



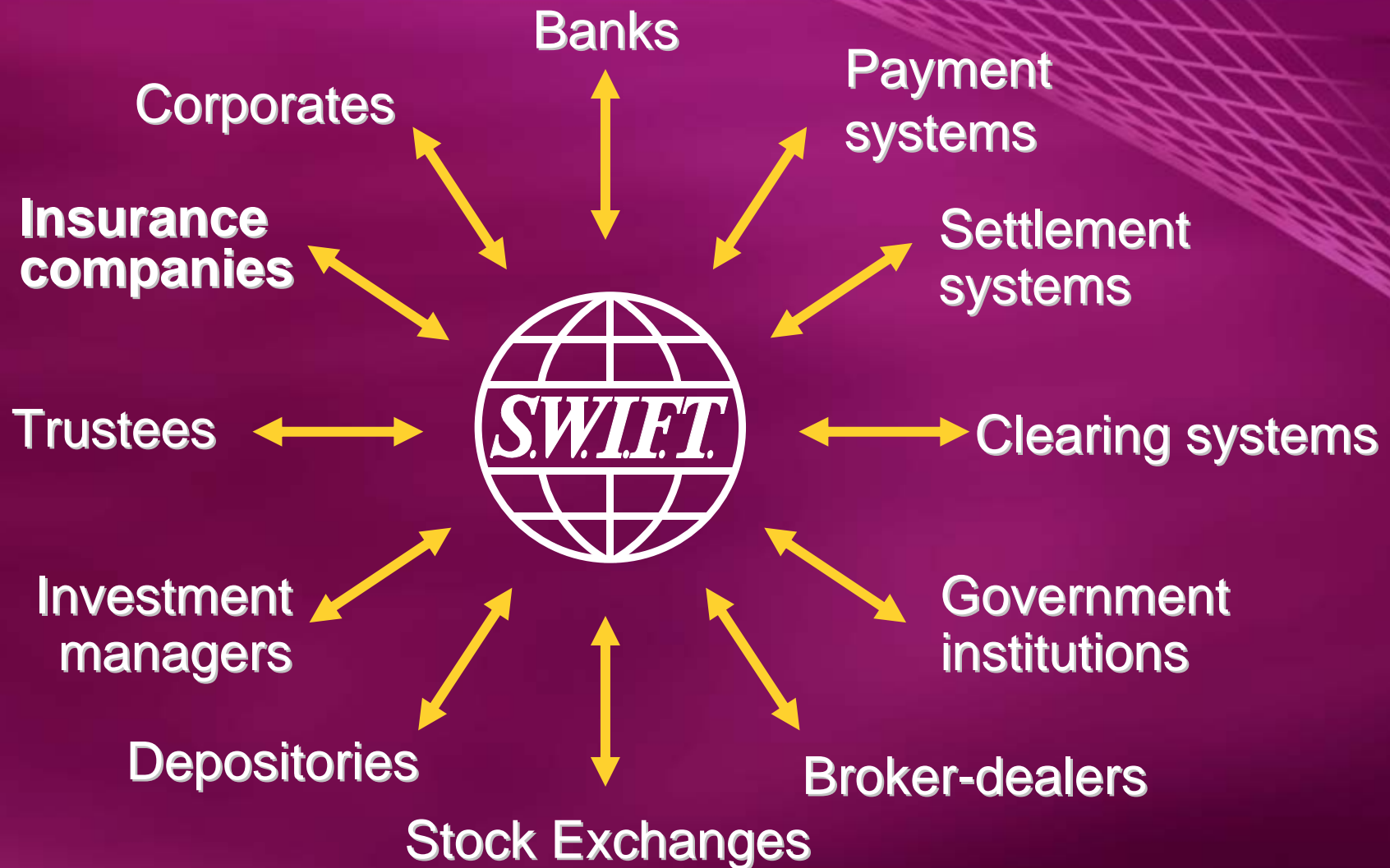
Johan Kestens

**Member of Executive Steering