





Contents

- 2 Chairman's Statement
- 3 Board of Governors
- 5 Executive Management
- 6 FinanceMalta's Membership
- 13 FinanceMalta Promotional Initiatives Report 2016



Kenneth Farrugia

Chairman's Statement

Conferences and Events

During the course of this calendar year, FinanceMalta organised various domestic international initiatives to promote the development of a number of financial sectors and to create networking opportunities for its members. The initiatives included several events organised directly by FinanceMalta, as well as others co-organised with members of FinanceMalta, and renowned international media houses. FinanceMalta also participated in various specialised international financial services conferences through the presence of information booths and speaking opportunities. Overall, during the year, FinanceMalta organised and participated in 52 events held across seven different countries/regions.

Geographic Reach

In line with its strategic plan, apart from sustaining its initiatives in Europe and the EEA, during this year FinanceMalta also extended its geographic reach to new markets. In fact, a number of initiatives were organised in New York, USA (7) as well as Abu Dhabi and Dubai (6). The initiatives in the Gulf culminated with the signing of a Memorandum of Understanding with Abu Dhabi Global Market – which is the first agreement of its kind for FinanceMalta in the United Arab Emirates – that will see the financial services industry in Malta collaborate with their counterparts in Abu Dhabi. This agreement brings together, and actually cements, the highly complementary mission and vision of both Abu Dhabi Global Market and FinanceMalta insofar as the respective financial services sectors are concerned. This partnership is underpinned by a very strong scope that will see both entities fostering a mutually beneficial collaboration on matters such as training and development, joint promotional initiatives, exchanging information on financial services regulation and trends, and is particularly well positioned to develop a strong collaborative network of financial services operators in both Malta and Abu Dhabi.

Digital Presence – Website & Social Media

Several developments have been undertaken to FinanceMalta's corporate website to strengthen its value, reach, and relevance to both our members as well as potential international operators considering setting up an operation in Malta. Apart from the availability of numerous publications, including the Investment Guide & Business Directory, FinanceMalta Sector Guides, and FinanceMalta fact sheets. Insofar as Social Media is concerned, over the period under review, FinanceMalta has continued to sustain and strengthen its dedicated presence on LinkedIn, Facebook, and Twitter which are deemed as highly important communication channels. In fact, our social media platforms have all registered strong increase; LinkedIn leads the platforms having recorded a year on year increase of 20.7%, followed by Twitter at 16.23%, and Facebook at 7.47%.

Marketing Toolkit

FinanceMalta launched the updated version of its Investment Guide and Business Directory 2016-17, which, together with the Sector Guides and Translated Guides in five international languages, make up the collateral available to FinanceMalta members. All collateral, which include a number of highly informative Sector Factsheets, are available in soft copy and are downloadable from the website. In terms of branding, FinanceMalta also developed fresh, new exhibitor booth visuals.

Educational Clinics

Educational Clinics have again proven to be popular with both members and non-members of FinanceMalta. During this year, FinanceMalta organised three key Educational Clinics which covered Governance and Regulatory issues, as well as other topics of relevance to the industry, and consisted of sessions on the UCITS V Directive, a Law Students Seminar in collaboration with Nicholls Moisa Recruitment Services, as well as an event on Common Reporting Standards which was jointly organised with the Institute of Financial Services Practitioners.

Financial Services Industry Development

Despite the Europe-wide economic and, to a degree, political changes, the Malta Financial Services Industry has continued to register satisfactory growth. In fact, year on year comparatives show that, across most sectors, the industry has on balance registered mid-high single digit to double digit growth as the table hereunder clearly indicates, which augurs well for the future.

