PHILIPPS-UNIVERSITY OF MARBURG, GERMANY



founded in 1527

GLOBAL BANKING SURVEY

DEPARTMENT OF BANKING & INTERNATIONAL FINANCE

PROF. DR. E. PRIEWASSER, Professor of Banking DIPL.-KFM. I. LIPPMANN, Assistant Professor

> Please send back this questionnaire by fax before end of June 2001 to + 49 - 6421 - 17 69 18

Dear Sir,

the *PHILIPPS-UNIVERSITY of MARBURG, GERMANY*, conducts a global banking survey, analysing the future developments of global banking markets with a new, future-orientated management tool, called *REVINTRA–Model*. Due to your company's highly recognised profession we kindly invite you to participate in this survey. Please tick the boxes in this questionnaire according to your personal subjective opinion – irrespectable of your bank's strategy. Send back the questionnaire by fax and *you will receive all results as well as valuable interpretations of your country's banking market in comparison with future trends in banking markets world-wide as soon as the evaluation is done.*

Thank you very much in advance for your valuable co-operation.

Yours faithfully

Professor Dr. E. Priewasser *Professor & Chairman* **Dipl.-Kfm. Ingo Lippmann** Assistant Professor

1. The banking industry traditionally fulfils the following four tasks. Please indicate the relative importance of these tasks today and in 5 years from now according to your personal opinion.

rela	tive	impo	ortan	ce to	oday	banking functions	relat	ive i	mpo	rtanc	e in	2006
low					high	-	low					high
1	2	3	4	5	6	(Please make use of the whole range 1-6)	1	2	3	4	5	6
						a) transforming small volumes of savings into large volumes of loans						
						b) transforming short-term savings into long-term loans						
						c) buying, diversifying, hedging and selling risks						
						d) gathering & transmittance of information						

2. Please indicate the relative importance of the resources in the banking industry today and in 2006:

rela	tive	impo	ortan	ce to	oday	resources	relat	ive i	mpoi	rtanc	e in	2006
low					high		low					high
1	2	3	4	5	6	(Please make use of the whole range 1-6)	1	2	3	4	5	6
						a) banking technology						
						b) equity capital						
						c) cash, liquidity						
						d) knowledge						
						e) customer potential						



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3. Payment transactions can be made by cash, cheque, debit cards, credit cards, bank transfer, internet payment or money transfer via mobile phone. Please indicate the relative importance of each payment transaction in your country today and in a perspective 2006.

relat	tive i	mpc	ortan	ce to	oday	payment transaction	relative importance in 2006
low					high		low high
1	2	3	4	5	6	(Please make use of the whole range 1-6)	1 2 3 4 5 6
						a) cash	
						b) cheque	
						c) debit cards	
						d) credit cards	
						e) classical bank transfer	
						f) payment transactions via the internet	
						g) payment transactions via mobile phone	

4. People can save money either in bank deposits and bank securities (e.g. bonds emitted by banks) or in third-party securities (corporate bonds, shares, investment funds). Please indicate which is the actual distribution between these kinds of savings in your country today and in 2006.

distribution of savings today	perspective 2006
bank deposits & securities / third party securities	bank deposits & securities / third party securities
100/0 80/20 60/40 40/60 20/80 0/100	100/0 80/20 60/40 40/60 20/80 0/100

5. Regarding bank deposits and bank securities, please broadly indicate the distribution between these two bank savings today and in the future (2006).

distribution of bank savings today	perspective 2006
bank deposits / bank securities	bank deposits / bank securities
100/0 80/20 60/40 40/60 20/80 0/100	100/0 80/20 60/40 40/60 20/80 0/100

6. The debt financing of companies can either be done by bank loans or debt securities. Referring to the total volume (not number) of corporate debt financing by banks please indicate the distribution between these debt financing instruments in your country today and in the future.

distribution of debt financing instruments today	perspective 2006
loans / debt securities	loans / debt securities
100/0 80/20 60/40 40/60 20/80 0/100	100/0 80/20 60/40 40/60 20/80 0/100

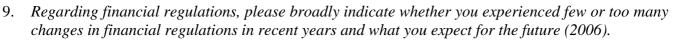
7. Banks' profit is generated either by any kind of interest (or margin) income or by fee income. Regarding the aggregated profit of all banks in your country please indicate your view about the composition of the banking industry's profit today and in the future. **Mind the different scales**!

composition of profit today	perspective 2006
interest income / fee income	interest income / fee income
80/20 70/30 60/40 40/60 30/70 20/80	80/20 70/30 60/40 40/60 30/70 20/80

8. Research has shown that financial innovations are mostly stimulated by changes in regulation and innovations in technology. Please indicate your opinion about the relationship to which both of these two driving forces contribute to the cause of financial innovations.

