

INDUSTRY EXPERIENCE

060425

Statement of Qualifications

Financial Services

INFOAMERICAS' FINANCIAL SERVICES SUB-SECTORS:

BANKING & BANK SERVICES | CREDIT CARDS | INSURANCE | INVESTMENT BANKING | REMITTANCES | WEALTH MANAGEMENT

SECTOR PROJECT HISTORY

SEGMENT	PROJECT TYPE	MARKETS STUDIED
Affluent Markets	Market Strategy	Brazil
Banking	Competitive Intelligence	Mexico
Banking Industry	Y2k Readiness Research	Venezuela
Banking Services	Competitive Intelligence	Mexico
Banking Services	Market Analysis	Mexico
Brokerage Services	Competitive Analysis (2)	Mexico
Co-Branded Card Market	Top-Line Research	Mexico
Commercial Cards	Market Analysis	Mexico, Brazil, Argentina
Commercial Cards	Market Size & Profile	Mexico, Brazil, Colombia
Commercial Real-Estate Lending	Competitive Analysis & Forecasting	Mexico
Consumer & Commercial Credit Cards	Competitive Intelligence	Argentina, Mexico & Puerto Rico
Consumer Banking	Strategic Analysis	Dominican Republic
Consumer Banking & Credit Cards	Penetration Benchmarking Analysis	Argentina, Brazil, Colombia, Costa Rica, Guatemala, Mexico, Peru, Venezuela
Consumer Debt	Market Analysis	Mexico
Consumer Debt Demand	Market Segmentation Analysis	Brazil, Mexico, Argentina
Consumer Loyalty Programs	Competitive Intelligence	Mexico
Corporate Cards	Competitive Intelligence (2)	Mexico
Corporate Cards	Market Analysis	Argentina, Brazil, Mexico
Credit Card	Market Strategy	Mexico
Credit Card Debt Factoring	Market Intelligence	Brazil
Credit Cards	Card Market Update	Puerto Rico
Credit Cards	Competitive Intelligence (dozens)	Argentina, Ecuador, Mexico, Brazil, USA
Credit Cards	Market Analysis (several)	Mexico
Credit Cards	Market Overview	Brazil, Argentina
Credit Cards	Market Profile (several)	Mexico, Argentina, Brazil, Puerto Rico
Credit Cards	Market Size & Profile (several)	Mexico, Brazil, Argentina, Puerto Rico, Panama
Credit Cards	Market Size and Segmentation Analysis (3)	Peru, Chile, Colombia, Argentina, Mexico, Venezuela

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PROJECT HISTORY cont'd

SEGMENT	PROJECT TYPE	MARKETS STUDIED
Credit Cards	Market Strategy (2)	Mexico, Chile, Brazil
Credit Cards	Market Study	Brazil & Argentina
Credit Cards	Multi-Market Benchmarking (3)	Argentina, Brazil, Mexico
Credit Cards	Product Profiling (3)	USA
Credit Cards	Survey Analysis	Mexico, Chile, Brazil
Credit Cards, Loans	Market Intelligence	Brazil, Argentina & Mexico
Credit Cards/ Debt Management	Market Analysis	Mexico
Credit Cards/ Debt Management	Market Profile	Argentina
Credit Cards/ Unsecured Credit	Market Study	Mexico, Brazil & Argentina
Debt Segmentation	Market Sizing Analysis	Brazil, Argentina, Mexico
Division Of Markets	Market Strategy	Mexico
Dollar Based Credit Card	Exploratory Market Research	Colombia, Peru, Chile, Argentina, Mexico, Venezuela
Electronic Bill Payment	Market Profile	Puerto Rico
Ethnic Marketing	Demographic Analysis	Brazil
Fixed-Income Research	Distribution Analysis	Argentina, Brazil, Mexico
Foreign Exchange Services	Market & Competitive Analysis	Argentina, Brazil, Chile
Fuel Cards	Market Analysis	Argentina, Brazil
Gas Cards	Market Study	Brazil
Home Equity Loans	Competitive Intelligence	Canada
In-Bound Wire Transfers	Multi-Market Benchmarking	Latin America
Insurance	Competitive Intelligence	Mexico
Insurance	Due Diligence / Competitive Intelligence	Mexico
Insurance	Industry Analysis	Argentina
Insurance	Market Overview	Puerto Rico
Insurance Services	Market Penetration Analysis	South & Cent. America, Mexico, Caribbean
Interchange Rates - GES	Competitive Intelligence	Mexico, Argentina & Panama
Interchange Rates - Merchants	Competitive Intelligence	Mexico
Interest Rates	Market Strategy	Mexico
Life Insurance	Customer Satisfaction Survey (2)	Mexico
M&A Services	Customer Intelligence	Canada
On-Line Banking and Financial Services	Whitepaper (2)	Latin America
Outstanding Card Debt	Market Analysis	Argentina
Outstanding Card Debt	Market Analysis	Mexico, Brazil
Pension Funds	Top-Line Research	South & Cent. America, Mexico, Caribbean
Personal Debt	Multi-Market Benchmarking	Brazil, Argentina, Mexico
Point Of Sale Processing Technology	Competitive Intelligence	Brazil, Argentina, Mexico, Panama, Jamaica
Points Of Sale (Terminals)	Market Overview	Mexico, Brazil, Argentina
Points Of Sales (Counters)	Market Size and Segmentation Analysis	Brazil
Prepaid Cards	Market Overview	Latin America

