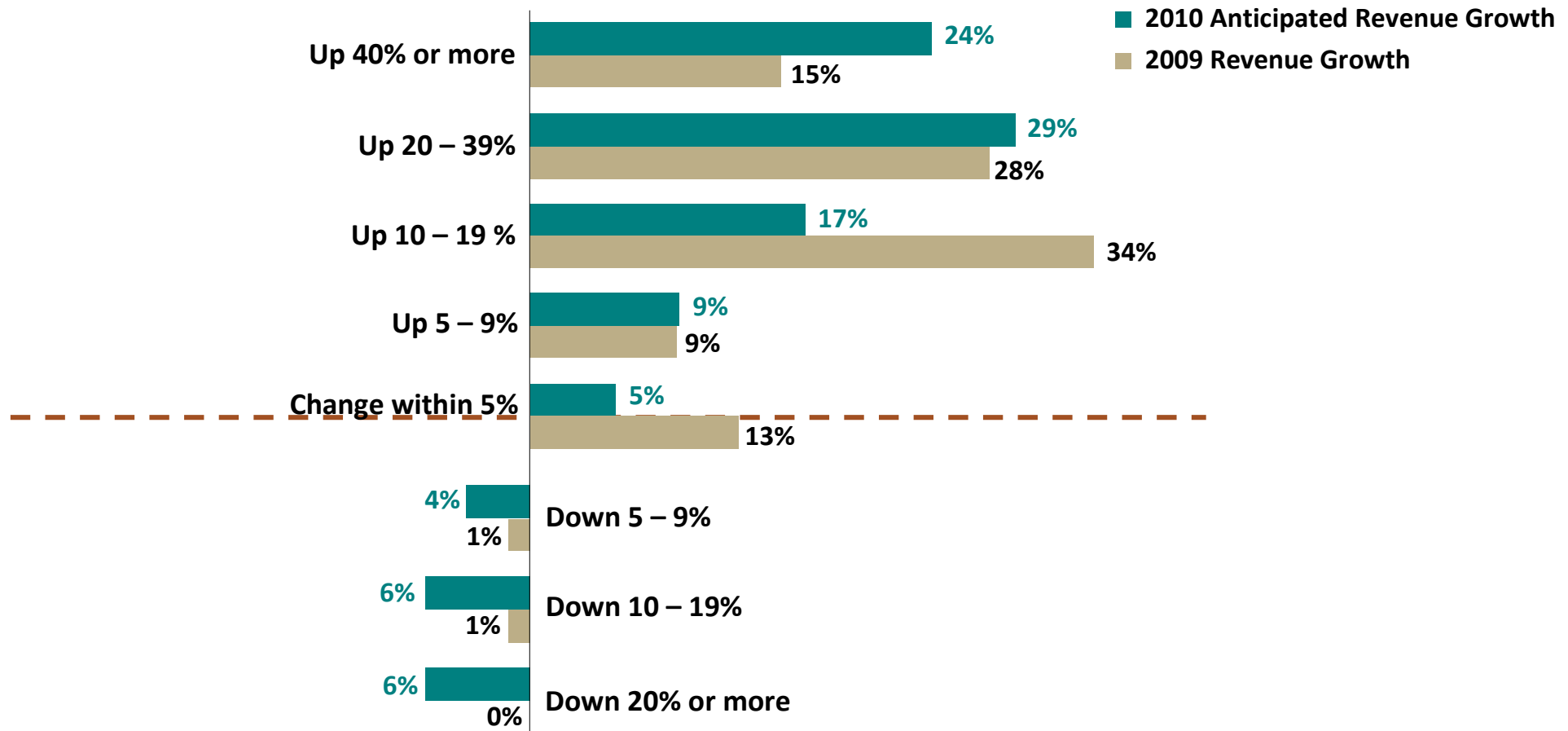
*Includes: Thailand, Malaysia and the Philippines

