

CORPORATE OBJECTIVES

- **To become an acknowledged leader in providing select, diverse and professional financial services.**

We intend to become a **singular organization** recognized for our **innovation and effectiveness** in providing select and diverse financial services to **corporations, financial institutions, governments, individuals and investment dealers**. We intend to maintain the **highest professional standards** in rendering each of our services, and we aspire to become acknowledged, by clients and competitors alike, as a **leader** in our field.

- **To attain a leading position in each market in which we participate.**

We believe that leading market positions can be attained by rendering **packages of differentiated and valuable services of scope** through **systematic marketing programs**. By attaining and keeping a leading position in the markets we serve, we will have **greater influence over the price and quality** of our services which will result in **increased benefits to our clients and increased profits for the firm**.

We intend to achieve the **leading market position** with respect to **at least one important service** we offer to **each market** we serve. Preferably, we will achieve such a position through more than one major service in each market. Those **services** which may **not** at present command a **leading market position should** either **have** that **potential** with further development, or should **significantly reinforce** the leading market position of other closely related services.

- **To emphasize the development of new and improved services, particularly those which satisfy key needs of large multi-client groups.**

We intend to **control our own destiny**. To accomplish this over a period of time, we believe that we must continuously **improve our present services, develop new services** which will satisfy the **changing and emerging needs of clients, and market** all of our **services successfully**. Services which involve **close and continuous relationships with large multi-client groups** provide particularly good avenues to achieving and maintaining market positions.

We are especially willing to develop and implement new services which require **substantial commitments of resources** if potential returns are high. We also remain open to the development of less complex and resourceful services which reinforce the market positions of existing services. We intend to maintain a **systematic service planning capability** and to develop throughout our organization an inclination and knowhow to **research, design and implement service modifications and innovations**.