INVESTMENT FUNDS	YOY% Growth
Collective Investment Schemes	+8%
Investment Services Licences	+5%
FINANCIAL INSTITUTIONS	YOY% Growth
Financial Institutions	+11%
INSURANCE	YOY% Growth
Non-Life Insurance Undertakings	+7%
PENSIONS	YOY% Growth
Retirement Schemes	+9%
Investment Managers/Administrations	+27%
TRUSTS SERVICES	YOY% Growth
Authorised Trustees	+7%

Board of Governors



Kenneth Farrugia, Chairman

Kenneth Farrugia joined Bank of Valletta plc (BOV), Malta's largest banking group, in 1985 and has since occupied various positions within the Bank. Kenneth currently holds the post of Chief Business Development Officer at Bank of Valletta plc and sits on the Group's Management Board. Kenneth is amongst others responsible for the improvement of the Bank's market position, as well as the achievement of financial growth and long term strategic business goals. Kenneth is also the Chairman of FinanceMalta, Malta's national promotional body for financial services, and also serves as Chairman of the Malta Funds Industry Association. He is also the Chairman of Malita Investments plc which is listed on the Malta Stock Exchange.

Governors representing the Government of Malta



Joe V. Bannister, Vice-Chairman

Prof. Joe Bannister has served as Chairman of the Malta Financial Services Authority since 1999 and was also the Chairman of the Malta Financial Services Centre between 1995 and 1997. During 1990 and 1994 he served as Chairman of the Malta Development Corporation, Malta's inward investment authority. He was the Chairman of Tri-Med Fund Management Limited between 1998 and 1999 and Mid-Med Bank Overseas Limited in 1999, both subsidiaries of Mid-Med Bank Limited. He also serves as an independent director of a number of non-Maltese hedge funds for international institutions. Having graduated in sciences from the University of Malta and the University of Oxford, UK, he held positions in both Universities and the Cranfield Institute of Technology in the UK. He was also the prorector of the University of Malta between 2002 and 2006.



John Huber, Governor

John has worked in the field of tax for the past 26 years and since setting up his practice, he has acted both as an adviser to the Maltese Government, as well as a technical reference point in the drafting of the Malta Retirement Programme, the Global Residence Programme and the Residence Programme. John is a non-executive Director on a number of Maltese companies and a foreign investment services provider and has been approved by CYSEC. John Huber is also a Trustee on the Maternity Leave Trust Fund. He is also a Board member on the Administrative Board of Malta Community Chest Fund and also chairs the Finance Unit within the same Foundation.



Annalise Micallef, Governor

Dr Annalise Micallef is a Partner at Micallef & Associates, a firm of notaries and estate planners. She read a law degree and holds a Masters in Financial Services from the University of Malta. Dr Micallef practises as a notary public and is also actively involved in the regulation of the notarial profession as Vice-President of Malta's Notarial Council. Her main areas concern estate planning, most notably trusts and foundations. She is a member of the Society of Trust and Estate Practitioners (STEP) Malta Executive Committee and the STEP EU Committee which deals with issues concerning different EU initiatives. Dr Micallef currently sits on the Executive Council of the Council of the Notariats of the European Union (CNUE).



André Borg, Governor

Dr André Borg is a lawyer by profession, Partner at Borg & Associates Advocates law firm. Dr Borg was employed by Middlesea Group until taking on a new role at International Insurance Management Services Ltd, being seconded to Italy in challenging times at Progress Assicurazioni S.p.A's legal and anti-fraud office, where he moved on to head the International and Major Claims unit. In Italy, he benefited from a scholarship in Business Entrepreneurship at the Università Cattolica del Sacro Cuore in Milano. He also worked at the European Parliament and the EU Court of Justice in Luxembourg. Currently, Dr Borg serves on a number of Boards and holds directorships in local financial service providers, private limited companies and charitable foundations.

Governor representing the Banking Industry



Andrew C. Beane, Governor

Andrew C. Beane is the Chief Executive Officer of HSBC Bank Malta plc. Andrew joined HSBC in 2002 and has worked for the bank in the UK, Malta, USA, Hong Kong, Abu Dhabi, and Dubai. He has extensive experience in Strategy and Planning and in Commercial Banking. Andrew was appointed Chief Executive Officer of HSBC Bank Malta plc in November 2015, returning to a business he last worked in back in 2003. Before returning to Malta he served as Chief of Staff to the CEO of HSBC Europe, Middle East and Africa and was a member of the Executive and Risk Committees of HSBC's European operations. Andrew also serves as Chairman of the Malta Bankers Association, Board member of the European Banking Federation, Board member of FinanceMalta, Chairman of HSBC Life Assurance Malta and HSBC Asset Management Malta and as a Non-Executive Director of HSBC Bank Armenia. He is a member of the Chartered Institute of Bankers.

