

An aerial photograph of a city at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, there's a large, ornate building with a prominent dome and classical columns. The city streets and other buildings are visible in the background, with some lights starting to glow as dusk falls.

# **SWIFT Business Forum Romania**

**Andre Boico**

**Romania traffic insights  
and SWIFT Pricing**

**26 October 2016**



# Traffic insights Romania



# Key Highlights

17,000,000+

FIN messages per year (2015)

69,000+

FIN messages per day (YTD September 2016)

+7.1%

Increase in FIN messages per day (YTD September 2016)



# Year to date 2016 FIN Traffic growth at a glance



Growth rates based on Year to date September 2016 vs 2015 Average Daily Messages

	AMUK	APAC	EMEA	Total SWIFT		ROMANIA	Central & Eastern Europe	
Payments	6.7%	5.2%	5.0%	5.8%		7.1%	3.0%	
Securities	3.9%	18.1%	5.2%	6.2%		8.4%	-0.1%	
Treasury	6.6%	1.8%	2.6%	4.8%		-8.3%	-5.4%	
Trade	-17.0%	-5.3%	-3.8%	-7.0%		23.4%	-1.2%	
	5.4%	10.1%	4.9%	5.8%		7.1%	1.6%	

<-10%


-10% to 0%

>0%

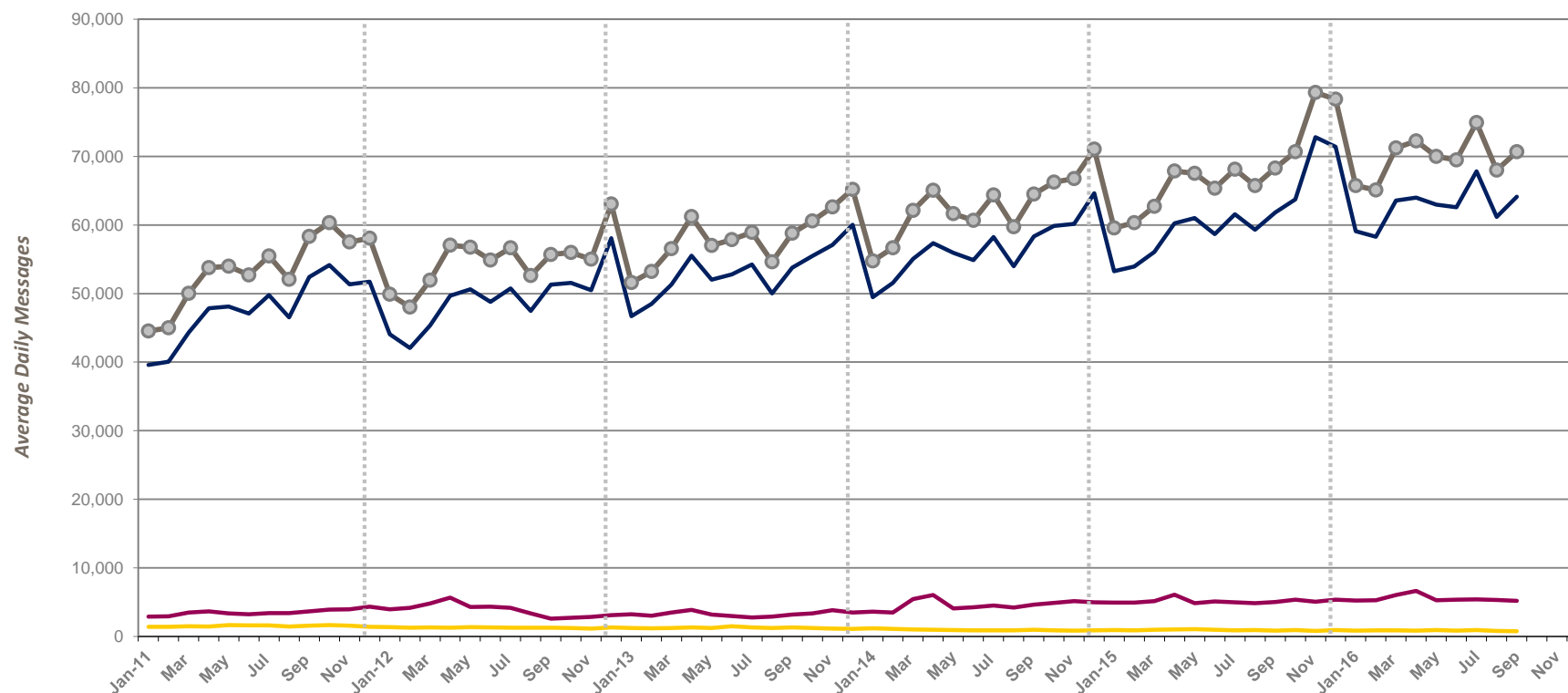


# FIN traffic growth evolution

Year to date 2016 : Romania records stronger traffic growth than SWIFT average

	Growth of Full year 2012	Full year 2013	Full year 2014	Full year 2015	Year to date 2016
 <b>Romania</b>	2.2%	6.3%	8.0%	8.0%	7.1%
<b>Total SWIFT</b>	3.5%	10.8%	11.0%	8.4%	5.8%