Top three most active fund investors in Asia



Q. Which three investor types will experience the most growth in 2010?

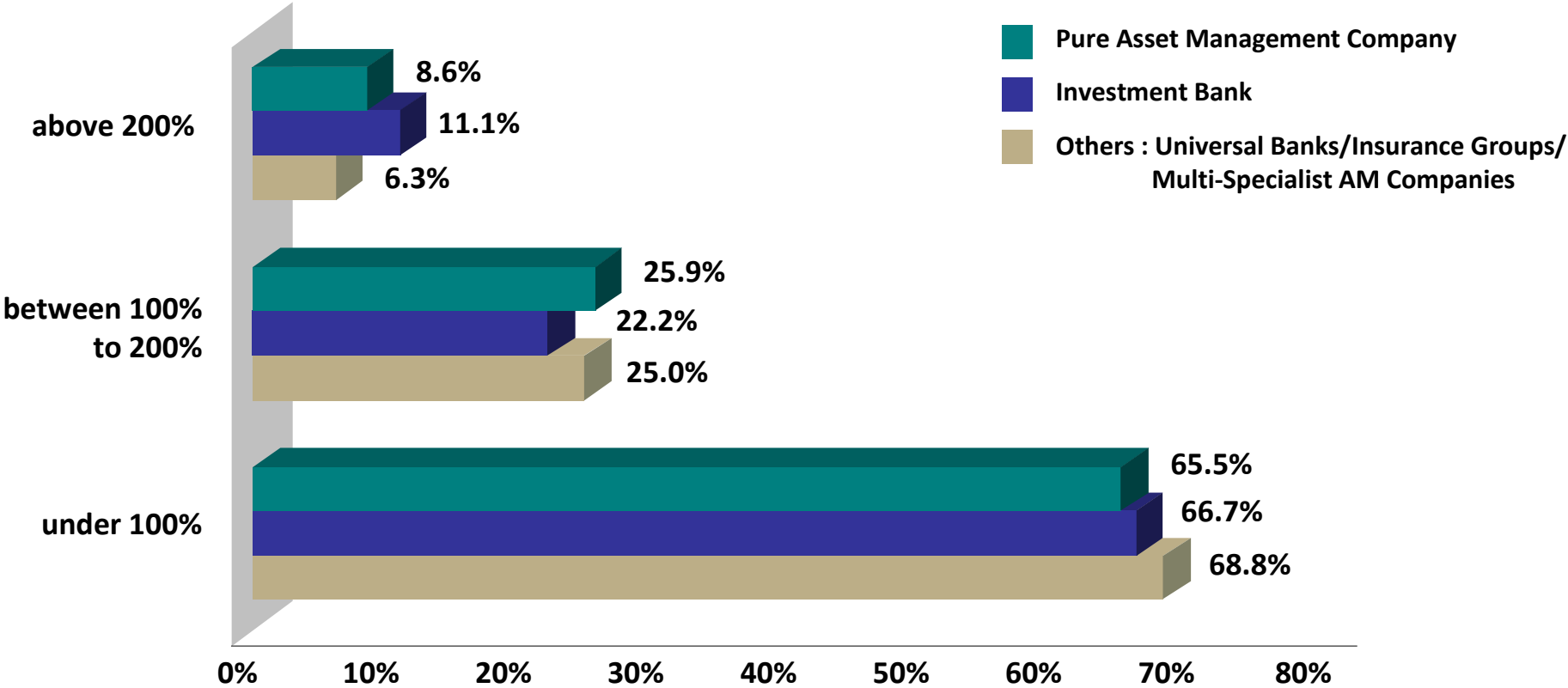
Over 79% of participants expects net revenue growth this year



