

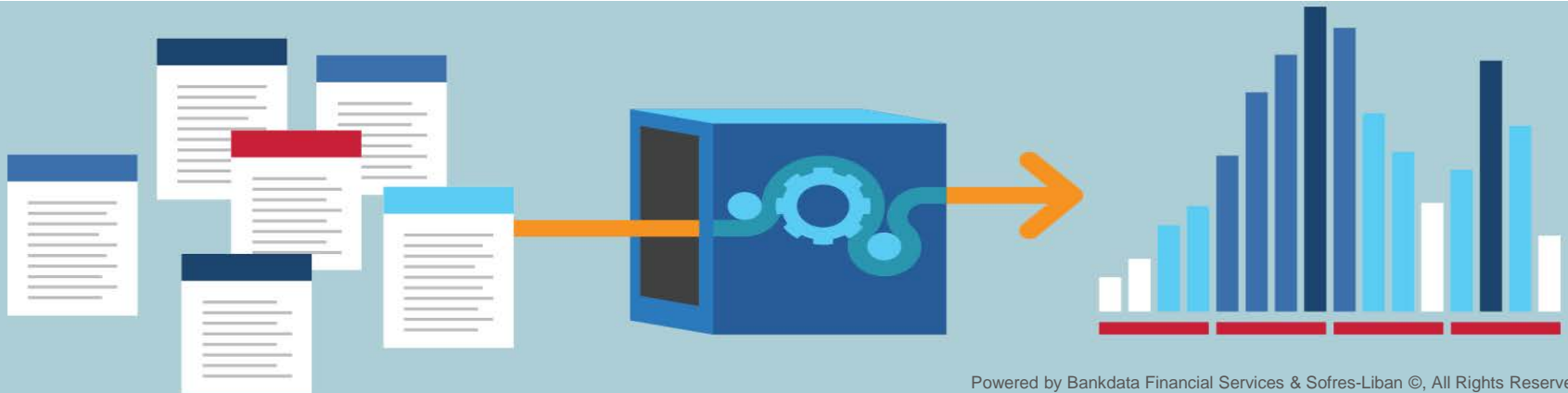
Market Watch – Lebanon

Smart Data Play



When growing gets tough

- //--- Changing economic conditions and increased competition impact the performance of banks rapidly.
- Banks need to constantly innovate to deliver on the needs of the market, hiring specialists to get insights on what consumers want from their financial service provider.
- Leveraging consumer generated feedback is a great way to keep a competitive edge.
- To capture a greater share of wallet, banks must evolve beyond “pushing” products to understanding and delivering on customers’ financial needs. ---//



Compete with intelligence

- //--- Banks need to anticipate and manage change proactively: they require relevant on-time market information delivered straight to the desks of end users in efficient format for an optimal allocation of time, money and people.
- The **Market Watch** is a powerful tool that enables executives to make sense of market dynamics by providing essential data and insights on periodic basis.
- With its comparative charting dashboard and straight-forward, intuitive framework, the **Market Watch** enhances knowledge by providing access to quality data that will lead to identify opportunities and avoid shortcomings. ---//



Explore the market

Total Population

1,000 individuals interviewed
~30 recurrent questions

Demographics

Outstanding savings by tiers

Current monthly expenditure by tiers

Primary / Secondary banks

Unaided awareness of all banks

Satisfaction rating of Primary bank

Opinion rating of known banks

Products & Services held

Financing highlights

- Total loans vs. annual income
- Household DBR
- Unpaid installments

Small & Medium Enterprises

200 SMEs interviewed
~30 recurrent questions

Metrics

Turnover & Investments

Primary / Secondary banks

Unaided awareness of all banks

Satisfaction rating of Primary bank

Opinion rating of known banks

Products & Services held

Financing highlights

- Indebtedness level
- Monthly Installments
- Unpaid Installments
- Financing needs

Product Sheet

Periodic executive dashboards with trend analyses	Annual subscription of US\$ 9,000	2 SMEs dashboards (April & October)
		1 Total population dashboard (December)
	Deliverables	Drill-down, segmentation and cross-tabulation
		Extraction of flat results on request

Customized surveys remain available on demand.



Monitoring of Key indices



Partners

Bankdata Financial Services is a publishing and consulting company established in Lebanon since 1986.

//--- Bankdata's publishing department has established a solid reputation of being a unique, independent and trustworthy source of information on Lebanese banks via "Bilanbanques" and the "Alpha Report", the annual and quarterly reports highlighting the performance of banks through a standardized analysis of their financial statements.

--- The consulting activity spans across Marketing, Training and Retail related activities. ---//

Sofres-Liban sal was founded in January 1995 in collaboration with Sofres France, a leading market research company that merged into Taylor Nelson Sofres (TNSofres).

//--- Sofres-Liban works for the major business sectors, namely Healthcare, Political & Social, Media, Banking, Automotive, Technology and FMCGs. It conducts more 70,000 interviews annually in the MENA region in three languages (Arabic, English and French).

--- Sofres-Liban market research expertise covers Advertising Evaluation, Media, Brand & Image, Customer Satisfaction, Usage and Attitude, Segmentation, Retail, Business-to-Business Research, Opinion Polling. ---//



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