Growth rates based on  
Average Daily Messages



Compound Annual Growth  
Rate (CAGR)  
2011 – YTD September 2016

## All markets

+6% vs. SWIFT +8%

## Payments

+7% vs. SWIFT +8%

## Securities

+11% vs. SWIFT +9%

## Treasury

-11% vs. SWIFT +2%



# FIN traffic sent and received

Romania ranked 7<sup>th</sup> in Central & Eastern Europe for Traffic Sent

Ranked 40<sup>th</sup> worldwide

Countries ranked by Traffic Sent - September 2016 YTD - Average Daily Volumes




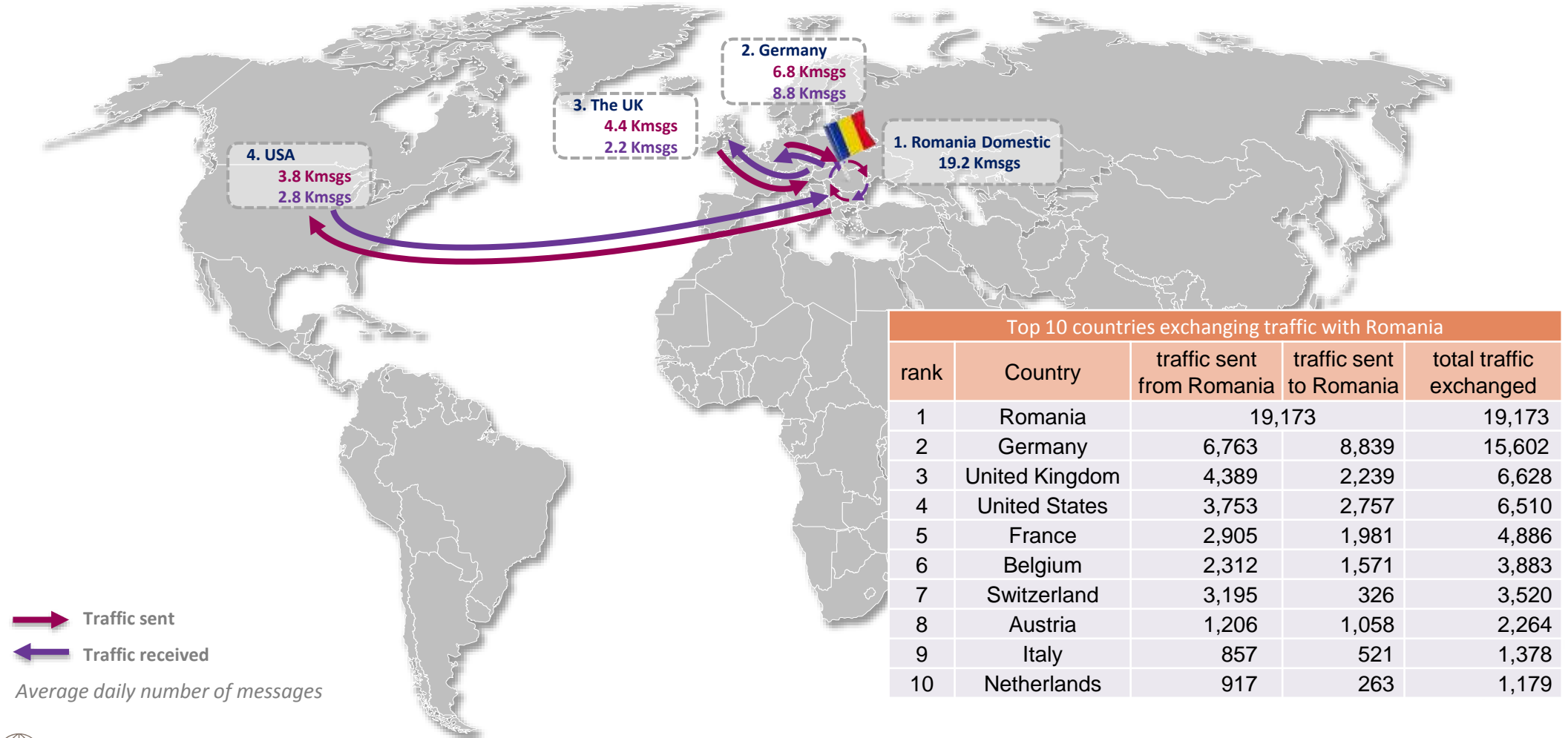
Country Code	Country name	Traffic sent					Traffic received				
		Rank	YTD traffic	Growth	CTG*	Share	Rank	YTD traffic	Growth	CTG*	Share
DE	Germany	4	1,689,648	-0.2%	-0.2%	6.6%	3	1,527,085	3.0%	3.2%	6.0%
CH	Switzerland	8	654,169	-2.2%	-1.1%	2.6%	6	906,282	4.2%	2.6%	3.6%
RU	Russia	18	302,187	8.8%	1.8%	1.2%	17	280,527	8.7%	1.6%	1.1%
PL	Poland	21	199,914	0.8%	0.1%	0.8%	25	137,671	8.7%	0.8%	0.5%
 AT	Austria	25	178,612	12.1%	1.4%	0.7%	21	164,434	8.0%	0.9%	0.6%
 HU	Hungary	34	84,038	20.0%	1.0%	0.3%	38	52,132	15.6%	0.5%	0.2%
 <b>RO</b>	<b>Romania</b>	<b>40</b>	<b>69,741</b>	<b>7.1%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>34</b>	<b>62,337</b>	<b>6.1%</b>	<b>0.3%</b>	<b>0.2%</b>
CZ	Czech Republic	41	68,562	-5.5%	-0.3%	0.3%	48	32,982	3.5%	0.1%	0.1%
BG	Bulgaria	57	22,672	3.1%	0.0%	0.1%	51	25,339	-2.7%	-0.1%	0.1%
SK	Slovakia	59	21,738	9.7%	0.1%	0.1%	82	10,546	3.6%	0.0%	0.0%
EE	Estonia	61	20,437	41.2%	0.4%	0.1%	72	14,158	16.8%	0.1%	0.1%
LV	Latvia	64	19,479	2.7%	0.0%	0.1%	61	20,276	-0.7%	0.0%	0.1%
HR	Croatia	65	17,818	6.8%	0.1%	0.1%	62	17,958	-11.1%	-0.2%	0.1%
UA	Ukraine	68	16,797	4.4%	0.1%	0.1%	57	23,868	-0.8%	0.0%	0.1%
SI	Slovenia	70	16,459	-3.9%	0.0%	0.1%	69	14,706	-2.7%	0.0%	0.1%