Q. Which of the following best describes your net revenue growth in 2009 compared to that in 2008?

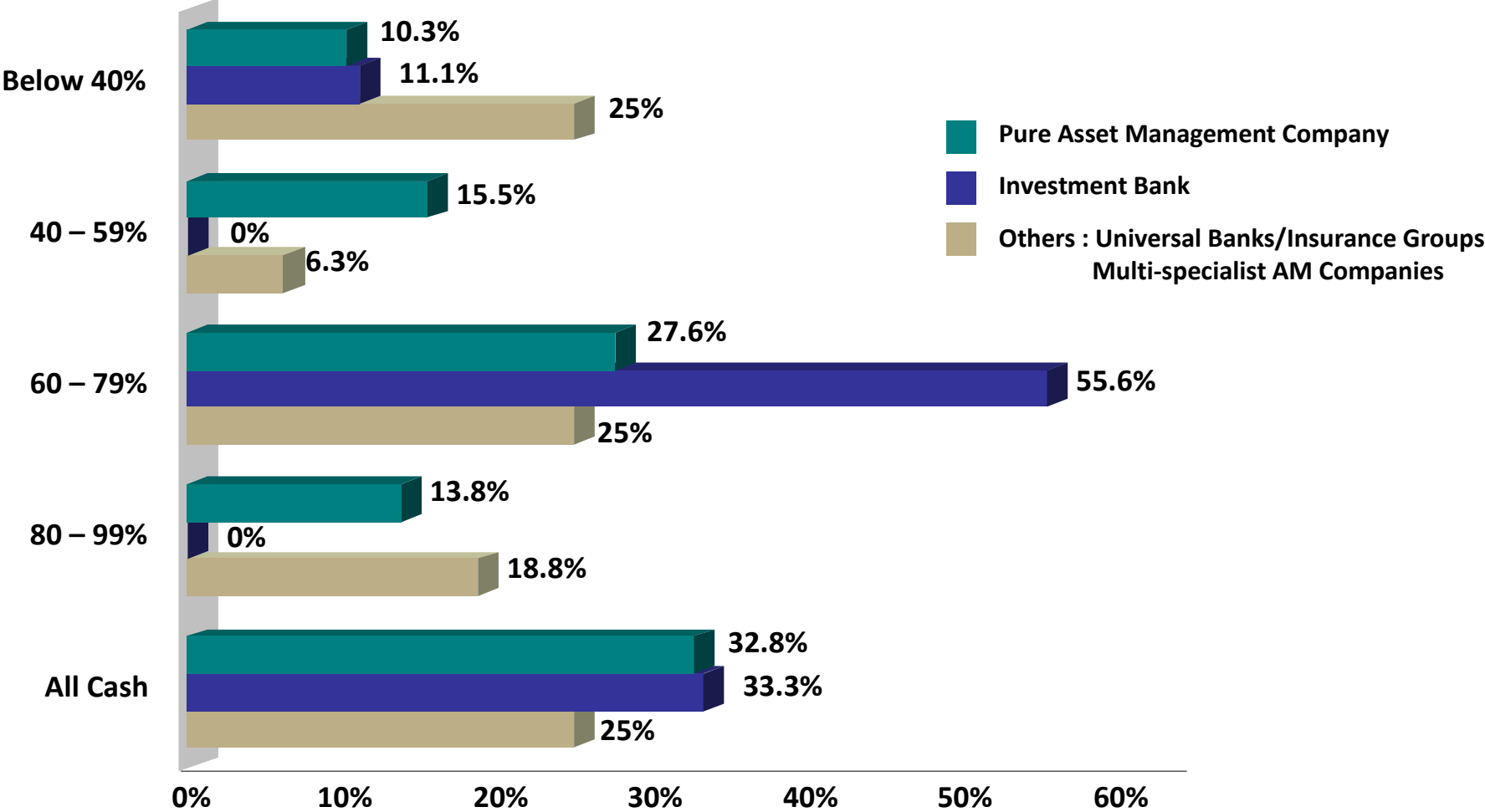
Q. How do you anticipate your net revenue growth to change in 2010?

Myth of pay structure (base versus performance bonus)