Governor representing the Insurance Industry



Matthew Bianchi, Governor

Dr Matthew Bianchi is a Partner at GANADO Advocates and heads the law firm's Insurance and Pensions division. He regularly advises re-insurance companies, insurance managers, captives, protected cell companies (PCCs) and insurance intermediaries. Matthew is also the Secretary General of the Malta Association of Insurance Brokers and the Malta Insurance Management Association.

Governor representing the Institute of Financial Services Practitioners



Juanita Bencini, Governor

Juanita is the Partner leading the Risk Consulting, Advisory Services team at KPMG in Malta. She has extensive experience in all sectors of the financial services industry with a particular focus on Anti-Money Laundering, built over several years of assisting clients with their AML concerns. She is President of the Institute of Financial Services Practitioners and chairs the PMLFT sub-committee, as well as the AML Committee of the Malta Institute of Accountants. Juanita is responsible for organising the KPMG Anti-Money Laundering Round Table and the Audit Committee Institute, which bring together senior management and board of directors to discuss current issues relating to AML and corporate governance.

Executive Management



Bernice Buttigieg, Head of Administration and Secretary to the Board

Dr Bernice Buttigieg is the Head of Administration and Secretary to the Board of FinanceMalta. She held the role of Secretary General with the Institute of Financial Services Practitioners and the Malta Branch of the International Fiscal Association before being entrusted with supporting the setting up of STEP (Malta) and later FinanceMalta. She is a director of the Accountancy Board. Dr Buttigieg graduated Bachelor of Arts (B.A. Legal & Humanistic Studies) and Doctor of Law (LL.D.) from the University of Malta. She also attained a Diploma in Canonical Marriage Cases, Jurisprudence and Procedure in 2005 and graduated in Magister Juris (European and Comparative Law) in 2008.



Ivan Grech, Head of Business Development

Ivan Grech is Head of Business Development at FinanceMalta, the promotional arm of the financial services industry in Malta. Ivan has held various marketing management roles for more than twenty years within the private sector, and has gained experience in diverse industry sectors ranging from FMCG, private healthcare and the automotive business.