Table shows only the Top 15 Central Eastern & Europe countries

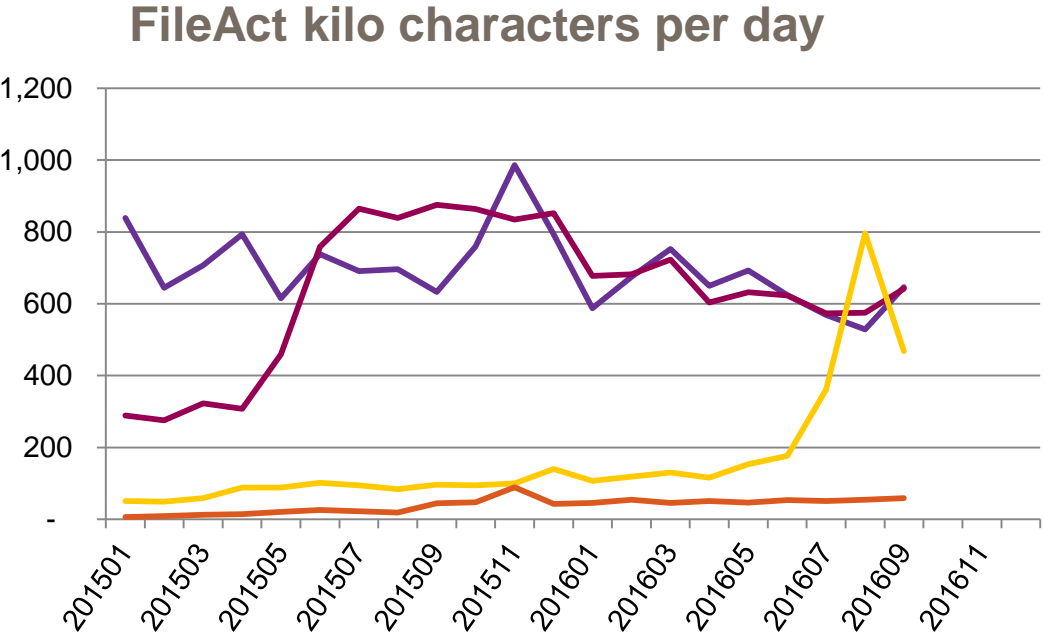
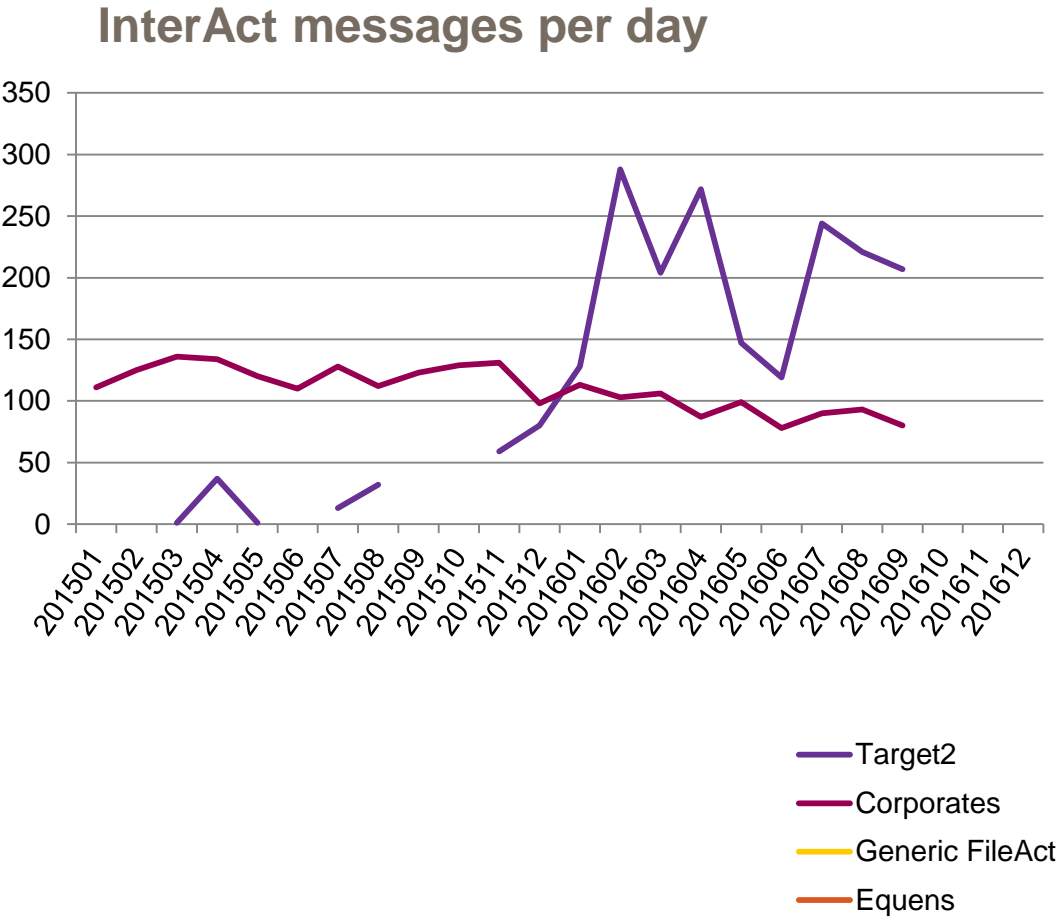




