

MyPrivateBanking.com

The Platform to Reach the Affluent and the Wealthy Worldwide

The image displays a collage of overlapping screenshots of the MyPrivateBanking.com website. The central screenshot shows the main navigation menu with categories: WEALTH, RESEARCH, DIRECTORY, RATINGS, GROUPS, MEDIA, ABOUT US, and MY WEALTH. Below the menu, there are sections for 'Initiating a Discussion on the Future of Wealth Management' with a sub-header 'Charter for Ethical Wealth Management', 'MyPrivateBanking Research Flash' titled 'Wealth Managers Shun Transparency', and 'Latest Research Reports' listing various articles. To the left, a 'User Ratings' section is visible, and to the right, a 'Wealth Blog' section is shown. The website's header includes the logo 'MY PRIVATE BANKING' and the tagline 'INDEPENDENT ADVICE TO GET MORE OUT OF YOUR WEALTH MANAGER'. The overall design is professional and informative, targeting affluent and wealthy individuals.

Mediakit (December 2011)

MyPrivateBanking.com – Where the Affluent Meet and Read

MyPrivateBanking.com is the only independent and global information and networking platform targeted to wealth management clients. Live since 2009, MyPrivateBanking.com provides high net worth individuals worldwide with primary research and daily news and articles on critical issues related to wealth management. Additionally, MyPrivateBanking.com offers directories and client ratings, the unique social networking platform “MyWealth”, bringing clients of wealth managers into contact with each other, and a fortnightly newsletter sent out to 2,500 subscribers.

What makes MyPrivateBanking.com so attractive for High Networth Individuals ?

MyPrivateBanking.com is the only fully independent platform where high net worth individuals can find unbiased, critical and data-driven information on financial issues of particular concern to them. Our Information directly impacts the financial strategies of the affluent and it is compiled and published daily by an accomplished team of analysts and editors. Our wealthy readership is attracted to the comprehensive and unbiased support provided by our site in all decisions that can make or break the success of their investments.

Why advertise on MyPrivateBanking.com ?

MyPrivateBanking.com is targeted at high net worth individuals worldwide, the most sought after but elusive group in the online world, and succeeds in reaching this prime segment, proof being the 9,000 plus visitors per month on MyPrivateBanking.com, of which **61% have a net wealth of over USD 500k, with an average wealth of USD 2m**. Our audience, growing by 10% quarter on quarter, is truly global with a roughly equal split between Europe, USA and the rest of the world. MyPrivateBanking.com provides advertisers with a highly targeted, global and fast growing communication platform for premium products and services attractive to an affluent customer segment.

Key Data (Dec. 2011)

Audience

Visitors	9,412
Impressions	33,120
Members	3,800
Newsletter	2,500
Subscribers	

Wealth (USD)

Avg. Wealth	2m
> 500k	35%
> 2m	17%
> 5m	9%

Regions

Europe	52%
USA	24%
Asia	13%
ROW	11%

Occupation

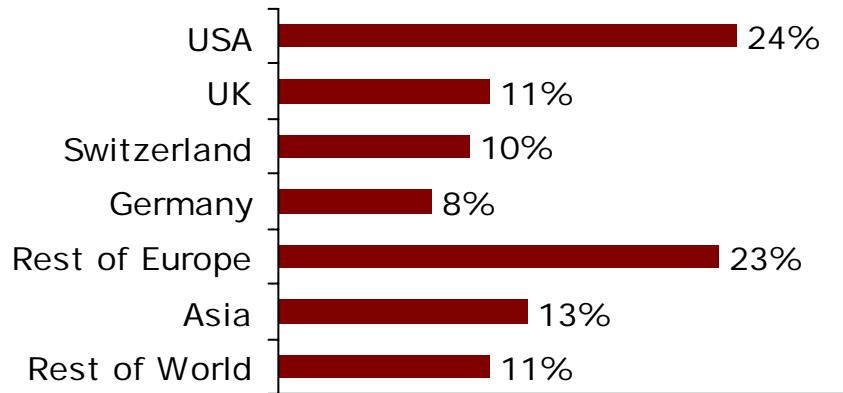
Management	32%
Self-Employed	29%
Other	23%
Wealth Manager	10%
Retired	5%

FULL PROFILE OF AUDIENCE ON MYPRIVATEBANKING.COM (JUNE 2011)

Traffic Profile ¹

Visitors	9400
Page Impressions	33000
Social Network Members	3800
Newsletter Subscribers	2500

