

Europe's choices on financial and economic reform in the coming months and years will fundamentally influence the international agenda and future shape of the EU itself. Beyond the euro crisis, debates will center on the future structure, governance and social purpose of the financial services industry – against the backdrop of an uncertain economic outlook and the G20 being tested to maintain global coordination of the agenda.

FleishmanHillard's specialist financial services team offers expertise to help your company become part of these conversations, enhance your reputation and contribute to shaping the future outlook for the sector.

TOP OF THE AGENDA

40+ legislative initiatives **5 years**

The EU Commission had planned over 40 legislative initiatives for the financial services over the last 5 years.

± 35% completed ± 40% under negotiation ± 25% still to come by end of 2013

The Bank Over **500 implementing measures** (so called 'level 2') and **guidelines** are expected to be developed in the **next 2 years** by the securities markets, banking and insurance EU authorities.

Key Issues and Legacy Building Creating a banking union & appropriate supervisory structure. Managing a 2-speed EU: EU-18 vs. EU-28?

Europe has been working round the clock to pass legislation that lives up to the G20 commitments to reform markets and enhance global financial stability. As those goals come into view, they have also turned their focus to reigniting growth in the European economy and providing greater protection and rights for consumers and retail investors.



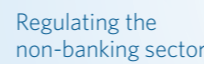
Future of G20 and global consistency?



Provide greater and lasting protection for EU consumers and retail investors.



Reform trade-will the EU-US TTIP agreement include financial services?



Regulating the non-banking sector.



Bank capital rules and 'too big to fail'.



Reignite growth in Europe by encouraging long term investment.

POLITICAL REALITIES

These issues do not exist in a political vacuum. They are set against the backdrop of larger political realities driving change across Europe in the months and years to come. These changes will impact existing proposals and future priorities for EU countries.

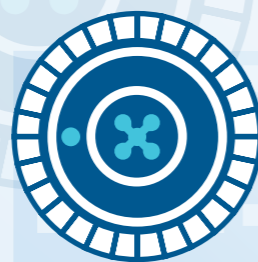
13% of EU GDP was spent supporting banks between 2008 and 2010

Source: European Commission. These figures include EU state aid and state guarantees for banks

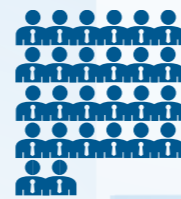
Challenging economic times



New Commission in 2014



Upcoming Council Presidencies with differing mandates & capabilities in the area of financial services.



26 million Europeans are jobless

Source: Eurostat April 2013



55% of EU citizens do not trust their bank

Source: Gallup Survey, May 2013



EU MEP elections in May 2014 – significant turnover and reshaping of existing political balance expected.



General elections in 10 of the 28 EU Member States between now and end-2015.

Case studies

LEADING GLOBAL INVESTMENT BANK

Since 2009, FleishmanHillard Brussels has provided this bank, its government relations team and senior management with regular policy advice and thought leadership across a range of financial services issues. FH acts as a key partner in devising the bank's EMEA and US government affairs strategy on transatlantic engagement, European regulatory issues likely to impact the bank's business in the EMEA region, as well as in third countries.

LARGE EUROPEAN INSURER

FleishmanHillard Brussels supports this insurer to raise its profile with policymakers and politicians through strategic engagement and thought leadership projects such as roundtables and conferences, relating to their key issues of pensions, insurance, and corporate governance.

NICHE ASSOCIATION OF FINANCIAL INDUSTRY SPECIALISTS

FleishmanHillard Brussels works closely with this client to assist them in forming their advocacy strategy and in ensuring that it is best positioning itself with the relevant policymakers, politicians, and stakeholders to deliver its unique concerns with policy initiatives that have business critical implications for the association and its members.

MAJOR MULTINATIONAL CORPORATE

FleishmanHillard Brussels supports this client with regard to advocacy across a broad number of European financial legislative issues, with a specific focus on promoting the mid-market industrial segment in Europe. These companies face particular challenges and we are working together with our client to raise awareness of the special case of the mid-market within the broader SME agenda – leveraging our client's reputation as a respected international industrial stakeholder.

The FH Approach

- a conversation we have with our clients

What is your goal for the year?	DEFEND	MAINTAIN	GROW
Product	I need to defend my product	I need to maintain my license to operate	I need to introduce a new product on the market
Organisation or Country	I need to defend my reputation	I need to communicate and align internally	I need to raise my profile
Marketplace	I need to defend my commercial freedom	I need to shape a business-friendly environment	I need to access new markets

For more information, contact:

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Our Brussels clients past and present:



Financial Services

FH Financial Services Team



Financial services lies at the heart of our economies, and plays an important part in everyone's life. Recent events have called into question its value and purpose. This has led to radical reshaping of the regulatory landscape. Europe is at the forefront of driving the global agenda.