

ISSA

Newsletter

June 2011

Dear ISSA Member

Before the start of the summer holiday break, our board and secretariat would like to update you on work in progress within ISSA that will have a profound impact on our association going forward. In addition, your feedback is invited with respect to topics you would like to see put up for discussion during next year's ISSA Symposium. If you have not done so already, reserve the date in your agenda already today, and please take a few moments to let us have your views on the proposed focal topics.

Repositioning ISSA

At the end of last year, the ISSA board decided to commission a thorough review of ISSA's mandate, focus, organizational structure and working methodology, including recommendations for making our association better able to deal with future challenges more effectively.

The lead of that project was entrusted to Ray Parodi whose personal involvement with ISSA spans thirty years and who had served as a board member and Vice Chairman to ISSA for more than twenty years until his retirement from Citi in 2006. As part of that review, some twenty personal, lengthy interviews were conducted with incumbent ISSA board members, selected staff from sponsor firms, and selected outside parties with a longtime personal connection to ISSA.

In its May 2011 meeting, the board discussed the findings of that review, alternative approaches and recommendations. It decided to immediately launch a transformation program and committed more resources to cope with external and internal change, improve ISSA's visibility in the market and increase the market's recognition of ISSA's

contributions to the asset servicing industry. Our members will see more of ISSA going forward. The key decisions taken are now being pursued and actioned upon. More information can be expected in October 2011.

Change in the Board

Effective as of the May 2011 board meeting, the HSBC board seat passed from Alex Powell to John van Verre. John is Head of Global Custody at HSBC Securities Services, based in London. The board welcomed John in its circle and thanked Alex for both HSBC's continued commitment and his personal contributions to ISSA during the three years of his tenure.

Change in the Secretariat

As of May 1, 2011, Sara Frisch Bumbak left the ISSA Secretariat to take on a new assignment within UBS. As most readers know well, Sara was the member-facing main contact at our secretariat for 15 years, and instrumental in ensuring the smooth organization of the last seven ISSA Symposia. As her new role in UBS entails web-based communication, Sara will continue to maintain ISSA's website which she built and continuously expanded over time. The ISSA board and secretariat are most grateful to Sara for her dedication to ISSA for so many years. We wish her all the best in her new assignment.

Preview: ISSA Symposium 2012

Our 16th ISSA Symposium will take place June 5-8, 2012, as always at Wolfsberg, Switzerland.

During the strategic review mentioned above, all interview partners had been asked to suggest topics for ISSA to focus on during the next few years, in addition to

the pursuit of efficiency issues in the Corporate Action space, which will continue in a close collaboration with other industry bodies.

The board has pre-selected four topical baskets as potential main building blocks for the ISSA 16 agenda. Since the intention is to create an agenda that appeals to all members in all world regions, the board is now inviting you to comment on the relevance of those suggestions for your own business. We would be delighted to hear from you. What are *your* priority issues that would prompt you to register for ISSA 16?

16TH ISSA SYMPOSIUM

5-8 JUNE 2012

WOLFSBERG, SWITZERLAND

You are encouraged to respond to the attached short questionnaire, and add whatever *you* would like to communicate to the program committee. Preparatory work for ISSA 16 will start on a detailed level in the fourth quarter. Thank you in advance, your input is appreciated.

All interview partners who contributed to the ISSA Repositioning project unanimously shared the view that, if there is one thing ISSA must not abandon, it is our Symposium, which is considered the top global networking opportunity for senior leaders in our industry.

Visit www.wolfsberg.com to get an impression of the conference venue our members are so adamant in *not* wanting to change. We hope to meet you personally at Wolfsberg next year!

Update: ISSA Corporate Actions WG

In May 2010, ISSA had published a set of globally applicable principles which aim at reducing risk, improving efficiency, enabling straight-through processing and promoting international harmonization of end-to-end standards for corporate actions. All documentation is available on www.issanet.org. One theme had dominated in all expert discussions as a concern across the globe: the lack of issuer involvement in how their corporate action information is electronically delivered to investors.

That concern is followed up upon in an Issuer Outreach program that began in early 2011. For lack of a global issuer forum to address, ISSA seized opportunities to present the principles to those market intermediaries that are central access nodes to issuers and their agents, namely CSDs and the stock exchanges. Accordingly, ISSA accepted invitations to address the World Federation of Exchanges (WFE) in Mexico City in March, the Americas CSD association (ACSDA) in Bermuda in March, and the global CSD conference in Cape Town in April. Through JASDEC in Japan, close contacts are maintained to the Asia Pacific CSD Group (ACG). STRATE in South Africa and MCDR in Egypt have been of great help in involving the members of the Africa & Middle East Depositories Association (AMEDA).

In Europe, ISSA is joining hands with the Association for Financial Markets in Europe (AFME) and the International Securities Market Advisory Group (ISMAG). In a series of joint half-day educational seminars targeted at issuers, issuer agents and investment banks, we place a few key messages to improve the issuer - investor communication and engage in a dialogue with the

audience. The first such seminar took place successfully in London on June 7. Similar ones will follow in Frankfurt on September 15, in Paris on November 15, and in Zurich on December 9, respectively. Participation is free and registrations can be done online through the website of AFME: <http://events.afme.eu/2011/780/event.aspx?id=244>

Annual Membership Fee 2011 and 2012

The membership fee for 2011 and 2012 will remain unchanged at EUR 1,500 for each year. This year's fee will be invoiced in June 2011, the membership fee 2012 in the first quarter of 2012.

Thank you for your continued support. Please do not hesitate to get in touch with us for any issue you wish to discuss.

ISSA Secretariat

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