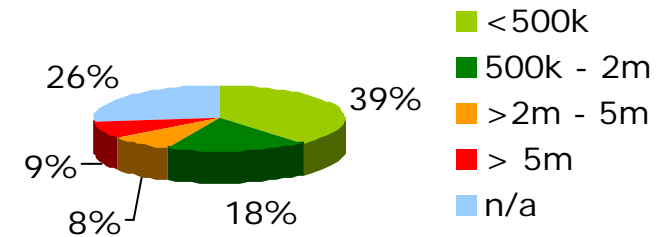
Regions



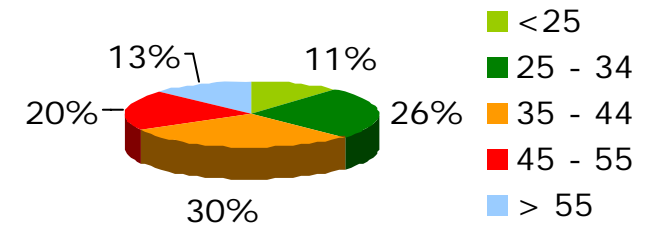
¹ Source: Google Analytics

Member Demographics ²

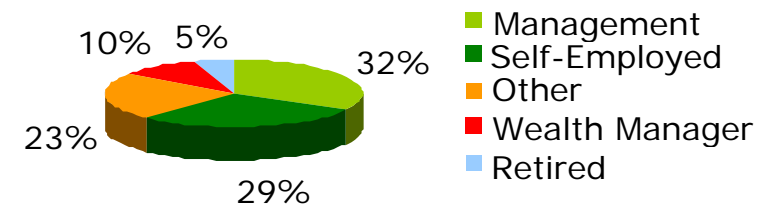
Wealth Range



Age



Occupation



Top Investment Interests: Stocks, Real Estates; ETFs

Top Lifestyle Interests: Travel, Cars, Golf

² Source: Member Registration Data

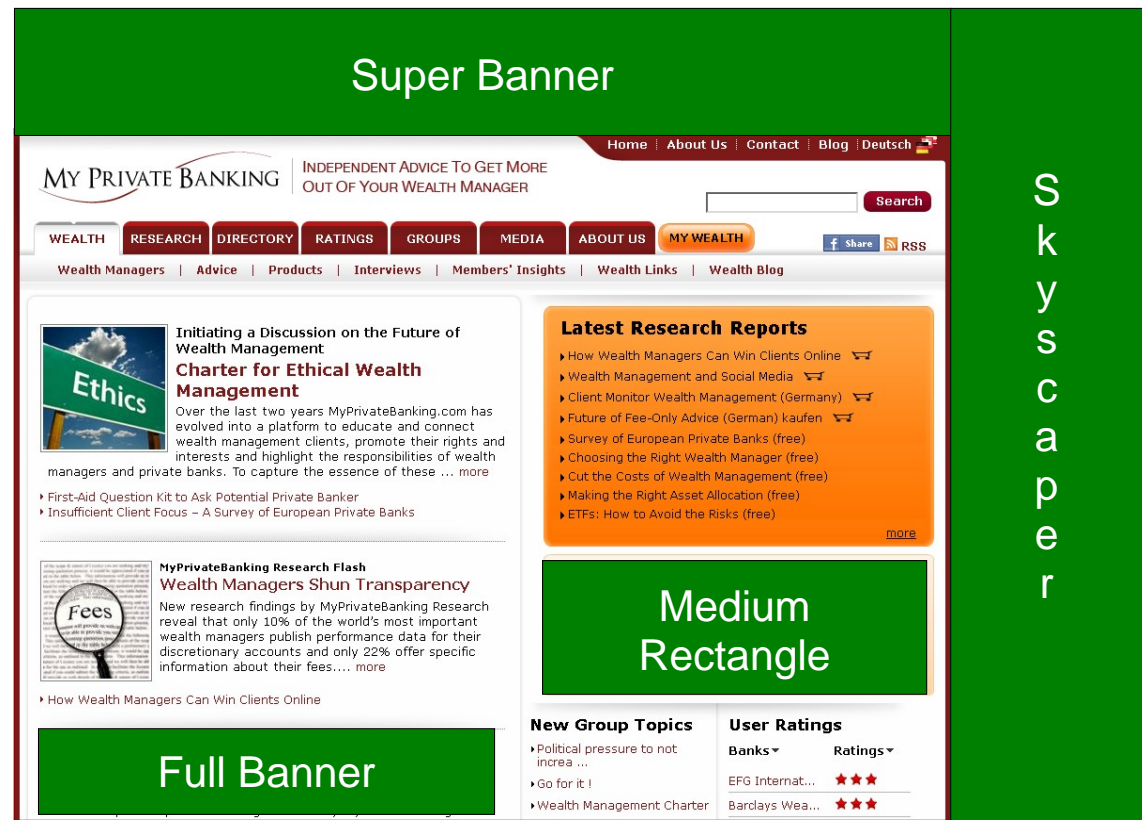
PREMIER ADVERTISING OPPORTUNITIES ON MYPRIVATEBANKING.COM

In summer 2011 MyPrivateBanking.com launched an in-house advertising business in order to work directly with our advertising partners. We now offer unprecedented access to our valued readers through high visibility ads, bi-weekly newsletters and custom sponsorships.