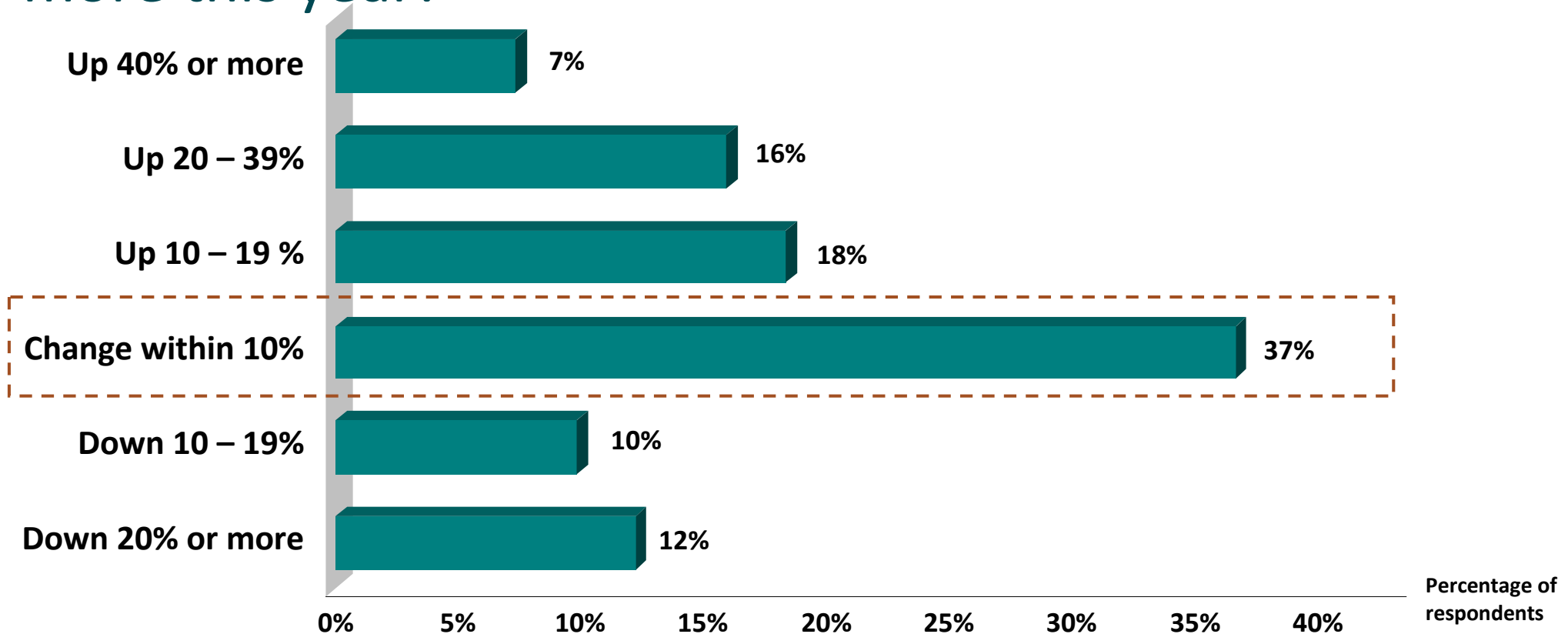
Q. Which of the following best describes your performance bonus as a percentage of your base salary?

Over 55% of Investment Bank deferred 1/3 of senior executives' pay in other forms