# FIN traffic sent and received from Romania

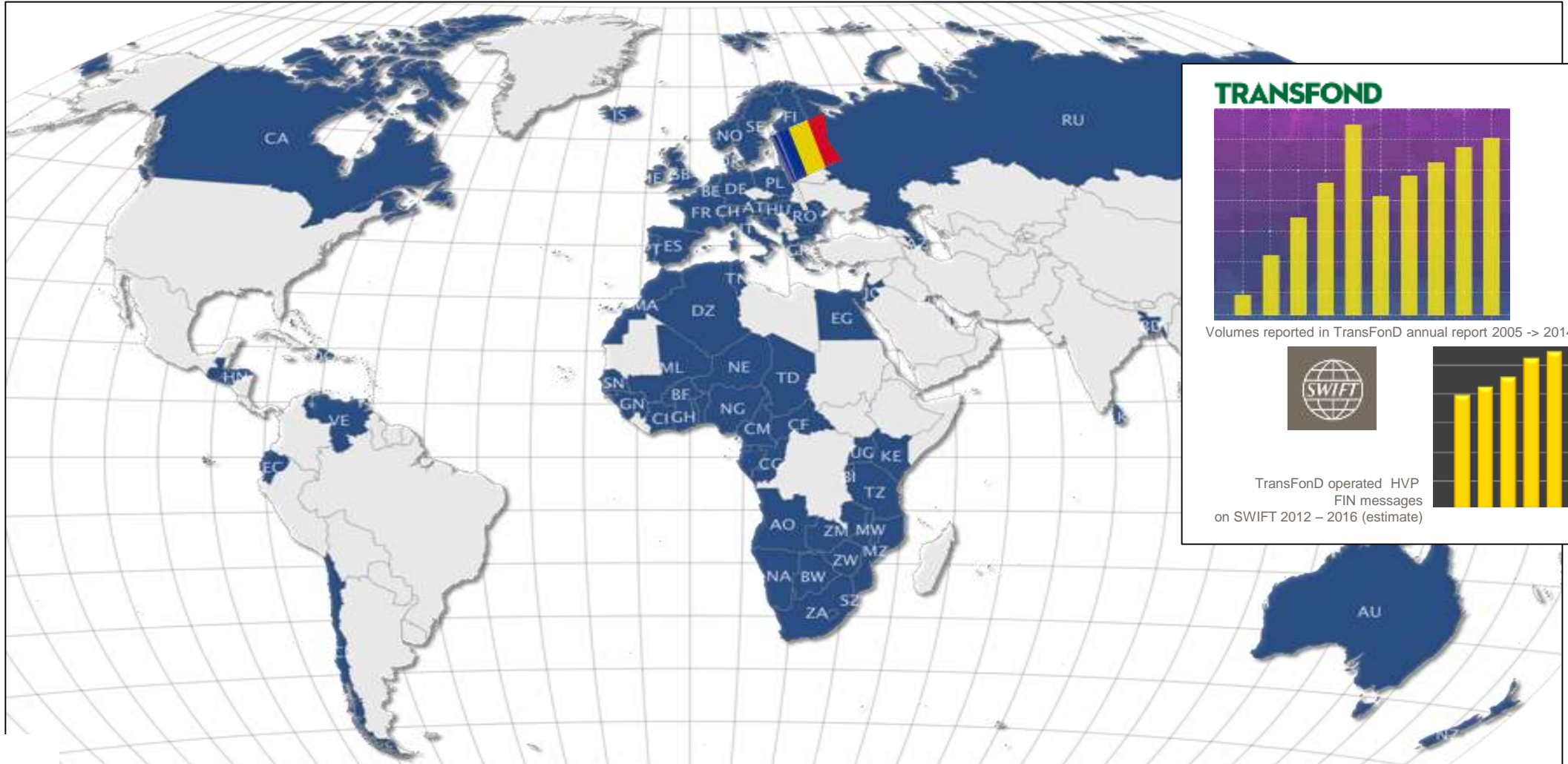


# InterAct and FileAct traffic in Romania

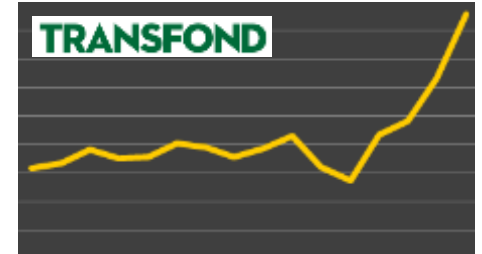




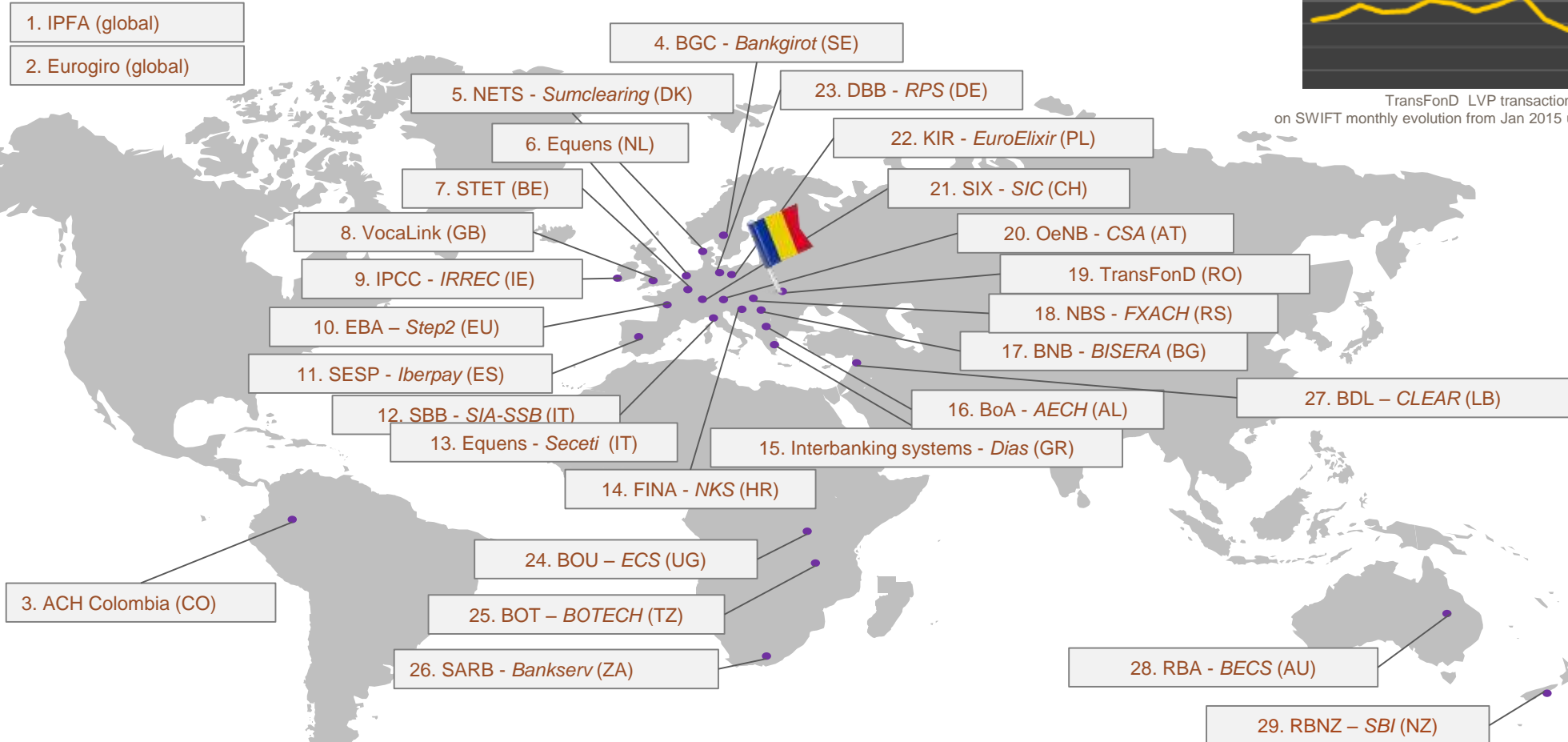