BANNER ADS ON WEBSITE

We offer the following ad units:

1. Superbanner in Header
2. Skyscraper/Wide Skyscraper
3. Medium Rectangle
4. Full Banner
5. Wallpaper (Superbanner + Skyscraper)



SPONSORED CONTENT ON WEBSITE

Ensure that your advertising messages are provided in the most appropriate editorial contextual positioning by sponsoring specific content or tools available on MyPrivateBanking.com. MyPrivateBanking.com provides opportunities to associate with editorial features and content areas across a range.


Sponsored Articles and Interviews

Present your company, products and services in an sponsored article or interview. Placed on the homepage and the respective category you can reach our readers with your message directly in our editorial section.

Interview with Ms. Smith, CEO XYZ Bank Font + -

"I am the boss of the bank with the lowest fees for wealthy investors"

Article Comments (3)



Ms. Smith is the CEO of the first fee-only private bank in Germany which offers clients wealth advice without conflict of interest. We talked with him about the acceptance of this new advisory model among clients and what has to be done to make the wealth management market more transparent.

MyPrivateBanking: Why do you refer to yourself in an advertisement as "the boss of the least loved bank"?

Ms. Smith: It is important to understand the meaning of the complete quotation, which is: "the boss of the bank least loved by the other banks". The quirin bank is most unloved by the other banks because it challenges their business model. Usually, banks earn their money by gaining commissions, which are either open or hidden in expensive bank products.

The objective of the bank is to sell as many products and gain as much in commissions as it can, regardless of whether this is in the interest of the customer or not. Our objective as a fee-only advisory bank is to advise our clients as best as we can. Of course, we want to earn money as well, but we earn only when our customers are successful and not by selling them expensive products.

By practicing fee-only advisory since 2006, we have successfully raised a public debate in the German market about a consumer-friendly approach in private banking. The banks don't like this debate and most of all, they don't like the fact that we are successful with our new fair and transparent private banking model.

And last but not least, good commercials have to have a certain amount of humour, so this statement is of course made with a twinkle in our eye.

MyPrivateBanking: How successful has your strategy been in the market place?

Ms. Smith: We are very successful, if you look at our numbers. We have raised our number of clients from 700 to over 7,000. This means an increase of 1,000 percent since 2006. At the same time, we have quadrupled the amount of assets under management. Today, around 7,500 customers hold two billion euros in assets managed by quirin bank. Our headquarters in Berlin are supported by 12 affiliates and a total amount of 100 fee-only advisors which are located in major cities throughout Germany, such as Munich, Hamburg, Frankfurt, Cologne and Stuttgart.

Furthermore, our success story is also due to the fact that during the financial crisis many people lost

US\$

ABN Amro Pri... ★★

Bank Privat ★★

Sontag Advis... ★★

more ratings >>

New Group Topics

- ▶ Political pressure to not increa ...
- ▶ Go for it!
- ▶ Wealth Management Charter
- ▶ Deal Adviser UK
- ▶ Campden Conferences

more group topics >>

Wealth Blog

The New Merrill Lynch World Wealth R...
Find it here, Highly recommended.

Will the US be Next to Ban Kick-backs?
The initiative of the UK's FSA (Financial Services ...

more blog posts >>

Sponsored Links

Placing sponsored links in our articles allows targeted messages in the specific editorial context that provides a high level of attention by our readers and triggers clicks for further information

Advice: Fixed Income Strategy Font + -

Park Your Money in Short-Term Bonds Only

Many private investors have recently moved their assets into bonds. At Vanguard Group, more than \$51 billion has cascaded into bond funds this year. Industrywide, investors sank over \$40 billion into bond funds in August, an all-time high for a single month, and are on pace to break that record again in September."

The main reason is, that interest on money market funds or savings accounts have come a long way down. In the United States nearly 78% of taxable money-market funds, the traditional parking place for savings, are offering 0.1% or less in annualized yield, according to Crane Data LLC, a research firm. In Europe interest on money market funds or call-money is slightly higher. But is it a good idea to move your assets to bonds or bond funds instead?

