

# KCP Americas Journey 2014 – How do we get there?



## 2014 Budget

	KCP US	KCP LATAM	WIC
Total: € 65MM	€ 30MM	€ 10MM	€ 25MM
Capital Markets:	€ 9MM	€ 4MM	€ 22MM
Private Markets:	€ 9MM	€ 3MM	€ 0MM
Lending & Structured Financings:	€ 9MM	€ 2MM	€ 0MM
Investment Management:	€ 3MM	€ 1MM	€ 3MM

Plan: grow the KCP US business from ~€19MM in 2013 to €30MM in 2014.

Plan: grow the KCP LATAM business from ~€2MM in 2013 to €10MM in 2014.

Plan: grow the US WIC business from ~€20MM in 2013 to €25MM in 2014.

## Revenue opportunity

- Establishing new relationships - with Key Clients in the Americas. Reestablish dialog with REs, complete roadshow and rebranding effort. Engaged with 50 LATAM clients and 25+ US prospects w/ potential for migrating 100 PIC a/c.
- Leveraging opportunities across AWM - Including Capital and Private Markets, Alternatives, CRE and Private Equity.
- Implementing new team structure and coverage model - leverage synergies across product captains and optimize client coverage.
- Build out KCP client prospect list – work closely with PB& PCS to align and focus Key client subset within PWM.
- Develop synergies with the WIC business - on profitable and sophisticated clients and expanding the relationship with such clients.
- Revamp of Marketing and Distribution Process - Develop new marketing materials and increased communication with clients and RMs.
- Improving the infrastructure - Including MI reporting, technology, revenue and client tracking.
- Integrate Portfolio Consultants with KCP - establish connection between the advisory and non-advisory business

## People

### Staffing:

	KCP US		KCP LATAM		WIC	
	Current	Planned	Current	Planned	Current	Planned
Senior Sales	3	+3	2	+1	4	+1
Junior Sales	1	0	0	0	2	0
Support	1	0	2	+1	2	+1

Expanding the Head Count is critical for business expansion at this stage. For 2014 at a minimum the KCP team needs three extra senior sales persons across the desk and two junior persons to assist the sales team.

## Other

### Challenges:

- Migration of clients to KCP taking longer than anticipated.
- Communication of KCP capabilities Bank-wide has been sporadic.
- New SLA has not been effectively cascaded through CB&S.
- Lack of transparency and manual revenue tracking = lost money.
- Implementing new coverage model and breaking down legacy silos.
- Inadequate systems, lack of dynamic architecture to produce meaningful MI.
- Staffing limitations will soon be a deterrent for growth.
- Market conditions in Latin America continue to be challenging.