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PROJECT HISTORY cont'd

SEGMENT	PROJECT TYPE	MARKETS STUDIED
Remittances	Market Entry Viability (2)	Mexico, USA
Remittances	Market Study	Argentina
Retail Banking Services	Market Penetration Analysis	South & Cent. America, Mexico, Caribbean
Retailers	Competitive Intelligence	Latin America
Risk Management	Market Strategy	Latin America
Student Banking Trends	Market Penetration Analysis	Mexico
Trade Finance	Customer Satisfaction / Brand Survey (2)	Chile, Argentina, Brazil, Mexico
Trade Finance	Market Analysis	Argentina, Chile
Trade Finance Services	Corporate Demand Survey	Argentina, Brazil, Chile, Mexico
Transportation Equipment Financing	Market Analysis	Brazil, Mexico, Canada
US Hispanic Mortgages	Research Update	Us
Wealth Management	Consumer Profiling	Latin America
Wealth Management	Market Feasibility Study	Mexico

SECTOR PROJECT CLIENTS

The following clients have been served by InfoAmericas, either directly or in collaboration with affiliate consulting groups.

- Blackstone Group
- Brendan Wood
- Citibank (**retail bank**)
- Cyota (**anti fraud specialist**)
- GE Capital (**leasing, corporate lending**)
- Datamonitor (**market research company**)
- Edgar Dunn (**global financial services firm**)
- EIU
- Find SVP (**market research company**)
- First Data
- KAE Market Intelligence (**consulting firm**)
- Life Insurance Market Research Association
- MBNA
- Novantas (**management consulting firm**)
- Procura Digital
- Santander
- Swander Pace Capital
- Synovate Diversity (**market research firm**)
- Western Union

PUBLIC DOMAIN ARTICLES AND REPORTS

Our project history is comprised of customized studies conducted for individual clients. Their content is confidential and cannot be shared without their consent. However, InfoAmericas has published the following articles and summary reports in this sector that provide a glimpse of our skills in market research, analysis, forecasting and strategic consulting.

SUMMARY REPORTS

- **Commercial Card Market: Argentina Market Overview**
http://tendencias.infoamericas.com/industry-practices/2002_FSRVC_Arg_ComCards_IA.pdf
- **Commercial Card Market: Brazil Market Overview**
http://tendencias.infoamericas.com/industry-practices/2002_FSRVC_Brz_ComCards_IA.pdf
- **Consumer Credit Card Market: Argentine Market Overview**
http://tendencias.infoamericas.com/industry-practices/MRK_ARG_CCard_Mrkt_Ovrw_v0.6_GR.pdf
- **Consumer Credit Card Market: Brazilian Market Overview**
http://tendencias.infoamericas.com/industry-practices/MRK_BRA_CCard_Mrkt_Ovrw_v0.5_JS.pdf
- **Consumer Credit Card Market: Mexican Market Overview**
http://tendencias.infoamericas.com/industry-practices/MRK_BRA_CCard_Mrkt_Ovrw_v0.5_JS.pdf

PUBLISHED ARTICLES

PLEASE NOTE: you will need a username and password to access the full text of these articles, registration is FREE

- **Getting Smart**
http://tendencias.infoamericas.com/article_archive/2006/061/061_industry_analysis.htm
- **Changing Interchange**
http://tendencias.infoamericas.com/article_archive/2006/060/060b_industry_analysis.htm
- **Latin America's Need for Credit Scores**
http://tendencias.infoamericas.com/article_archive/2005/057/057_industry_analysis.htm
- **Japan's Latin American Ex-Pats**
http://tendencias.infoamericas.com/article_archive/2005/056/056_industry_analysis.htm
- **The Latin American Remittance Market: Everyone Wants a Piece of the Pie**
http://tendencias.infoamericas.com/article_archive/2005/052/052a_industry_analysis.htm
- **Latin America is Finally Ready for EMV Cards**
http://tendencias.infoamericas.com/article_archive/2004/049/049_industry_analysis.htm
- **The Latin American Remittance Market**
http://tendencias.infoamericas.com/article_archive/2004/046/046_industry_analysis.htm
- **Financing SMEs in Latin America**
http://tendencias.infoamericas.com/article_archive/2003/037/037_industry_analysis.htm

- **Advising the Wealthy in Latin America**
http://tendencias.infoamericas.com/article_archive/2003/041/041_industry_analysis.htm
- **Latin American Remittance Market "El Dorado is in Los Angeles"**
http://tendencias.infoamericas.com/article_archive/2002/0205/0205_industry_analysis.htm
- **Latin America Trade Finance: The Squeeze Play Continues**
http://tendencias.infoamericas.com/article_archive/2001/1201/1201_industry_analysis.htm
- **Foreign Exchange Services,**
http://tendencias.infoamericas.com/article_archive/2001/0501/0501_industry_forecast.htm
- **Credit is King**
http://tendencias.infoamericas.com/article_archive/2000/0900/0900_regional_trends.htm
- **Internet : 1- Brick and Mortar : 0 - Latin American Banks are losing their best customers to on-line competitors**
http://tendencias.infoamericas.com/article_archive/2000/0400/0400_industry_analysis.htm

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<http://tendencias.infoamericas.com>