	changes in	regulation / innov	ations in technolog	gy		
100/0 90/10	80/20 70/30	60/40 50/50	40/60 30/70	20/80	10/90	0/100

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		char	nges	in fi	nanc	ial r	egula	ation	s			char	nges	in fi	nanc	ial re	egula	tion	s in 2	2006	
no	few	2	2	4	5	6	7	0	too	many	no	few	2	2	4	5	6	7	0	too	many
	$\begin{array}{cccccccccccccccccccccccccccccccccccc$																				

10. Please broadly indicate your personal attitude towards how strictly regulated the banking market of your country is today and how strictly it might be regulated in the future (2006).

	degre	e of	finar	icial	regu	latio	n too	day		f	uture	deg	ree o	f fin	ancia	al reg	gulat	ion ((2006)	5)
no	little							to	no	little	,							too	o high	
0	1 2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10

11. Regarding technological changes banking industry, please broadly indicate whether you have experienced few or too many changes in bank technology in your country in recent years and express your opinion about the tendency for the future (2006).

	frequ	uenc	y of	char	nges	in ba	nk t	echn	olog	у	free	quenc	y of	char	nges	in ba	ank t	echn	olog	gy (20	006)
no	few	/							too	many	no	few								too	many
0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10

12. Please broadly indicate your personal attitude towards how radical the changes in bank technology have been so far and how radical they might occur in the future (2006).

	inte	nsity	/ of o	chan	ges i	n ba	nk te	chn	ology	7	fut	ure i	ntens	sity o	of ch	ange	s in	bank	tecl	nnolo	ogy
no	low	/							too r	adical	no	low								too ra	adical
0	$1 \ 2 \ 3 \ 4 \ 5 \ 6 \ 7 \ 8 \ 9 \ 10$									10	0	1	2	3	4	5	6	7	8	9	10

13. People in different regions share different cultural values. These cultural values differ for example in attitudes towards **authority** (collectivism \leftrightarrow individualism), **time** (long term \leftrightarrow short term orientation) and **risk** (risk averse \leftrightarrow risk loving). These differences may also influence the way in which people save money (save bank deposits, cash \leftrightarrow risky shares, "equity culture") or companies are financed (e.g. bank financing \leftrightarrow equity/debt markets). Regarding the cultural values of the people of your country, please indicate to what extend these cultural factors may have any influential effect on the following business segments.

business segments	possib	possible influence of culture on banking							
	strong				S	mall	none		
	6	5	4	3	2	1	0		
a) the way people save money									
b) the way companies are financed									
c) the way people do banking (branch, phone, internet)									
d) the degree of financial innovation									

14. Customers can do their banking activities always with the same bank or switching frequently between different institutions. Please indicate the average customer loyalty in the banking market of your country today and possible trends in the future.

customer loyalty today	average customer loyalty	customer loyalty in 2006						
low high		low	high					
1 2 3 4 5 6		1 2 3 4 5	6					
	a) private customers up to 40 years of age							
	b) private customers above 40 years of age							
	c) corporate customers (wholesale banking)							

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15. Please broadly indicate the percentage of online-banking customers among all bank customers in your country for private and corporate customers today and in the future. Mind the different scales!

customers	online-banking customers today in %							p	erspecti	ve 20	006 (in %)					
	0	10	20	30	40	50 >60	0	20	40		60	80	100			
a) private																
b) corporate																

16. Please indicate to what extent the following trends are true among all banks in your country today and how this situation might change in the future (2006).

	true toda	ay for					true in 2006 for						
all	many	some	not		trends in banking		trends in banking all many		у	some		not	
banks	banks	banks	true			bank	s 5	banks	S 3	bank	1	true	
				a)	specialization & outsourcing								
				b)	application of sophisticated data mining techniques to identify customer demand								
				c)	challenge by non-banks – e.g. IT industry - offering banking services to the public								
				d)	mergers in transaction & custody services								
				e)	sophistication in loan securitisation & credit derivatives								
				f)	increased co-operation with non-banks, e.g. IT-companies								

17. Please broadly indicate whether the following services are offered by none, some, many or all banks in your country today and how this might change in the future (2006).

offered today by				offered in 2006 by					
all many	some		bank services	all many some					
banks banks 6 5 4 3	$banks_2$	none		banks banks banks none ⁶ ⁵ ⁴ ³ ² ¹ ⁰					
			a) trust centres for digital signatures						
			b) electronic bill presentment for corporates						
			c) non-bank (e.g. travel agency) services						
			d) offering loans via the internet						
			e) internet IPOs of bonds & shares						
			f) providing e-malls for small corporates						
			g) ordering office equipment for companies via the internet (e-procurement)						

Please name your country here:

Thank you very much indeed for your valuable co-operation.

To receive the results of this survey free of charge please fill in your fax number below.

FAX No.: