



Romania FIN Traffic Insights

September 2014 data

Bucharest, 30th October 2014

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FIN Growth

Romania growth is mainly driven by Payments (+6.5%)

FIN Average Daily volumes
Actual growth Year To Date September 2014 vs 2013





	EMEA	Americas	Asia Pacific	Total
Payments	6.1%	12.0%	11.5%	8.1%
Securities	16.2%	9.4%	14.3%	14.7%
Treasury	-4.9%	-0.4%	-2.0%	-3.6%
Trade	-4.7%	-6.2%	0.7%	-2.6%
Total	10.0%	10.2%	11.3%	10.2%

 Romania	Distribution per market
6.5%	90.0%
41.3%	7.3%
-23.9%	1.6%
25.9%	0.7%
7.9%	

Color coding: < -10% -10%..0% > 0%

FIN Growth

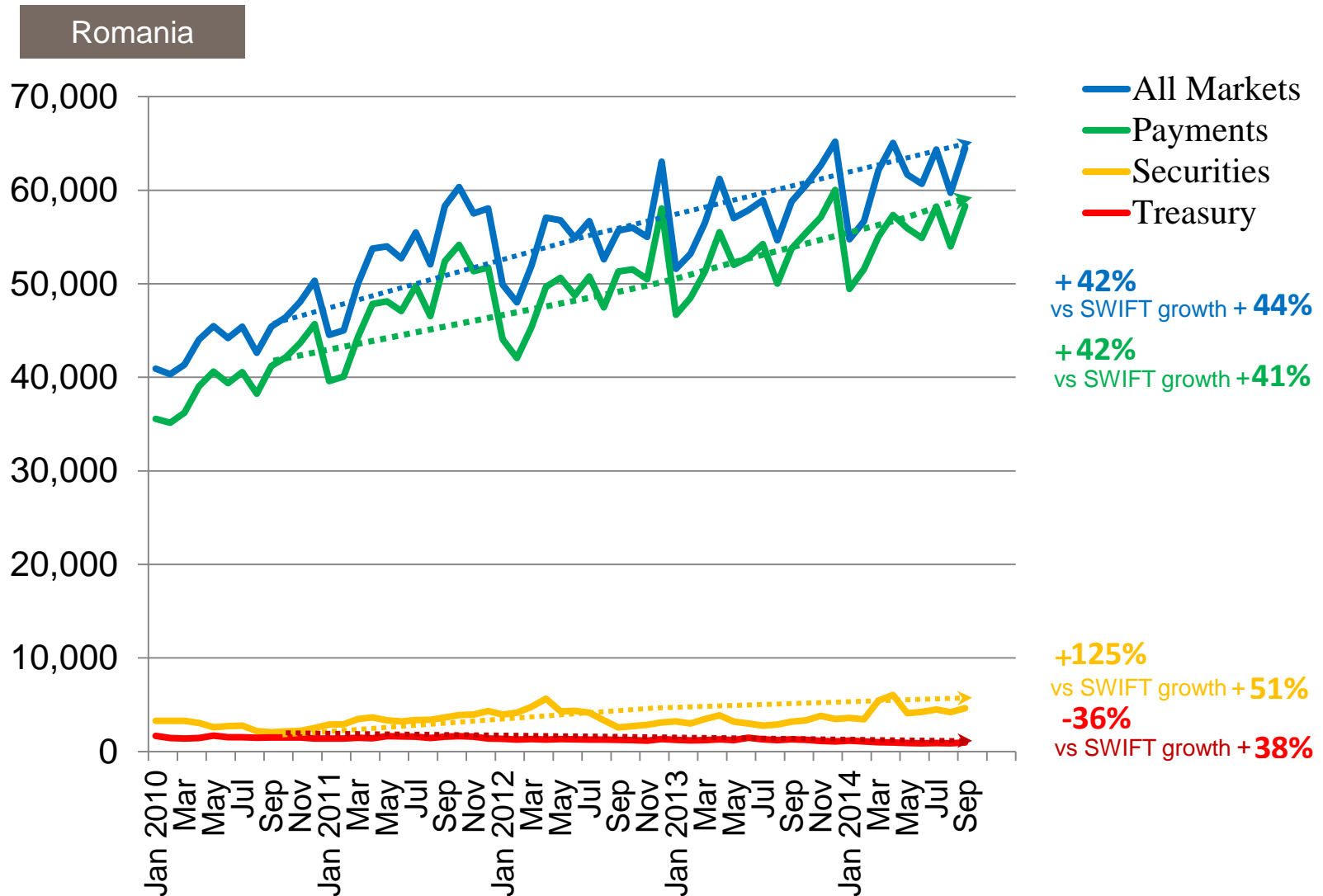
Romania YTD 2014 September 2014 growth at +7.9%

	Full Year 2011 vs 2010	Full Year 2012 vs 2011	Full Year 2013 vs 2012	YTD Sept 2014 vs 2013
	20.1%	2.2%	6.3%	7.9%
Romania 	9.7%	3.9%	13.1%	10.0%
EMEA 	9.9%	3.5%	10.8%	10.2%
SWIFT 				

- Growth rates based on average daily volumes

Romania is showing strong growth of +42% in four years

FIN - Average Daily number of messages



Growth rates are based on September 2014 vs September 2010

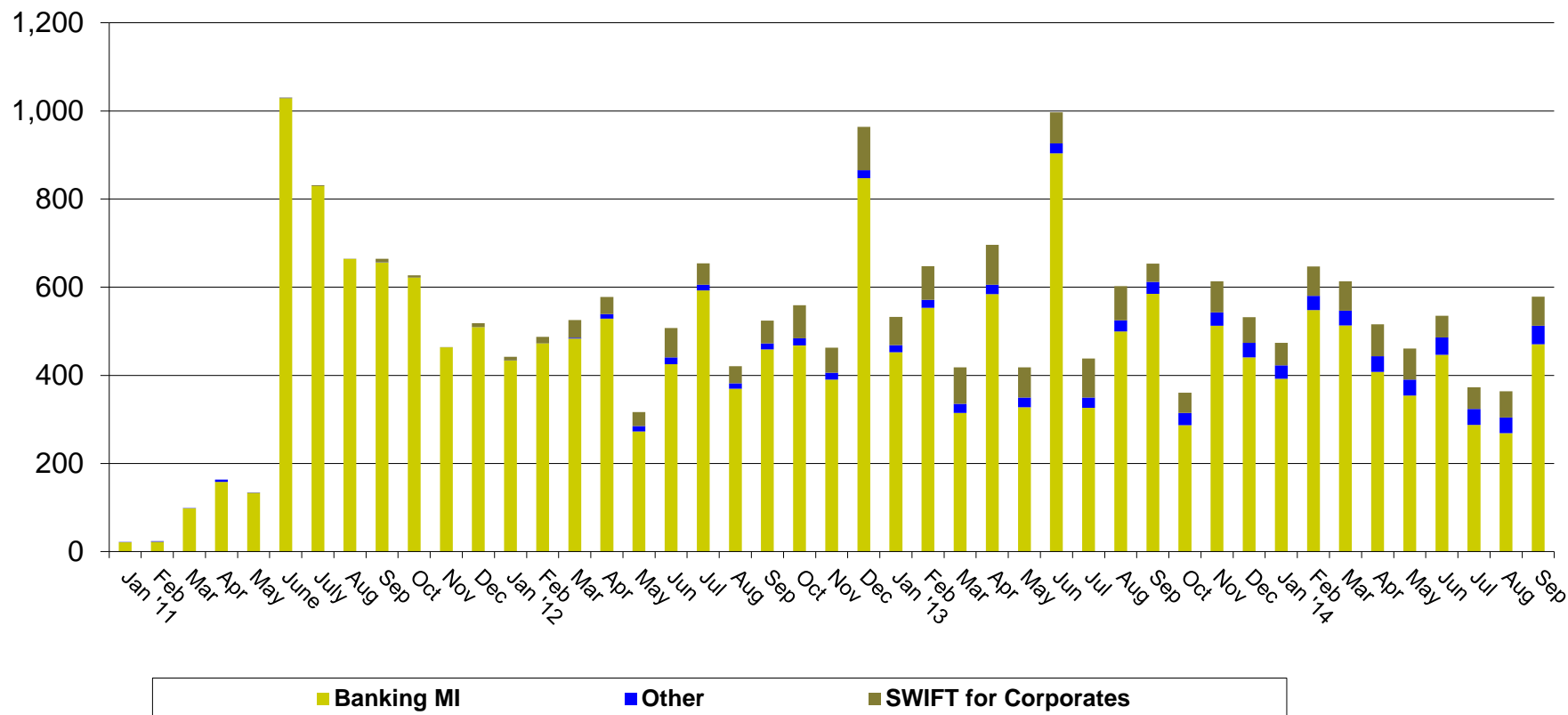


FileAct Traffic driven by Banking MI (mainly Target2)

Romania

FileAct

Average daily number of Kilo Characters

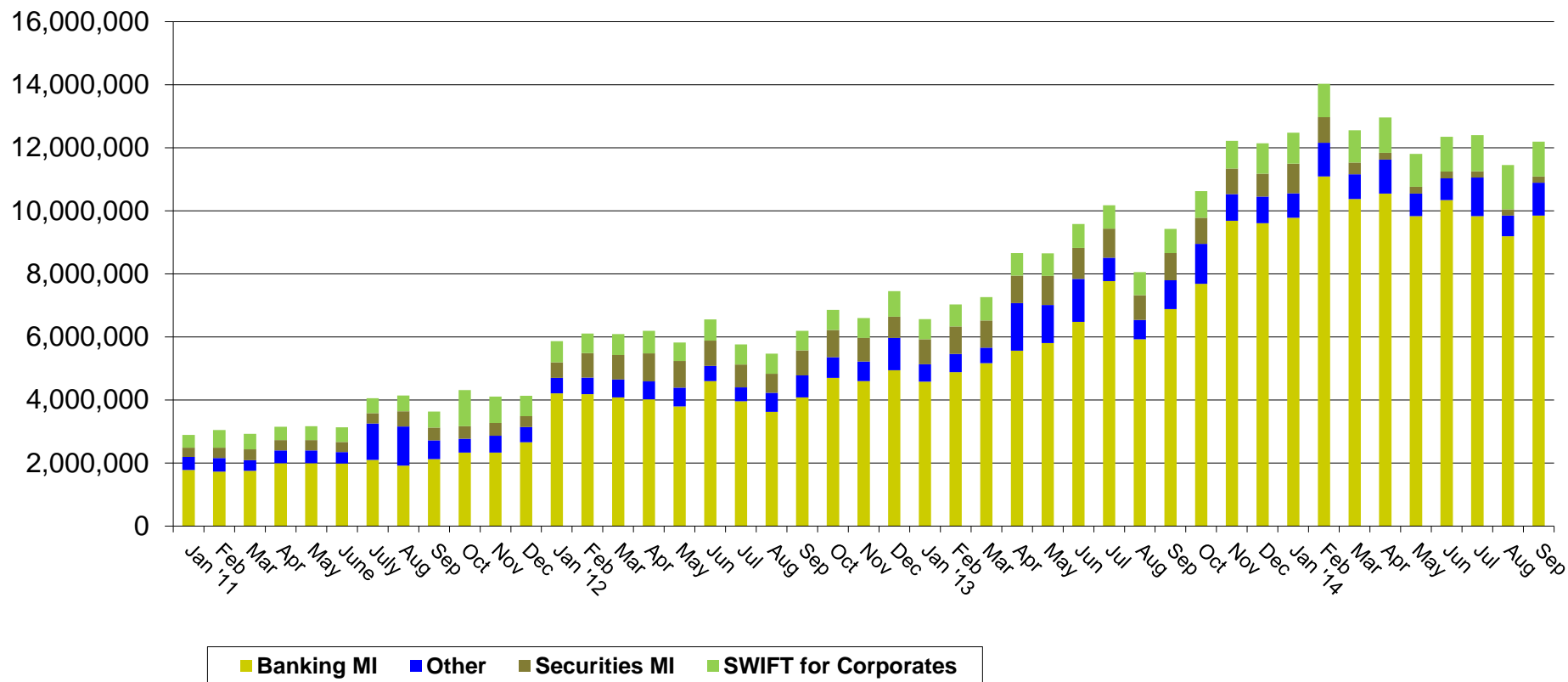


FileAct Traffic driven by Banking MI (mainly LVP, Corporates, NETS)

GLOBAL

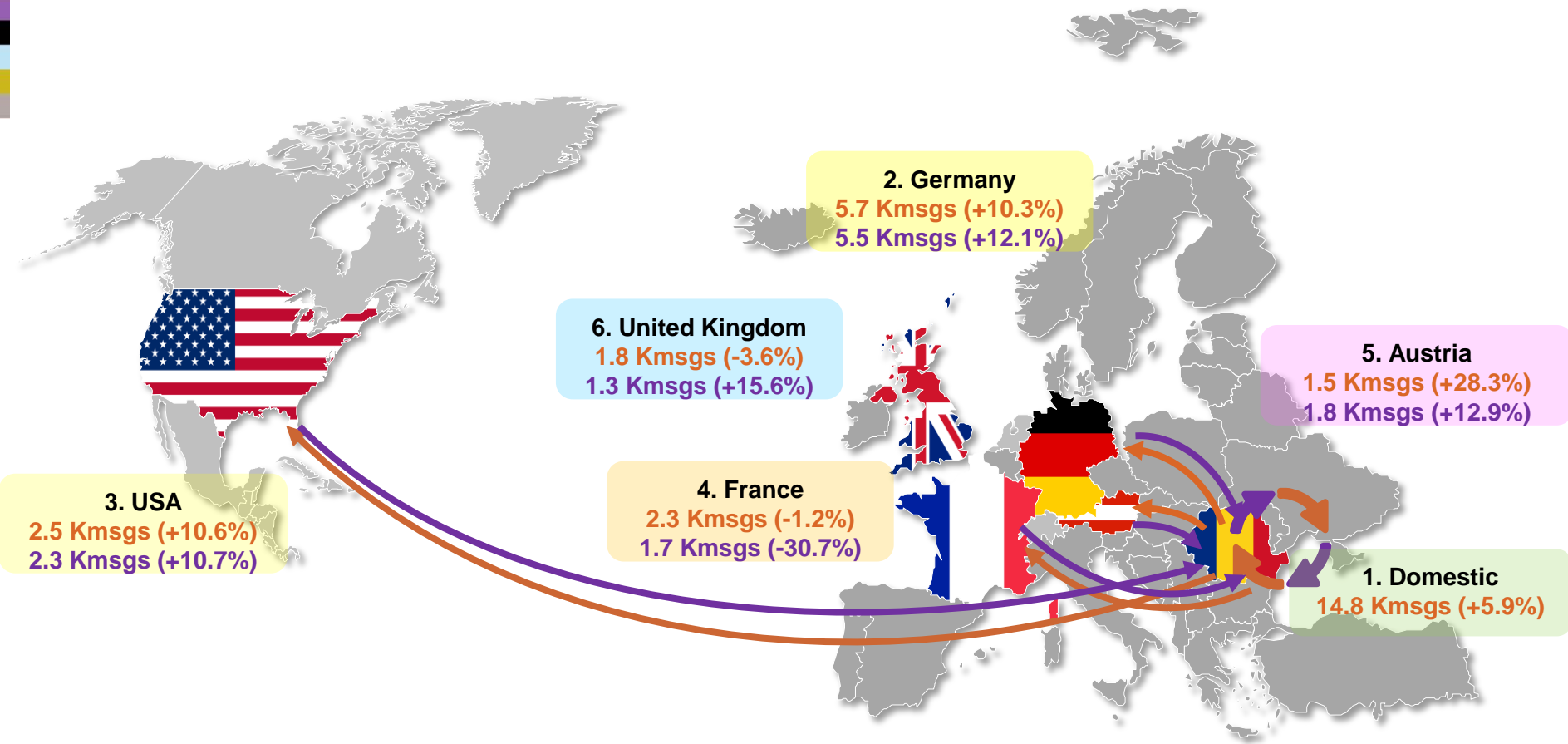
FileAct

Average daily number of Kilo Characters



Payments traffic flows in and out of Romania

41% of traffic sent from Romania is domestic



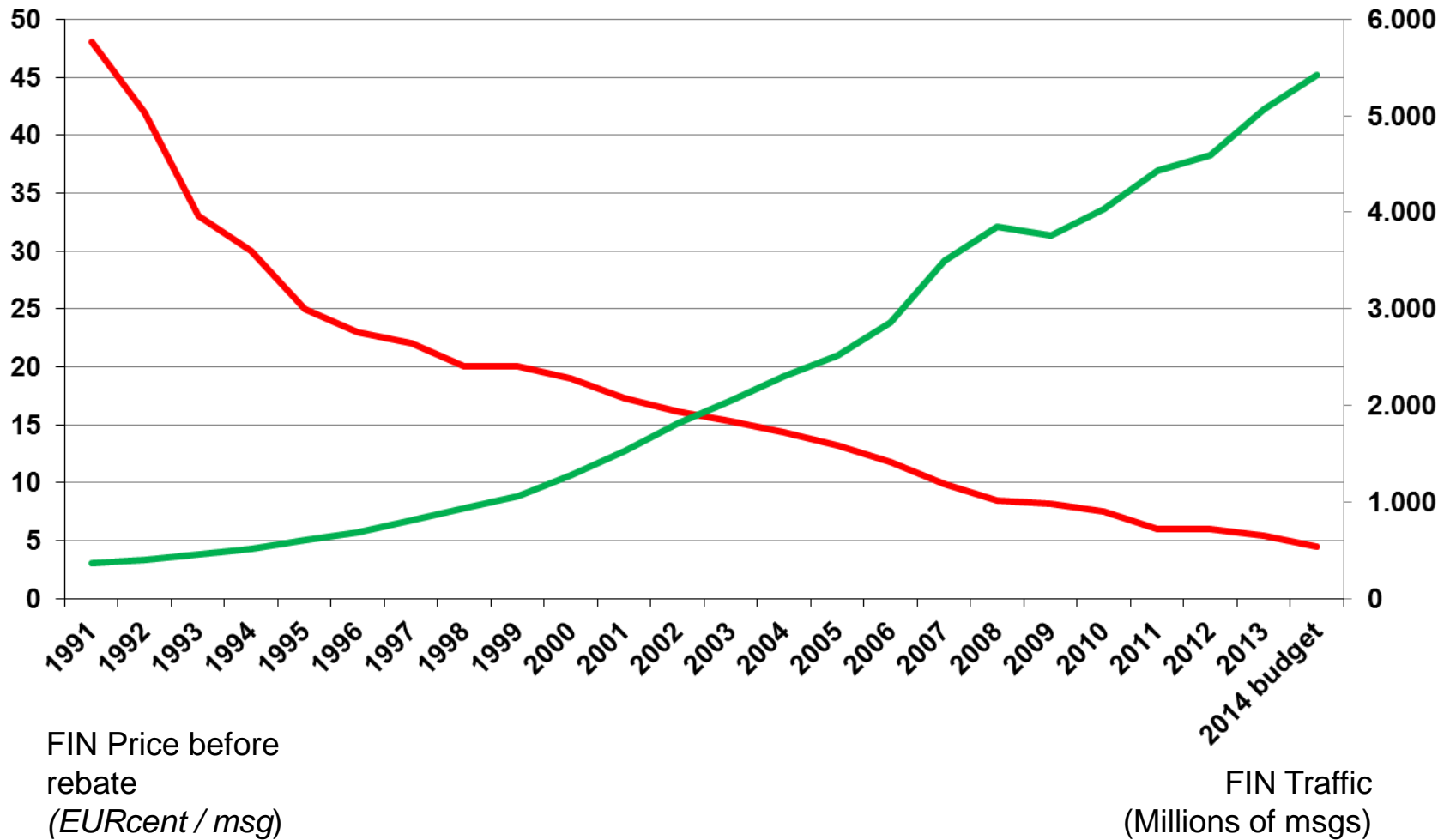
Traffic figures: 2013 average daily live traffic
Growth figures: 2013 vs 2012