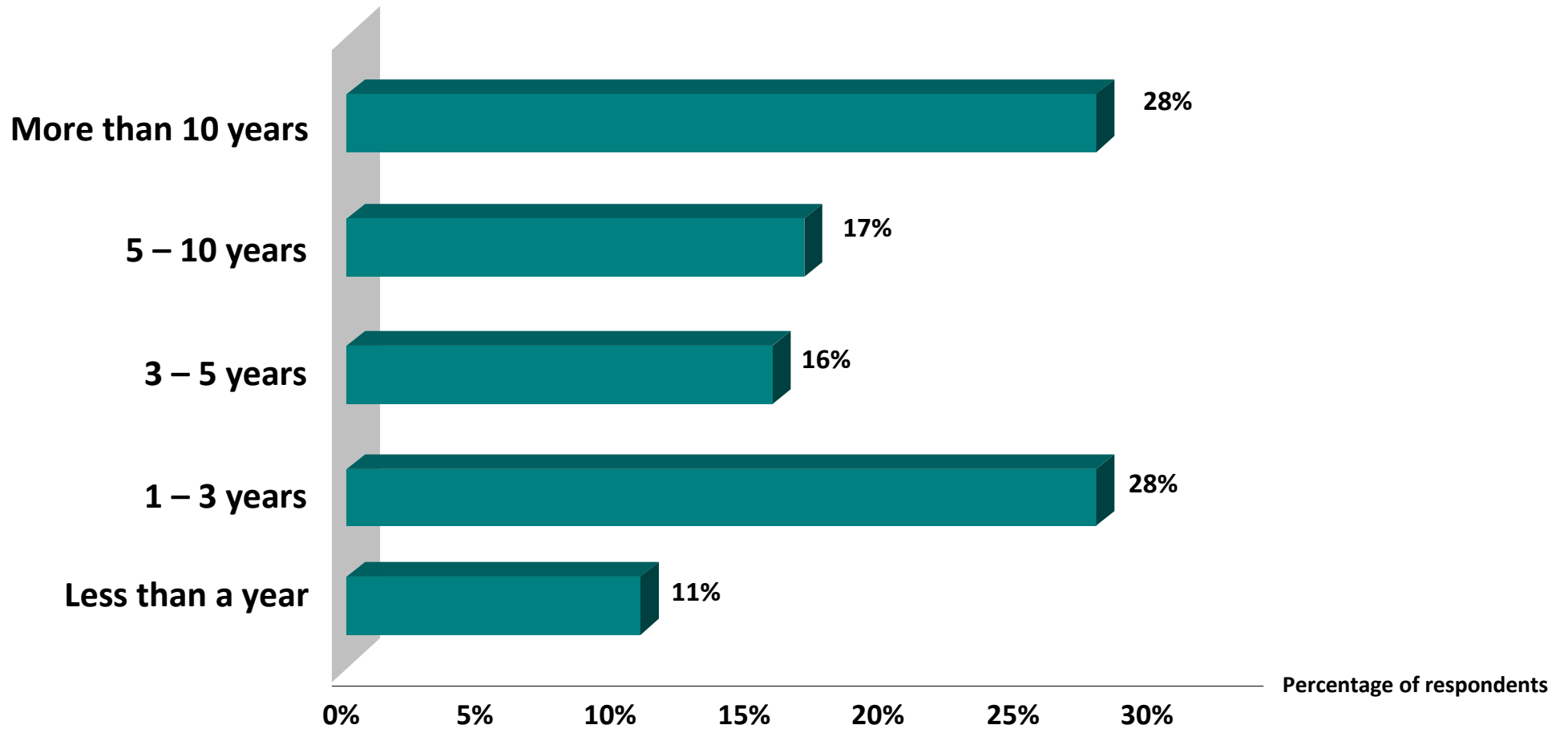
Q. How much of your total compensation in 2009 was in immediate cash?

Most executives' compensation has remained stagnant for the past two years – they are probably expecting more this year!



Q. How did your total compensation in 2009 compare to that of 2008?

Executives tend to stay longer if firms could retain them in the first three years