Group
and Head of Marketing**

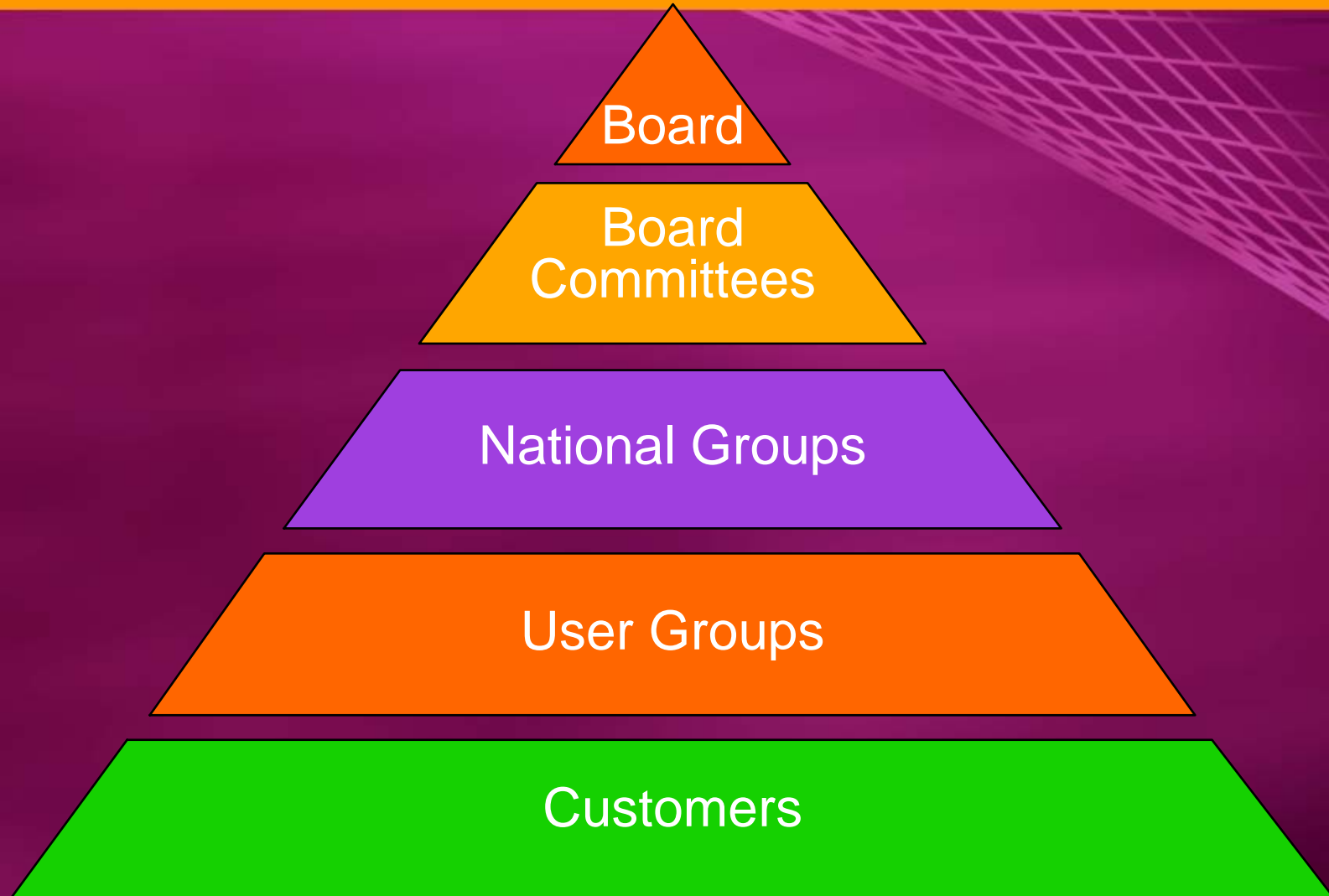
What do we do?