# High Value Payments Systems on SWIFT



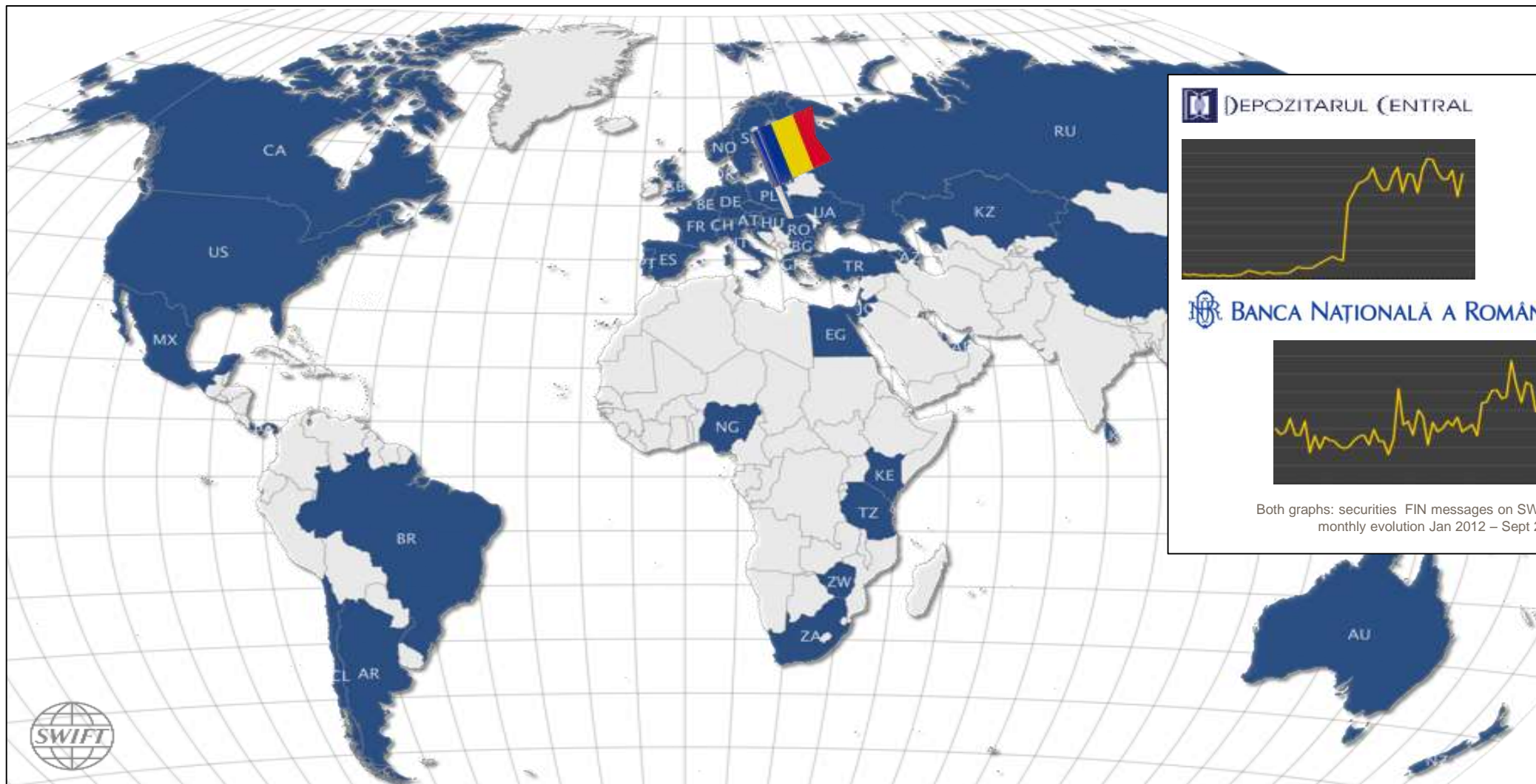
# Low Value Payments Systems on SWIFT



TransFonD LVP transactions on volumes on SWIFT monthly evolution from Jan 2015 until Aug 2016