A bond has two distinct advantages for the investor: Firstly, the expected interest earnings until maturity are known. Secondly, the consequences for any bond issuer who fails to pay the interest or pay back the par value of the debt are severe. For these reasons, bonds are usually considered less risky than stocks. Extensive research shows that the average historic returns on bonds are significantly lower than for stocks.

Especially the risk of inflation casts a shadow over the bond strategy today. The longer the maturity of a bond the higher the risk that a future inflation shock will bring heavy losses to bond investors. It is probably the best advice to investors to look for bonds with short maturity. Two years or a maximum of three years should avoid the worst losses if inflation is to raise its ugly head.

Sponsored Links for more information

[Best ETFs for Short-Term Government Bonds](#)

[Inflation-Linked Bonds offer Best Real Returns](#)

[Recommended Short-Term Government Bonds by XYZ Bank](#)

← Sponsored Links

BANNER ADS AND SPONSORED CONTENT IN NEWSLETTER

Reach a high quality and targeted audience with our bi-weekly newsletter, subscribed to by 2,500 mostly wealthy individuals from around the world. The MyPrivateBanking Newsletter offers our distinctive readership exclusive stories plus latest service ratings and group postings by our members.

We offer banner ads and sponsorship of articles, enabling sponsors to deliver top-level information about their products and services while branding their name in an environment valued by our users.

Banner Ads in Newsletter:

We offer the following ad units:

1. Superbanner in Header
2. Skyscraper
3. Full Banner

Sponsored Content

Ensure that your advertising messages are provided in the most appropriate editorial contextual positioning.

Prominently placed articles or interviews with sponsored content and several links to sites selected by the sponsor.

The screenshot displays a newsletter layout with three distinct ad units:

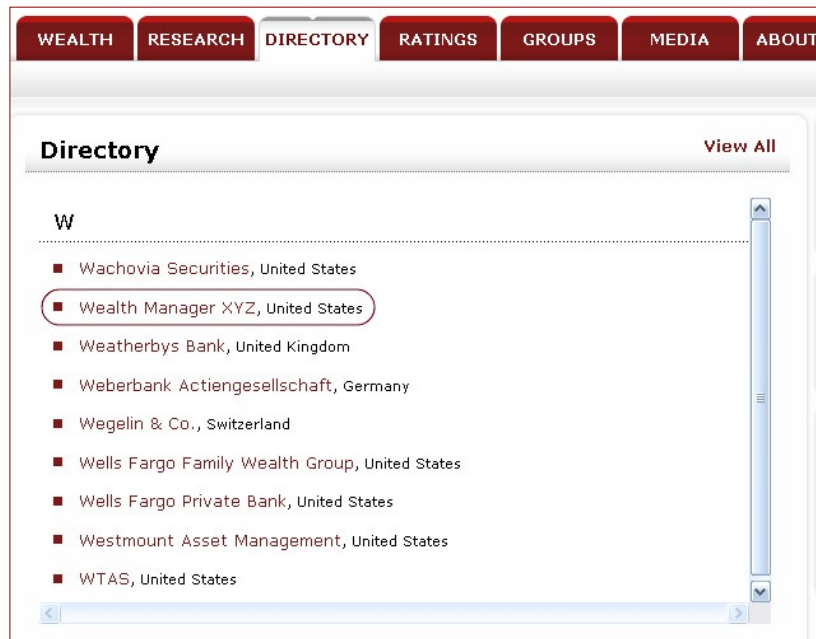
- Superbanner:** A wide banner at the top with a green header containing the text "Superbanner". Below the header, the MyPrivateBanking logo is on the left, and the text "INDEPENDENT ADVICE TO GET MORE OUT OF YOUR WEALTH MANAGER" is on the right. Below this is a "Sponsored Story" titled "Fee-Only Advice Gaining Ground in Europe" with a short paragraph of text and a "read more" link.
- Skyscraper:** A vertical ad unit on the right side of the page, featuring the word "Skyscraper" written vertically in white text on a green background.
- Full Banner:** A wide banner at the bottom with a green background and the text "Full Banner" in white. To its left, there is a section titled "Other Stories" with a quote and a link, and a section titled "Rate Your Wealth Manager!" with a "Latest Ratings:" sub-section and a link to "Clarden Leu Bank (Switzerland)".