- Community – 7,678+ users in 202 Countries
- Standards
 - Messages and business process practice
 - Responsibility and liability framework
 - Registration authority for ISO
- Secure I/P Network – 99.999% availability

SWIFT - connecting the financial community

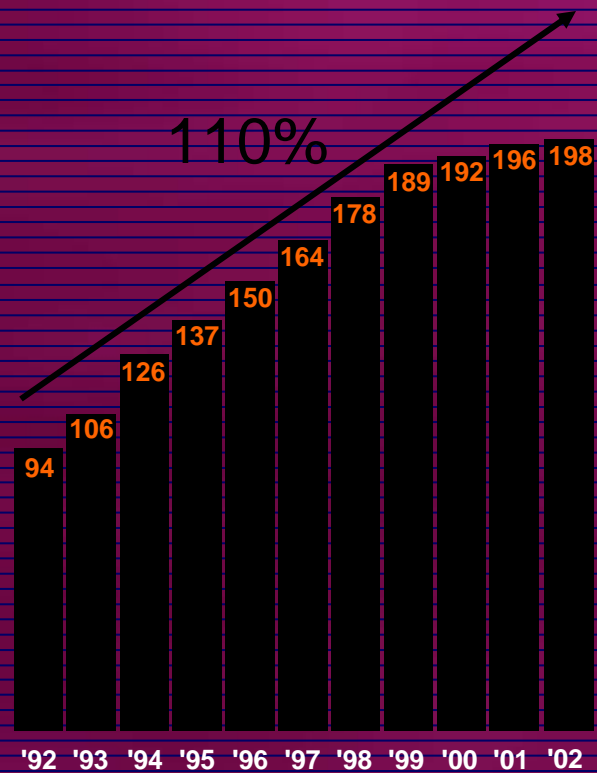


“One of the dominant franchises of our network age”