# Securities Market Infrastructures on SWIFT



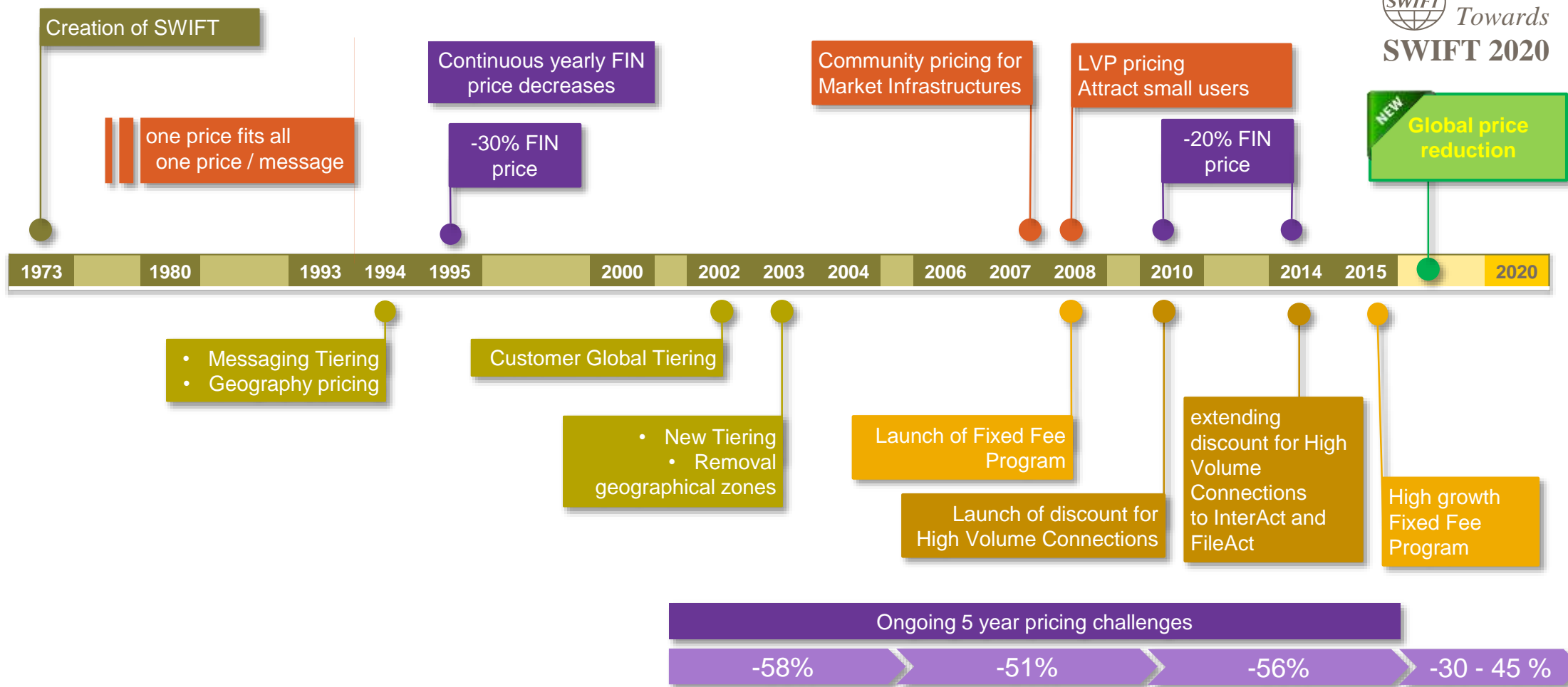