PREMIUM DIRECTORY ENTRIES

The MyPrivateBanking Directory of Wealth Managers provides a wide range of information on more than 500 banks and wealth manager worldwide, searchable by name or country. It is the largest directory of its kind on the worldwide web targeted to affluent clients. It is a highly valued, much frequented source of free, comprehensive information, used by potential clients in the process of selecting wealth managers.

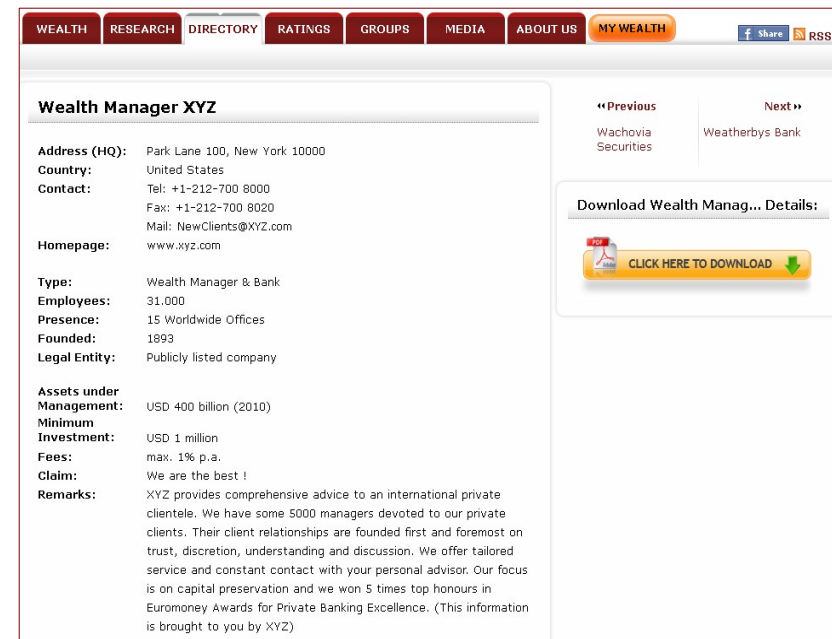
Highlighted Directory Entry

Increase awareness of your wealth management company by enhancing your entry and stimulating greater interest on the part of potential clients.



Extended Information and Downloads

Provide the potential client with extra information on your company and services by adding to your profile an additional 500 characters for your promotional message and a brochure of your choice for download.



PRESENT YOUR COMPANY, PRODUCTS AND SERVICES IN OUR WEBINARS

MyPrivateBanking Webinars offer sponsors to not only present their company, products or services to an engaged and affluent audience, but also to interact with them on an individual level. A pre-selection of participants and confirmation of their willingness to share their contact data guarantee sponsors access to a highly targeted audience and the opportunity to follow up with them on a one-to-one base.

Format

In co-operation with MyPrivateBanking, sponsors select a topic they would like to present to a distinctive audience. Our experience shows that educational webinars achieve the highest level of interest.

MyPrivateBanking recruits participants according to agreed criteria from its distinctive membership base, provides the technical platform and moderates the sessions. These are normally split into 30 mins of expert commentary accompanied by slides and a subsequent question and answer session via chat.

The webinar will be permanently placed on the MyPrivateBanking website. This gives sponsors an ongoing presence since members that were not able to participate in the live session still have the opportunity to go through your presentation and listen to the Q&A session.

MY PRIVATE BANKING

Logo Sponsor

MyPrivateBanking Webinar
sponsored by Wealth Manager XYZ

How to Choose the best ETFs

Time: September 24, 2011
Duration: 30 min plus 30 min Q & A
Registration: Free for Members of MyPrivateBanking.com

2011 RATE CARD (all prices in euro)

As a premium platform, successfully targeting the rather select, but very attractive and hard to reach target group of high net worth individuals worldwide, we do not calculate rates on the basis of page impressions. We offer rates for website banner ads on a monthly basis and individual agreements for special formats such as sponsored content and webinars. Customized packages are available on request.

Standard Advertising Units	On Website per month	Per Newsletter
Superbanner in Header	1750	500
Skyscraper	2000	500
Medium Rectangle	2500	n/a
Full Banner	1500	500
Wallpaper (Superbanner + Skyscraper)	3000	n/a

Premium Directory Entries	One Year	Three years
Entry for offices in up to 5 countries	1500	3000
Entry of unlimited number of national offices	2000	4000

Sponsored Content

MyPrivateBanking.com provides opportunities to associate with editorial features and content areas across a range of topics. Sponsored links and articles are offered on the website as well as in the newsletter. Please contact our sales representative for details and current pricing.

Webinars

Please contact our sales representative for your individual solution and pricing.

For our terms and conditions please refer to our [website](#).

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