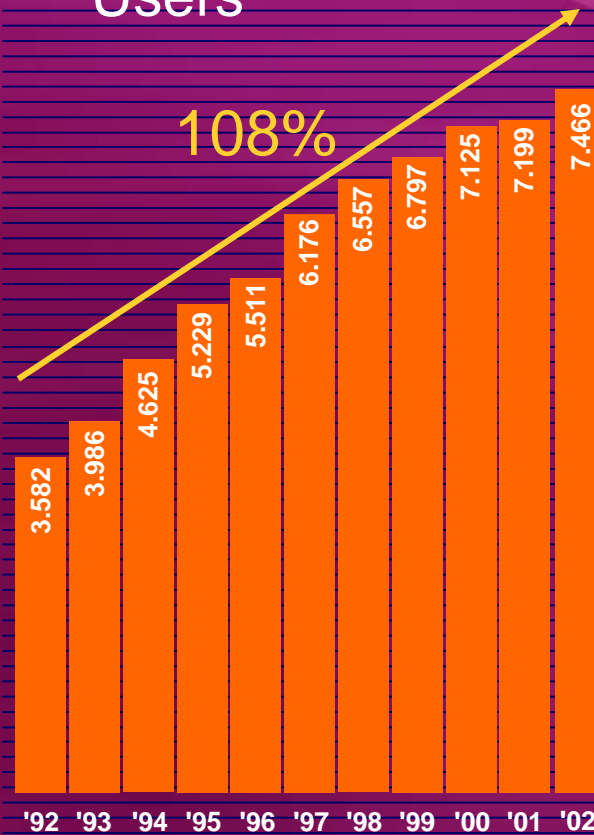


Extending our reach

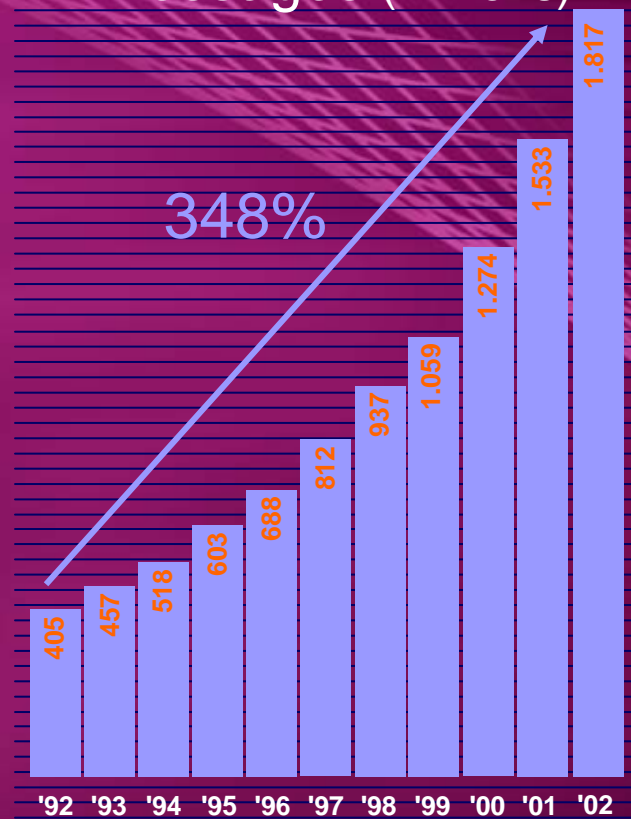
Countries