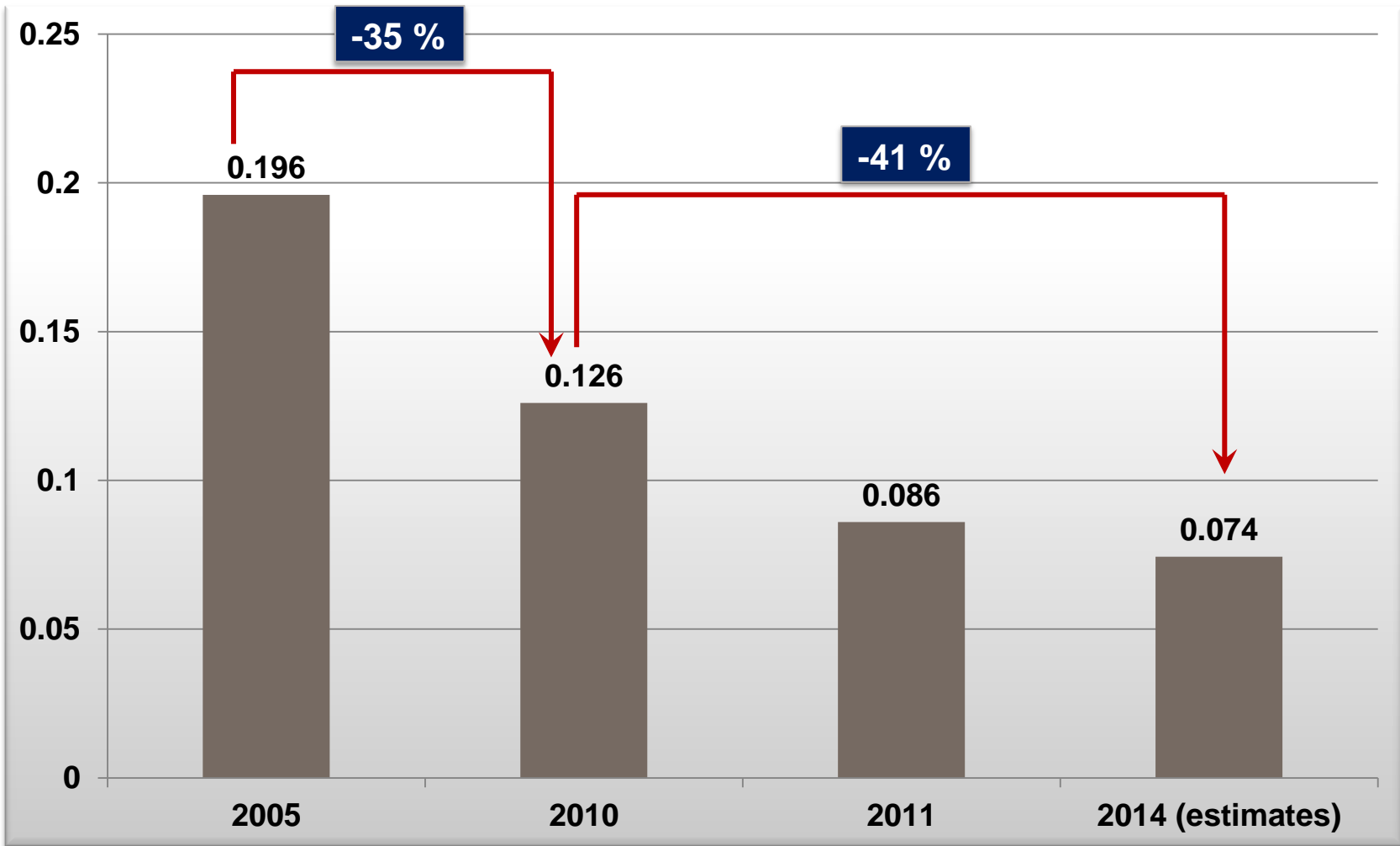
Pricing actions

SWIFT committed to 30-50% price cut over 2010-2015 ... and has reached the challenge one year ahead



Romania benefitted from the price reductions over the years

Average price (Romania)
Euro/FIN message



Major pricing actions

2014 FIN price reduction

- On average 20% price reduction.
- Last FIN price reduction was in 2011
- FinCopy: up to 27% price reduction

Point-to-point discount

- Discount scheme designed to attract new traffic and protect existing traffic from the competition (VPN, leased lines).
- 2014 estimated savings = 26.3 MEUR
