

# A Wealth of Expertise

“We are currently seeing a seismic shift in the location of wealth around the world. Asia is a key growth market for private banks, and Barclays Wealth is well positioned to tap on the opportunities brought about by the rapid wealth creation in the region. Backed by the strength of our global franchise, we are well placed to help clients with their private wealth management needs and, at the same time, leverage our capabilities across the Barclays Group to cater to their commercial and business requirements.”

**Didier von Daeniken**  
 Chief Executive,  
 Barclays Wealth Asia Pacific



**Barclays Wealth** is dedicated to helping you get the most from your wealth by acting as your wealth guide. We have been helping clients with their private wealth management needs, and leveraging our capabilities across the wider Barclays Group to cater to their business and commercial requirements. We continue to redefine wealth management by bringing in institutional disciplines and capabilities and delivering world class fiduciary, wealth structuring and trust services.

## Preserving Your Legacy

The majority of Asian private banking clients are entrepreneurs or business owners. From the in-depth conversations that we have had with them, and through our own research and understanding, we know that their main concern is to preserve their legacy and sustain wealth over multiple generations.

Today, wealthy families are spending more time educating their children in financial matters and many Asian private banking clients are requesting that their wealth managers get involved in guiding them in the process of passing down wealth to the next generation. We have introduced various in-house programs for our clients and their scions, leveraging both our specialists and industry leaders on the tools and resources needed to navigate the personal and financial issues involved with growing, protecting, and transferring their wealth.

## Giving Back To The Community

At Barclays Wealth, our commitment to the community extends beyond banking services to include the arts and cultural sponsorship, community work, and fostering entrepreneurship.

Barclays Wealth is the Festival Principal Sponsor of Esplanade *da:ns* festival. This partnership provides us the platform for hosting our clients at various performances, and catering to their diverse interest in a wide variety of art forms. At the same time, it allows us to give back to the communities in which we operate.

Our contribution goes beyond monetary support to include volunteerism. As part of Barclays Wealth 'Make a Difference Day' in 2009, Singapore-based employees participated in dance workshops jointly organised by Esplanade, for the benefit of disadvantaged youths from En Community Services Society and CARE International.

Employees also donated digital cameras and funds for Very Special Arts Singapore's first photography course. Youths with various disabilities participated in the project "Personality. What's it to you?" and the resultant images were showcased in the 2010 Barclays Wealth diaries. Merchandise incorporating these images was produced for sale, with proceeds benefiting Very Special Arts Singapore.

Barclays Wealth is also a major sponsor of the Ernst & Young Entrepreneur Of The Year awards in Singapore. We are proud to play an important role in promoting entrepreneurship and honoured to be paying tribute to entrepreneurs who have made a significant contribution to the Singapore economy.



**Srinivas Siripurapu**  
 Head of Southeast Asia  
 and South Asia &  
 Market Manager  
 South Asian Community  
 Barclays Wealth