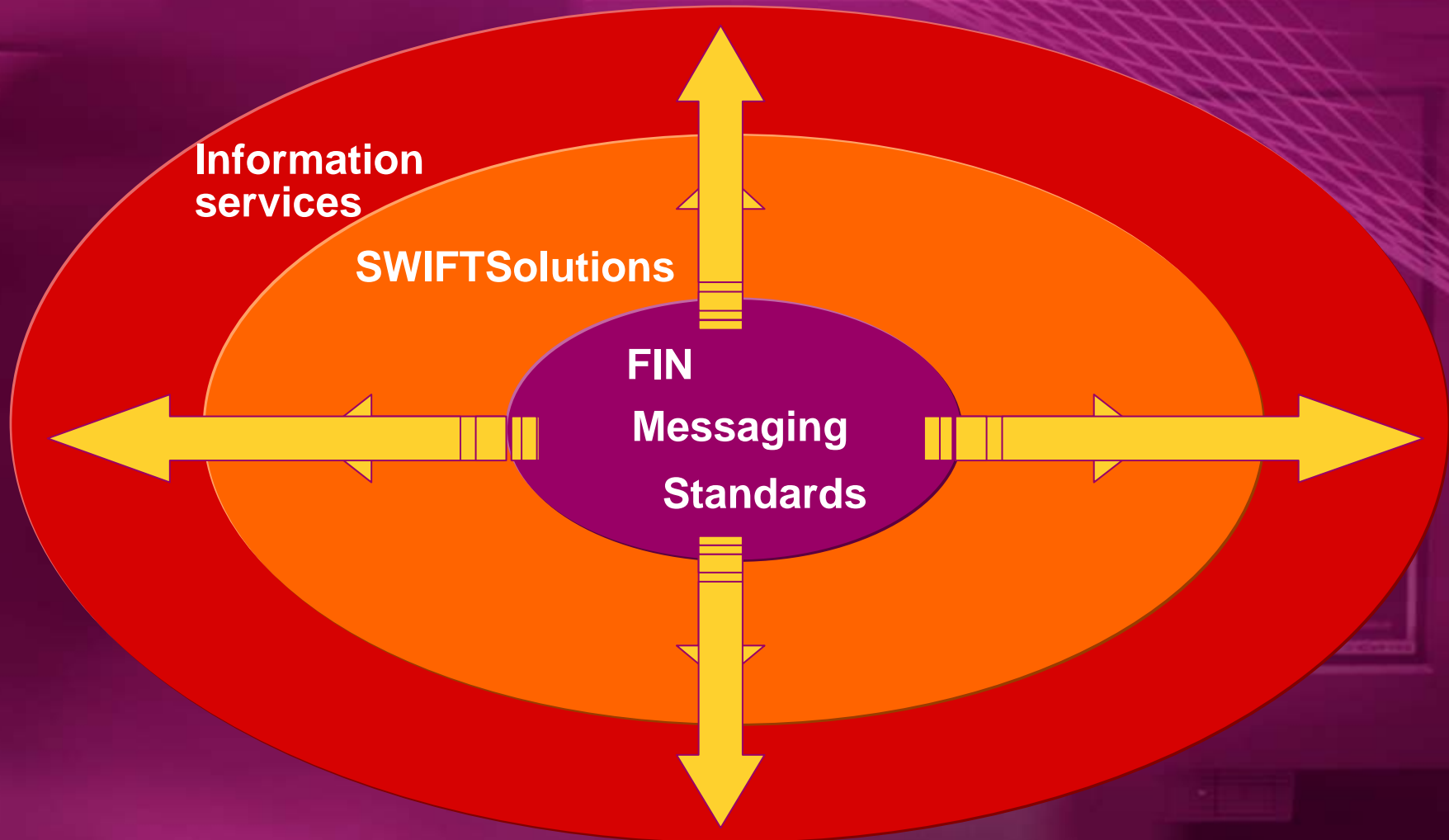
Users



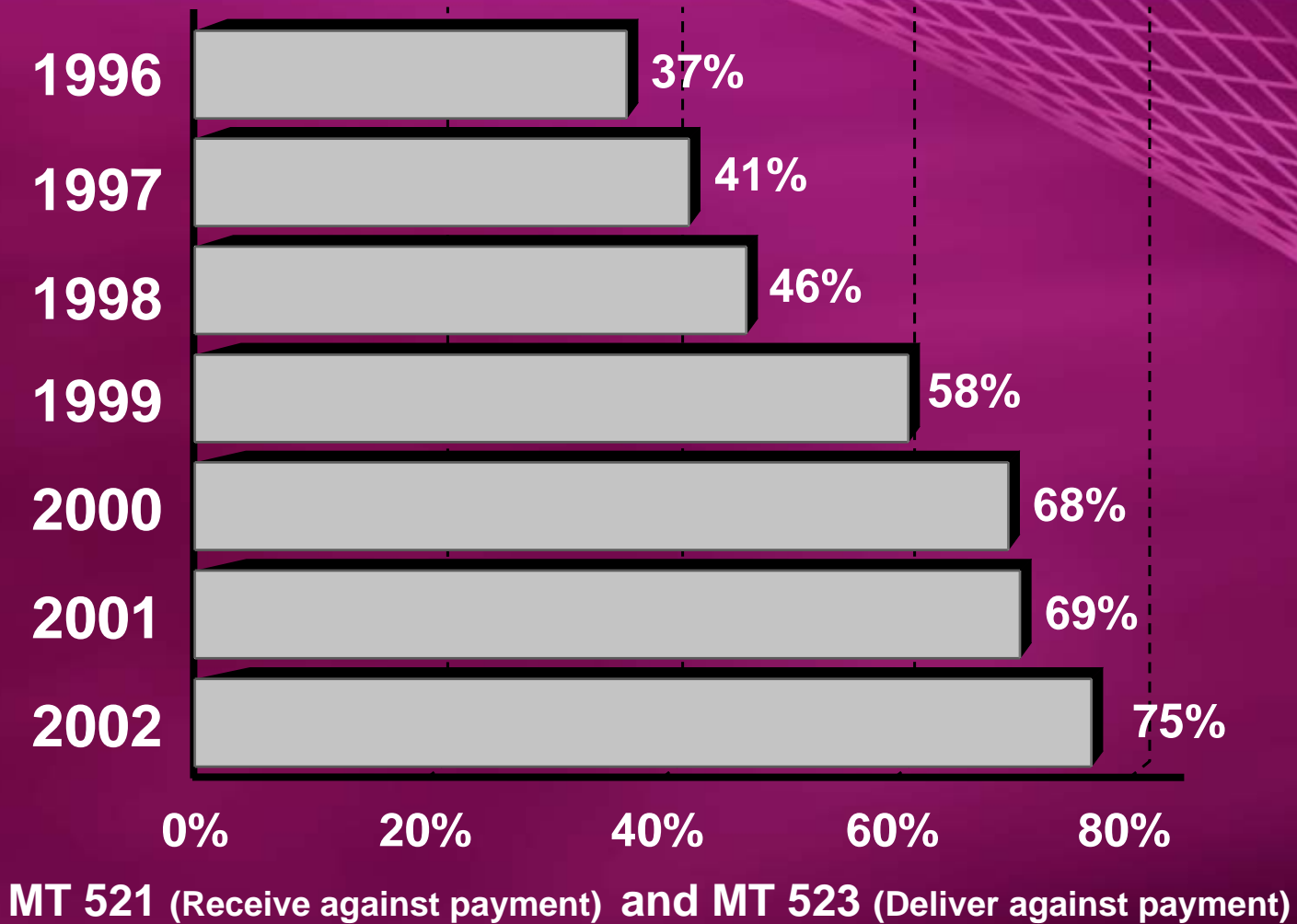
Messages (millions)