- Number of eligible customers: 114
- Number of eligible connections: 450

Know Your Customer

- SWIFT gives 12 months free usage in 2015 linked to data contribution

Major pricing actions

FileAct price reduction

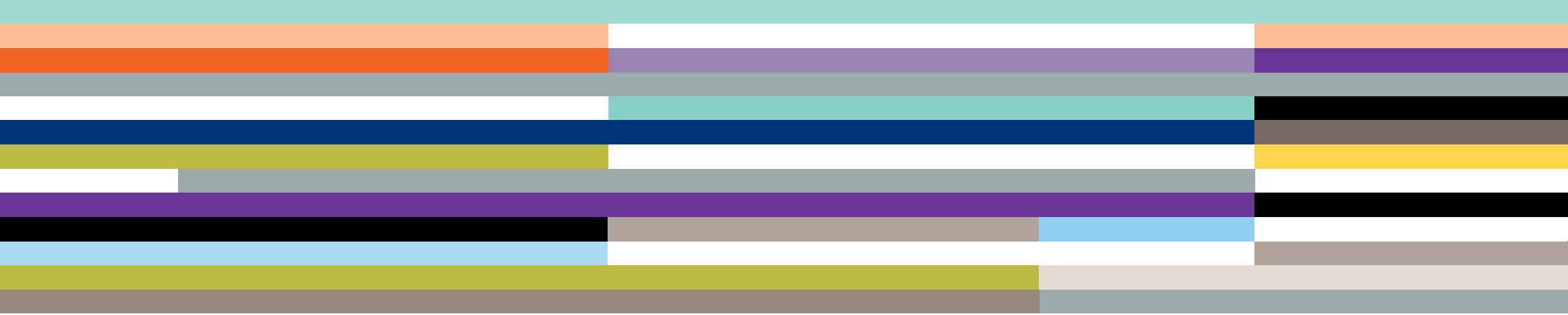
- Up to 40% decrease for large files
- Significant boost for LVP services

Lite2

- Simple, secure and cloud-based SWIFT connection at low cost
- All inclusive price

Fixed Fee

- Introduced in 2008 for GT5+ customers
- New programme for GT 3 and 4 customers since 2011
- 52 FF customers
- FF customers savings (YTD 2014): 30.7MEUR



Thank you