

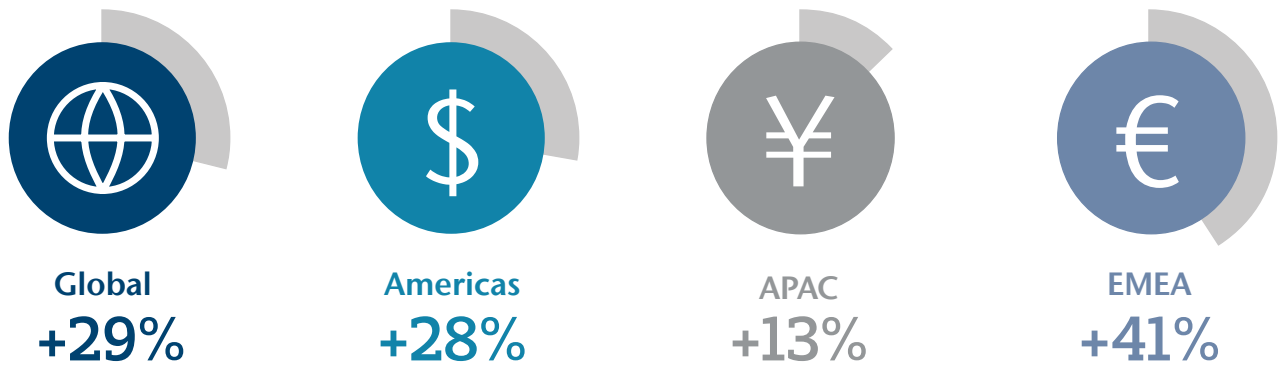
McLagan Presents

Are You Capitalizing on Prime Services Market Growth?

Prime services has been the fastest growing area of global markets since 2013, experiencing a 29% revenue increase between 2013 and 2017. However, our data shows that U.S. firms are the primary beneficiary, capturing market share from European firms—a recurrent theme across most products since the global financial crisis.

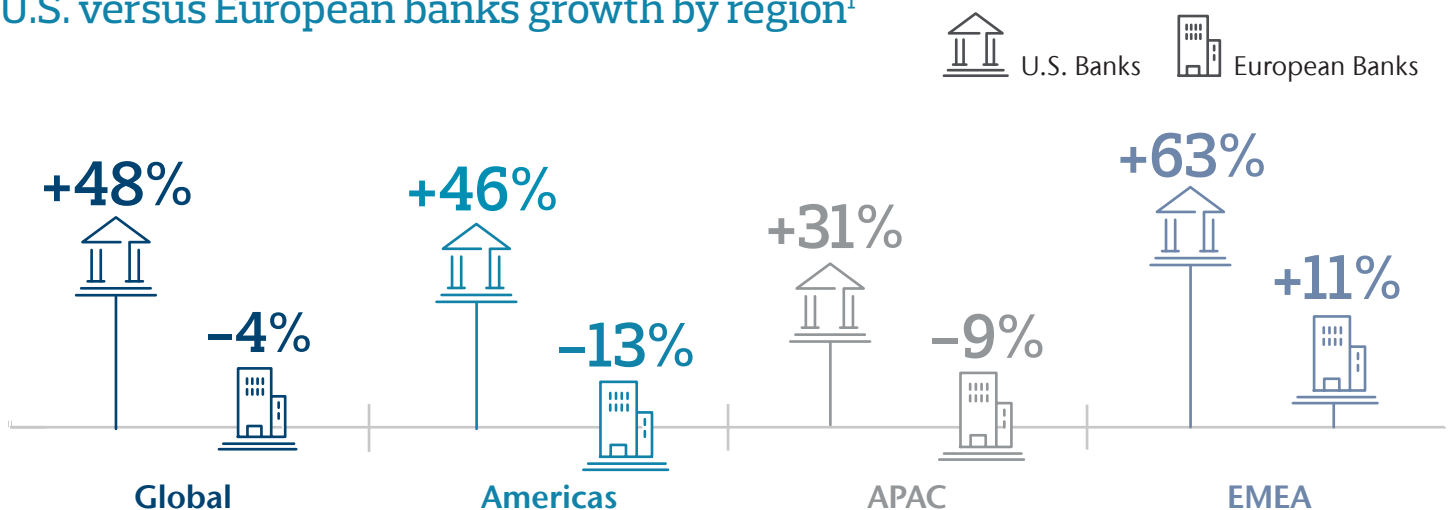
Let's break down the revenue numbers Since 2013

Globally, the market has seen more than **29% revenue growth**.



Yet, it is the **U.S. firms that are capturing this growth** across all regions.

U.S. versus European banks growth by region¹



¹Growth numbers since 2013

Here is a comparison of market share between U.S. and European banks. **U.S. firms have captured market share** from European firms since 2013.



