

KCP-US Capital Markets Build-Out Priorities

Actions for successful build-out of KCP capital markets coverage falls into 3 critical categories:



Branding	Internal Relationships + Infrastructure	Clients
Formalize and package KCP Capital Markets Marketing Materials, Content and Idea Generation Platform ▪ Quarterly Cross-Asset Theme Deck ▪ External KCP trade idea template	Develop Internal DB Relationships and Infrastructure ▪ Private Bankers, PCS Brokers, CB&S Sales/Trading, and AWM Solutions & Trading Group (STG) ▪ CRM, compliance, reporting and trade execution systems	Deepen existing client relationships while leveraging RMs to develop new relationships ▪ ~30 existing KCP Capital Markets Clients, many of which have yet to be fully on-boarded

Long Term Goal: Set up KCP Clients with seamless global trade execution across KCP desks in EMEA and Asia