# pricing history



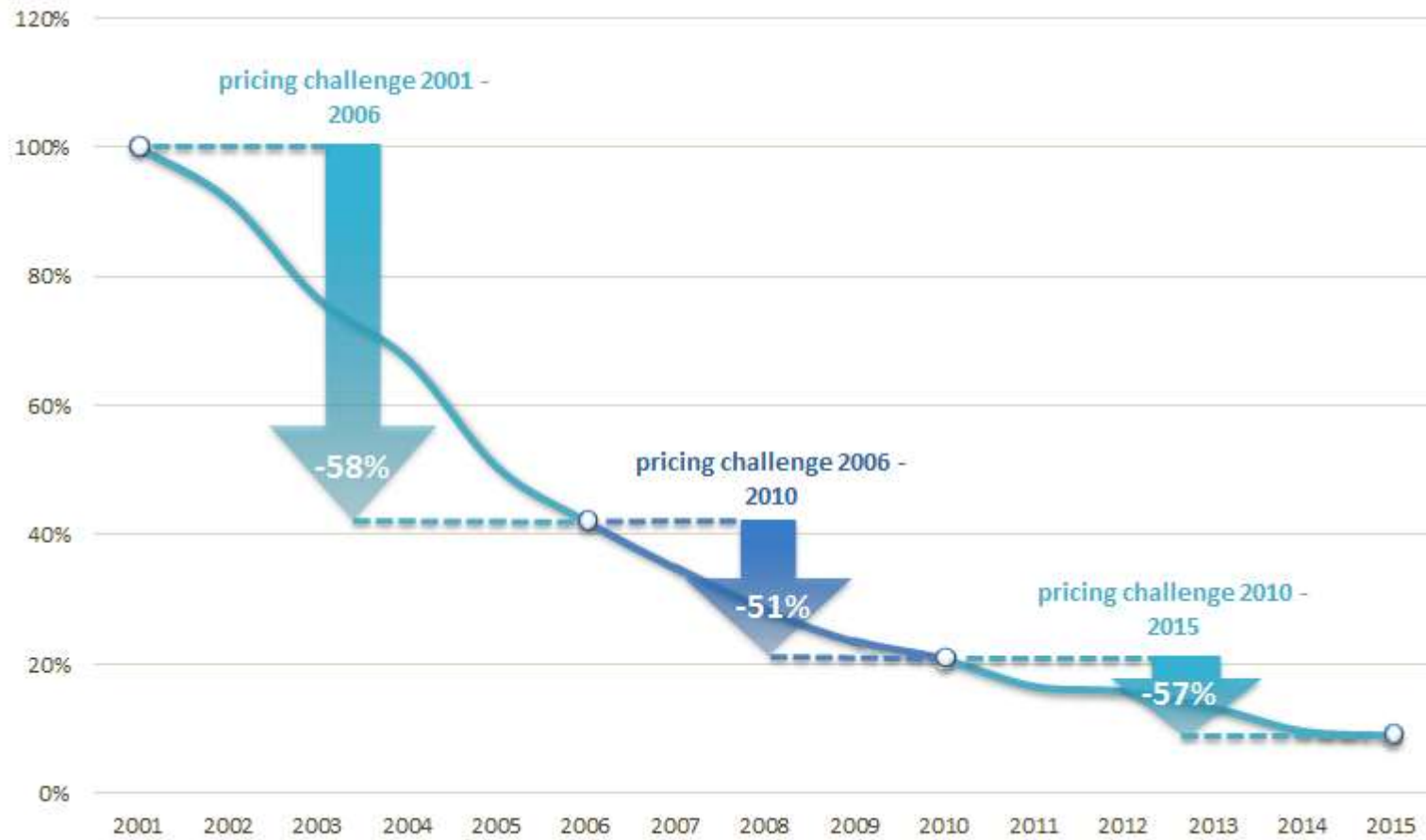
# SWIFT's pricing initiatives on messaging timeline