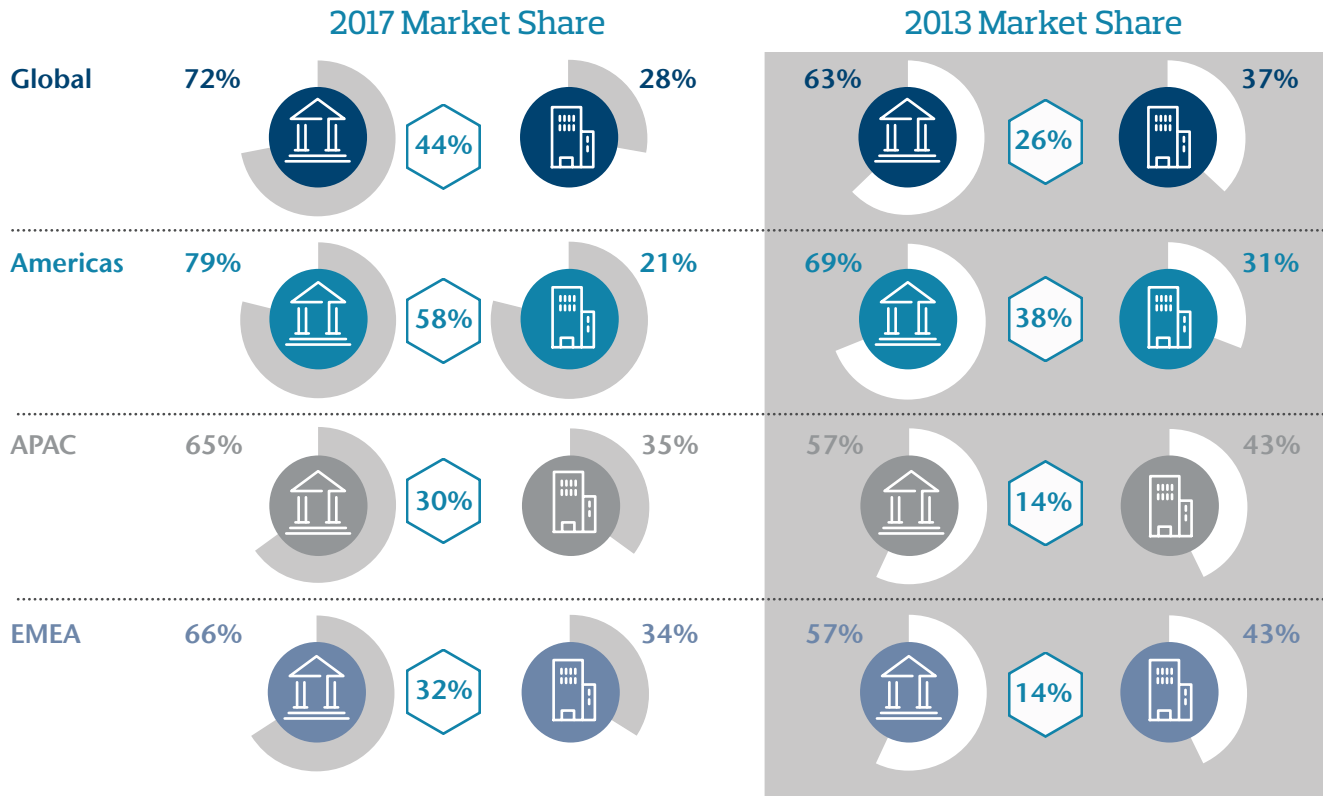
U.S. Banks



European Banks



Denotes variance between U.S. banks market share vs. European banks market share



Productivity has improved

We have seen a **decrease in headcount**, despite growth in revenue. Therefore, productivity measured on a revenue per head basis has vastly increased.



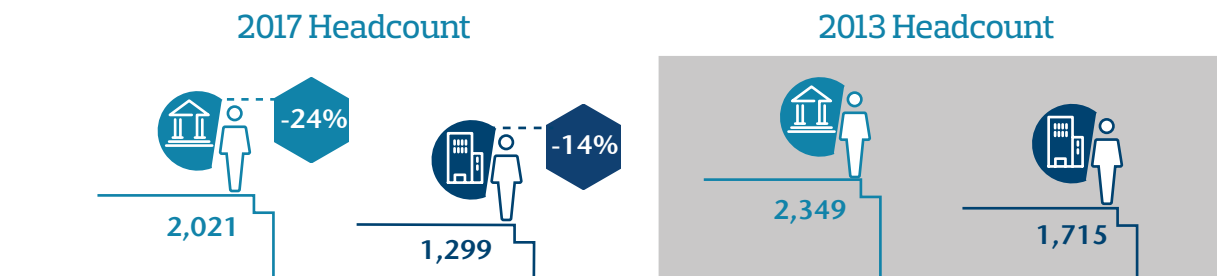
U.S. Banks



European Banks



Denotes % change between 2013 and 2017 headcount



Our most recent survey with Global Custodian, **2018 GCC McLagan Prime Brokerage Survey**, shows that top performers tend to score highly on client experience.

To learn more about the current prime services market and how to assess your performance, please contact info@mcclagan.com or your McLagan relationship manager.

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