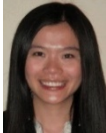


Asia's leading commercial bank – we developed the first digital bank with wealth management functions in Asia through Digital Labs service line

Situation	What we did	Impact
<ul style="list-style-type: none"> One of the top 5 commercial banks in Asia with over \$975 million operating income, known for affluent banking services Shrinking market share of upper mass and mass affluent (the next generate of affluent segment), given an increasing competition of digital banking Recognized the need to offer digital wealth management to differentiate from other leading banks 	<ul style="list-style-type: none"> Co-create customer journey and key product attributes to turn to UI/UX designs with customers and clients through surveys with 300+ sample size, 3 focus groups and 40+ individual interviews Introduce Agile approach in both IT & marketing to client through a series of workshops conducted our firm experts Co-develop the first year persona-based brand building and marketing plan with the most iconic viral marketing and O2O events <div> <div>M&S/Digital Expertise</div> <div>  <div>Violet Chung</div> </div> <div>  <div>Sonia Barquin</div> </div> <div>  <div>Lloyd Colling</div> </div> <div>  <div>Raphael Bick</div> </div> </div>	<ul style="list-style-type: none"> Successfully launched in April 2016, with target of 250k new customer acquisition Designed the most critical 50 UI/UX Changed client way of doing things to become more agile on IT and marketing <div> <div>Small-amount investment on your finger tips</div> <ul style="list-style-type: none"> Portfolio set up in 1 minute; order placed with 1 click Single-digit investment value; auto transfer of small money to investment account </div> <div> <div>Simplest ever fund transfer</div> <ul style="list-style-type: none"> P2P fund transfer with just one click (phone number, social media) Hongbao grabbing </div>

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