 Towards  
**SWIFT 2020**

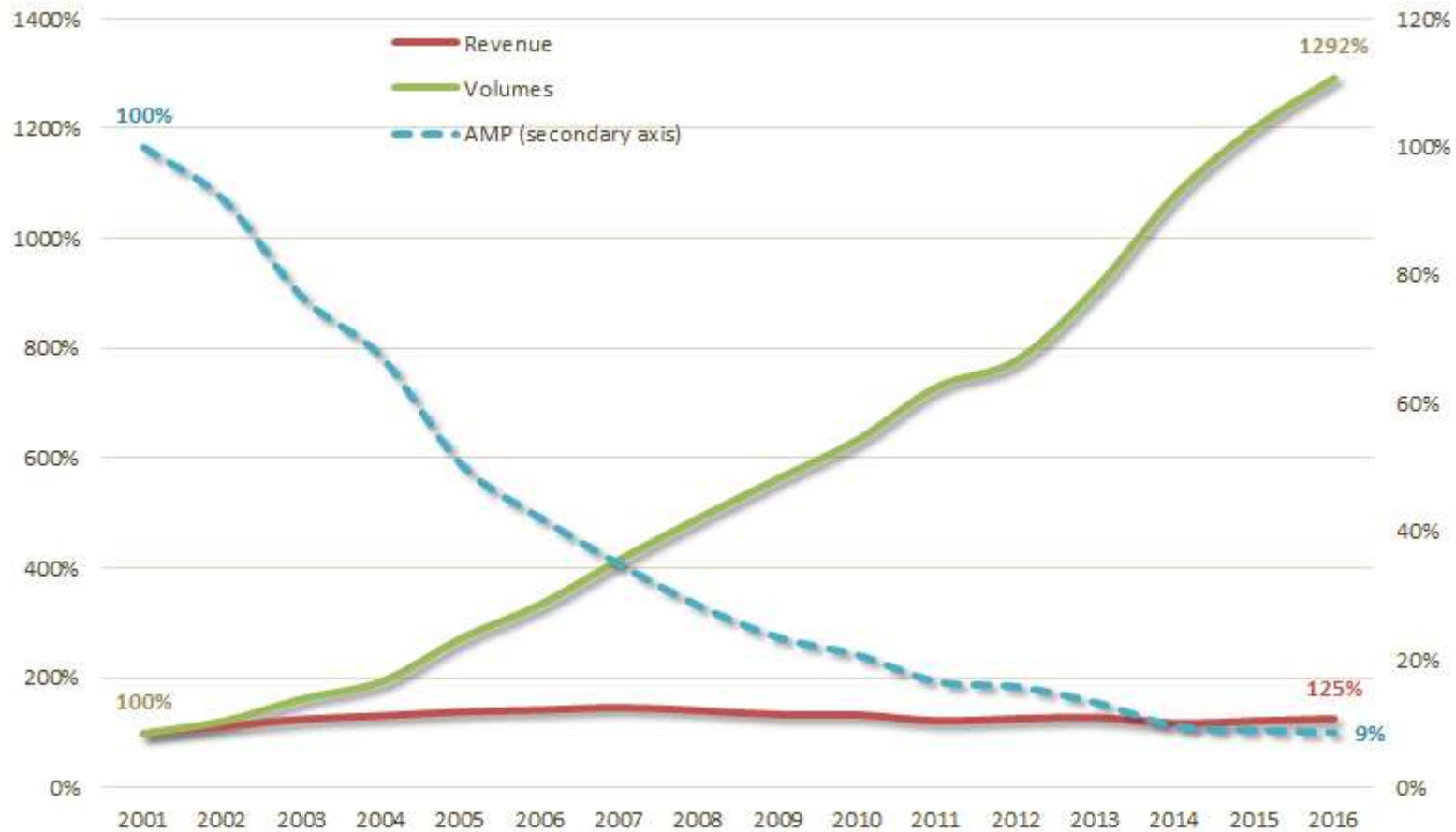




## Price reductions: evolution Average Message Price




# Evolution of Traffic Volumes and Messaging Cost



## Lower the total cost of ownership – pricing initiatives

Small customers

Large customers

messaging tiering and geography pricing (1994,2002,2003)	
FIN price decreases (1995-2000, 2010, 2014)	
New prices InterAct and FileAct (2004)	
Launch Fixed Fee program (2008)	
Fixed Fee program extended to Global Tier 3 (2012)	
Community pricing for Market Infrastructures (2007)	
Low Value Payment pricing (2008)	
High Volume Connections discount (launched 2010 extended in 2014)	
Rebates (almost yearly)	
HSM subsidization (2002 and 2012)	
Training fees – country level (2000)	
Alliance Entry (1997)	
Lite2 connection (2009)	
Entry Fees removed (2007)	
KYC Registry (2015)	
 Global Price Reduction (2017)	



## Pricing initiatives on non messaging – some examples

### HSM subsidization

Both in 2002 and in 2012 the HSM boxes (20 thousand USD per customer) were given to the customer for free

### Training fees

As of 2000 the training fees were defined based on the country

### Alliance Entry

1997: Alliance Entry created for small/medium sized customers up to 30% cheaper than Access.

### Lite2 connection

2009: Cloud based, low cost solution for small customers including all connectivity components. Average cost of 700 USD/month.

### Entry fees

As of 2002 the entry fees for joining SWIFT were removed (2-10 thousand EUR per customer joining)

### KYC Registry

2015 incentive: possibility to get 6 to 12 month free of charge



