



Key Client Partners (KCP) – Americas

2013 Business Summary & 2014 Business Focus

Key Client Partner (KCP) Overview

KCP Americas Revenue	Total Revenue 2012 \$(MM)	Total Revenue 2013 \$(MM)	Number of relationships contributing to revenues	Target Budget 2014 \$(MM)	KCP Americas Client	New KCP Clients	New KCP Clients Pending	New KCP Prospects	Legacy accounts to transition (by 2Q)	Incremental growth from new KCP clients 2013 \$(MM)	Expected incremental growth from new KCP clients 2014 \$(MM)
KCP US	29.7	23.6	82	40.0	KCP US	11	9	4	-100	1.7	8.0
KCP LATAM	0	0.5	6	6.5	KCP LATAM	12	10	5	5	0.5	tbd
Total Revenue	29.7	24.1	88	46.5	Totals	23	19	9	-105	2.2	8.0

Team Structure & Business Strategy Rollout

Expansion of Product Offering

Headcount & Hiring	<ul style="list-style-type: none"> Hire New Senior Sales [US & LatAm]. Hire New Junior Sales [US]. Implement Product Manager [All KCP]. Hire Analyst, Trading & Support. 	Q1	<ul style="list-style-type: none"> RIN: Rated Infrastructure Notes. SOF III: Secondary Opportunities Fund III. Spitfire 3.0: Commercial Aircraft Leasing. Airlee 2.0: CLO with repo financing. Key Client: Yacht Loan. Key Client: Concentrated Stock Loan. Private Markets Deals: Various. NCOU: PE Investment (client approved list).
Monetizing existing relationships	<ul style="list-style-type: none"> Clean up account base. Finalize regional coverage. Review target client and focus list. 	Q2	<ul style="list-style-type: none"> SOF III. Liquid Alts – Fund II. dbSelect. Mutual Fund Options.
New Client Acquisition	<ul style="list-style-type: none"> Identified 80 PCS accounts to target for KCP. PB defining client target list. 	Q3/4	<ul style="list-style-type: none"> dbSelect. Mutual Fund Options.
Challenges & Focuses	<ul style="list-style-type: none"> Managing inquiry: 255+ sales vs 5 KCP coverage. Hiring and retention of talent. Establish quality revenue reporting system. Investment in operational infrastructure and tech. Determine broader compensation and revenue attribution for delivery of WM product through KCP. Drive diversified revenues: client to client transactions. Continue implementation and buy-in with CB&S. 	Challenges & Focuses	<ul style="list-style-type: none"> Standardized Investment process. Cohesive WM product delivery to KCP. Coordination & leverage global KCP Team. Formalize Private Markets mandate. Define capital markets focus (product, client). Produce 'real' institutional product in WM to fit the Key client profile and investor appetite.