**Joanna Chu**  
 Head of North Asia  
 Barclays Wealth

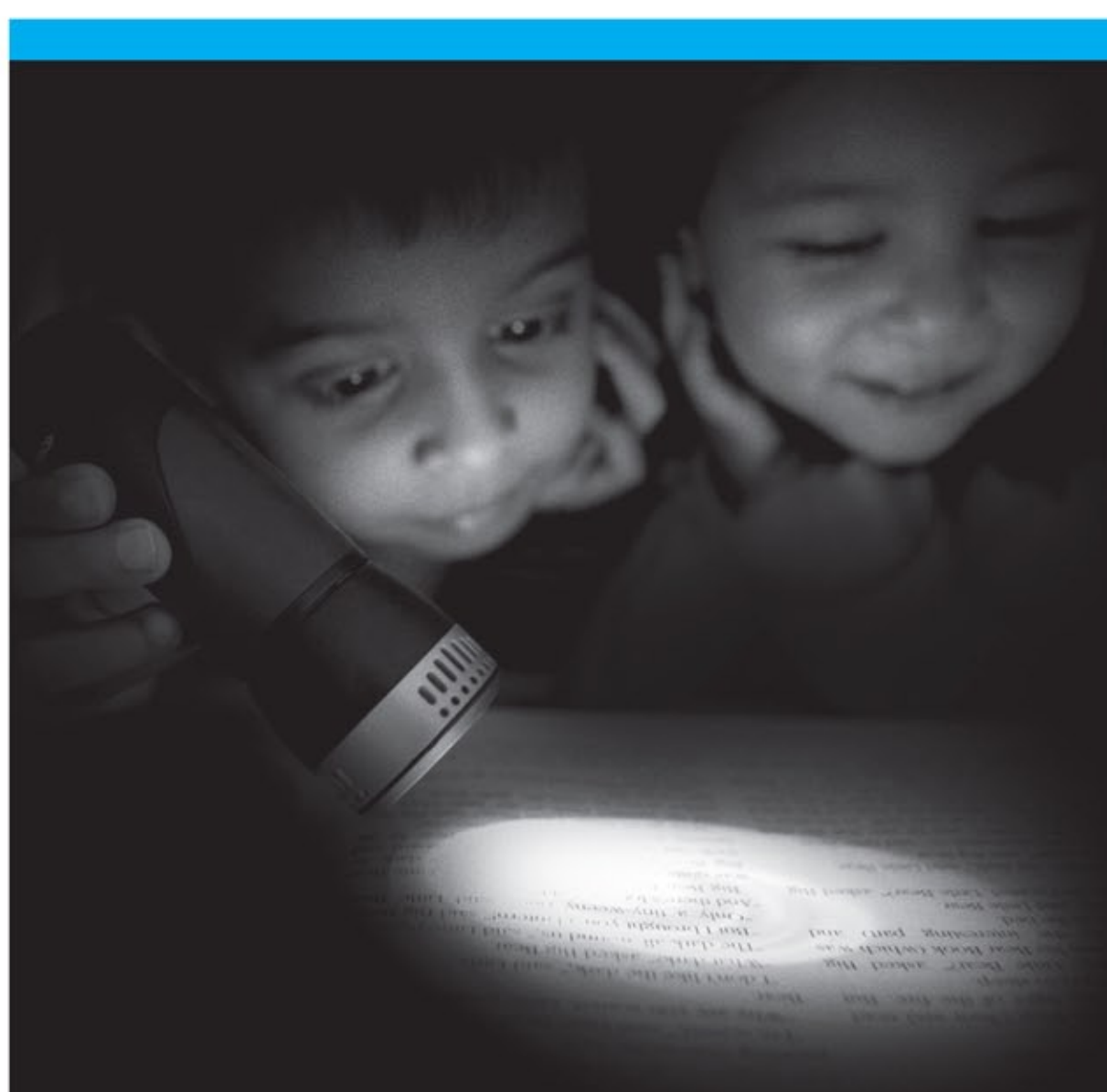
## Our Management Team

Barclays Wealth is focused on continuing to grow its Asian presence. Private banking is a people-led and relationship-led business. To ensure that we have good coverage in Asia, our team comprises experienced senior bankers with decades of industry experience serving the key markets of China, Hong Kong, India, Indonesia, Singapore and Taiwan. Our Asian clients are served out of our two hubs in Singapore and Hong Kong, led by Srinivas Siripurapu and Joanna Chu respectively.

## About Barclays Wealth

Barclays Wealth is a leading global wealth manager, and the UK's largest, with total client assets of £134.1bn, as at 30 June 2009. In Asia, Barclays Wealth offers bespoke banking and investment solutions to ultra-high and high-net-worth individuals, including advisory and discretionary portfolio management, fiduciary services, wealth structuring and trusts, as well as banking and credit.

Barclays Group is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services with an extensive international presence in Europe, the Americas, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs over 145,000 people. Barclays moves, lends, invests and protects money for over 49 million customers and clients worldwide.



## DISCOVERING A FRESH APPROACH.

### WEALTH. WHAT'S IT TO YOU?

If you believe in the value of experience and new ideas, you should talk to us. At Barclays Wealth we appreciate that everyone has different aims and ambitions, so we use innovative ideas to seek long-term strategies based on individual needs and expectations. By adopting this approach we can use our considerable expertise to help you grow, enjoy, protect and pass on your wealth. To uncover how we can help you, visit [barclayswealth.com](http://barclayswealth.com) today.

International and Private Banking • Financial Planning • Investment Management • Brokerage



Barclays Wealth is the wealth management division of Barclays and operates through Barclays Bank PLC and its subsidiaries. Barclays Bank PLC is incorporated and registered in England. Registered No. 1026167. Registered office: 1 Churchill Place, London E14 5HP, United Kingdom. Its members have limited liability. Barclays Bank PLC is a licensed bank in Singapore and is regulated by the Monetary Authority of Singapore.

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