Product adjacencies



Example of Straight Through Processing



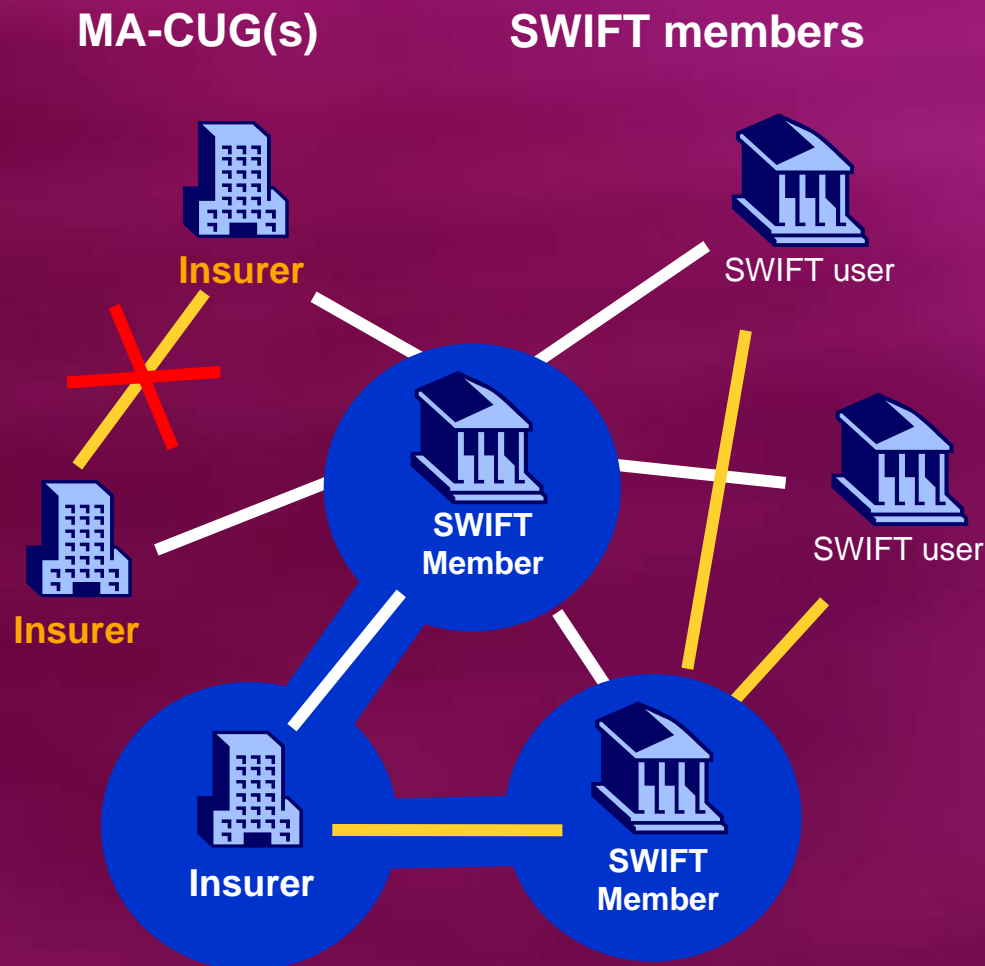
How do we do what we do?

- Intense dialogue with our customers leading to binding governance decisions
 - SIBOS
 - National member groups
 - Standards working groups
 - Best practices working groups

What can you do?

- Talk to us, explore swift.com
- Learn how our community operates, governs, and ensures standards adoption
- Join SWIFT directly as an Investment Manager Participant
- Talk to your bank/service bureau/SWIFT registered partners to leverage the community and network aspects of SWIFT, and use ACORD standards

Example: Participate in a Member Administered Closed User Group (MA-CUG)



You can only communicate with its service provider who is a SWIFT Member

SWIFT provides the messaging infrastructure

The service provider defines and operates the service

A insurance broker or carrier can join multiple MA-CUGs

What do our customers say?

- **Case Study**
 - **Swiss Re**