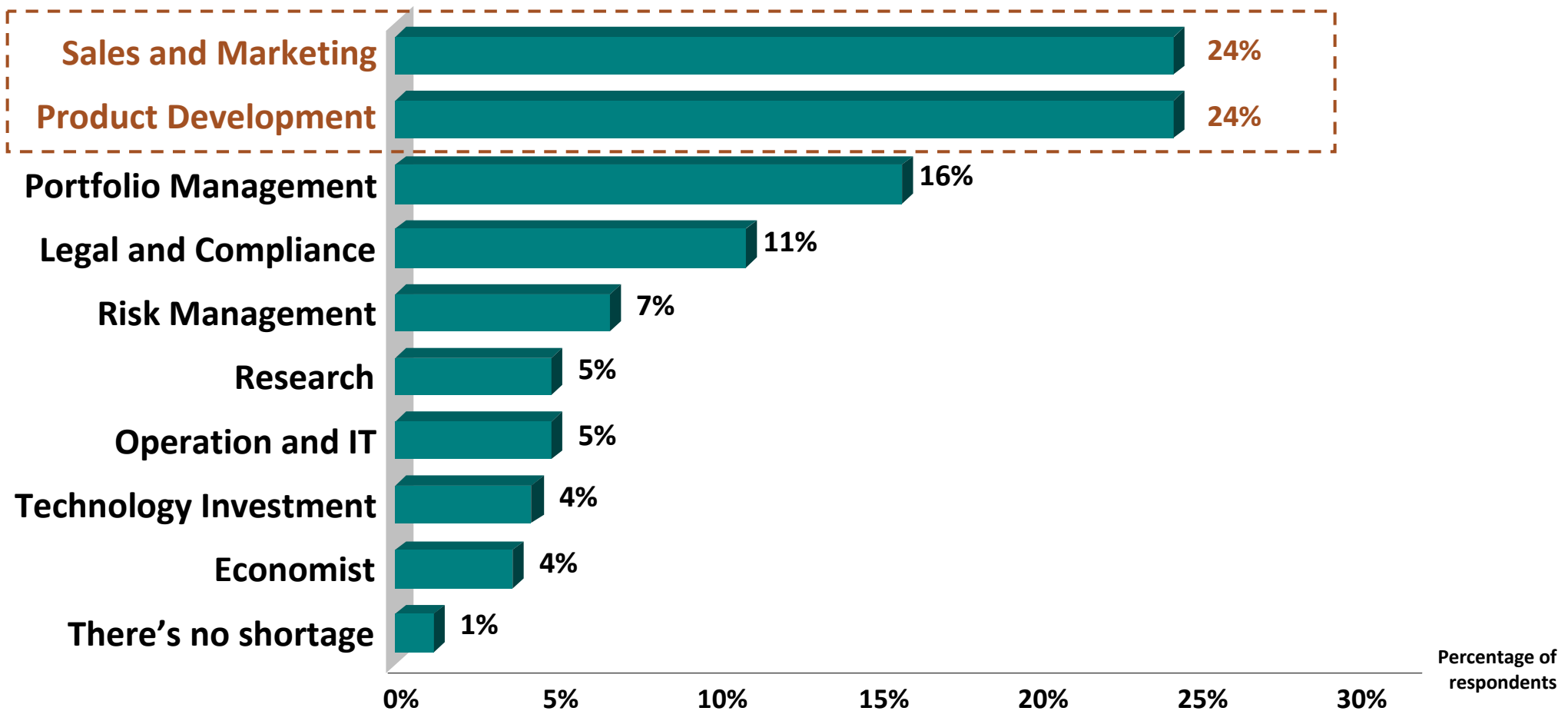
Q. How long have you been with your current company?

How to attract or retain key staff?

1	Company Culture (including people and colleagues)	16.5%
2	Leadership / Stability of Management	12.9%
3	Firm's Commitment to Asia / Local Presence in Asia	12.9%
4	Brand Name	11.4%
5	Career Enhancement and Progression	10.9%
6	Fair and Transparent Compensation Structure	10.4%
7	Fund Performance	6.8%
8	Company Vision	5.3%
9	Breadth of Investment Offering	5.1%
10	Size of Asset under Management	3.8%
11	Support Resources	3.0%
12	Title	1%

Q. What are the top FIVE criteria to attract and retain key employees?

What positions are most in demand now & upcoming six months?



Q. Where do you see shortage of talent in your organization?

Biography



Serina Wong

*Global Co-Head, Private
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HONG KONG

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Serina Wong is the Global Co-Head of Korn/Ferry International's Private Wealth Management Sector within the Firm's Global Financial Market. She also serves as the Regional Sector Leader for Asset Management in Asia Pacific.

Ms. Wong has significant experience in senior executive search with a focus on asset and wealth management companies, Chinese joint ventures and multinational banks with presence in Asia. Prior to specializing in asset and wealth management, she concentrated on senior searches in the capital markets area.

At Korn/Ferry, Ms. Wong leverages her wealth of financial industry experience and relationships across all levels and business functions, providing market insight to clients and candidates alike, from buy-side to sell-side.

Ms. Wong joined the Firm in 2003 from Reuters, where she was the major accounts manager of the focus account group covering international financial institutions in Greater China. Earlier, she was the business development manager at Thomson Financial sales and trading group. Ms. Wong was the first employee in Asia of equity block trading platform AutEx, Thomson Financial, one of the largest global providers of integrated information-based solutions to financial services companies in Asia.

Ms. Wong graduated from the Chinese University of Hong Kong with a bachelor's degree in information engineering and received a graduate certificate in administration and management from Harvard University.

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