Members of Staff



Lindsey Busuttill
Marketing Coordinator
Seconded by the IFSP



Lizianne Pace Frendo
Marketing Coordinator
Seconded by the IFSP



Giselle McKenna
Marketing Executive



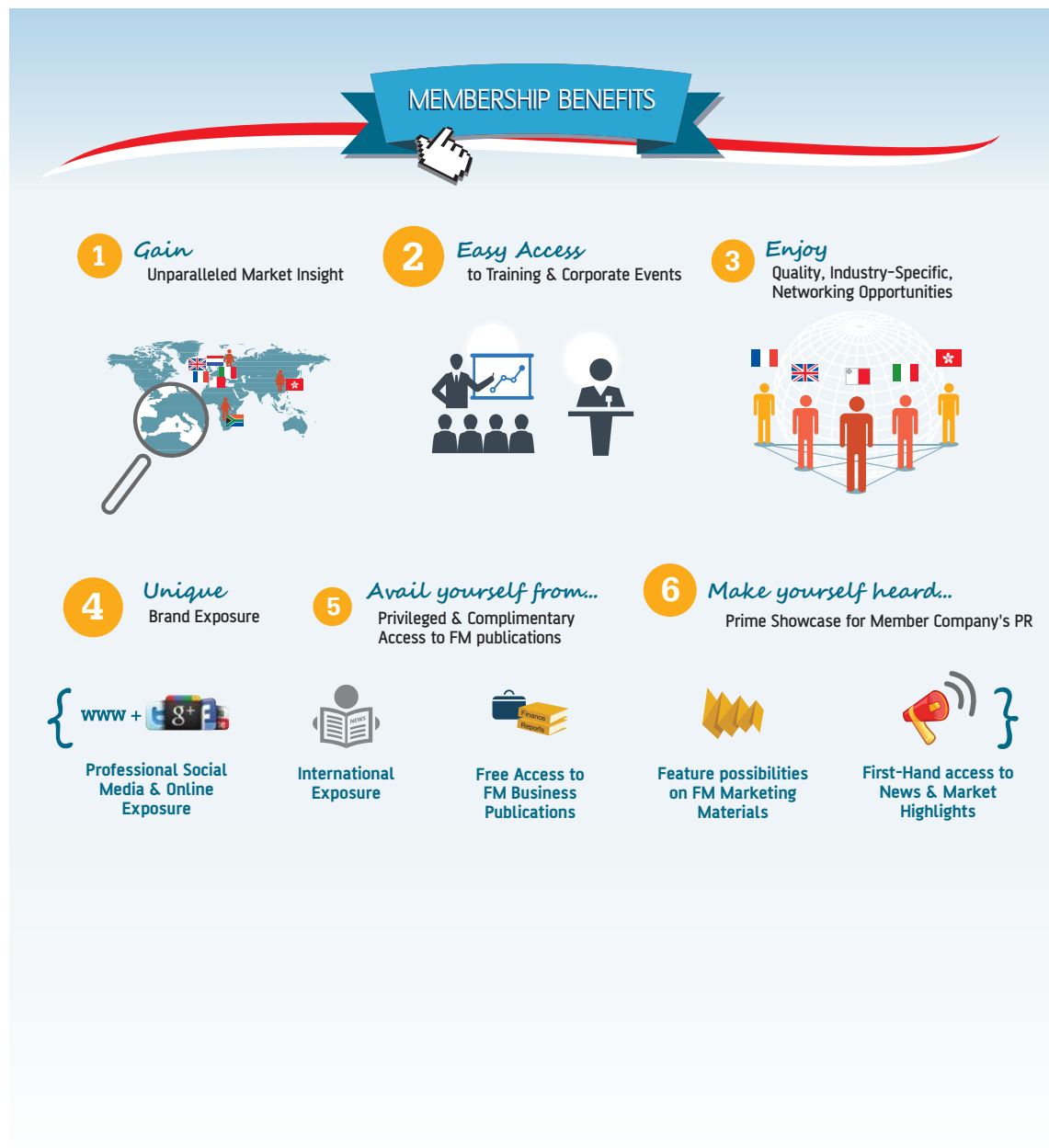
Kimberly Azzopardi
Marketing Coordinator



Rebecca Buttigieg
Administrative Assistant

FinanceMalta's Membership

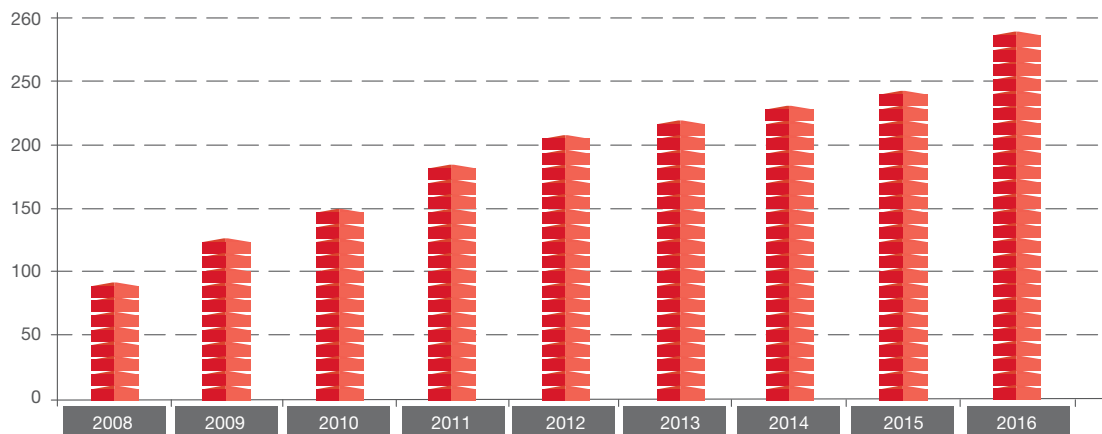
The promotional activities undertaken by FinanceMalta continued to attract more members to the foundation's two membership categories: corporate members and affiliate members. More details are provided hereunder:



Corporate Membership

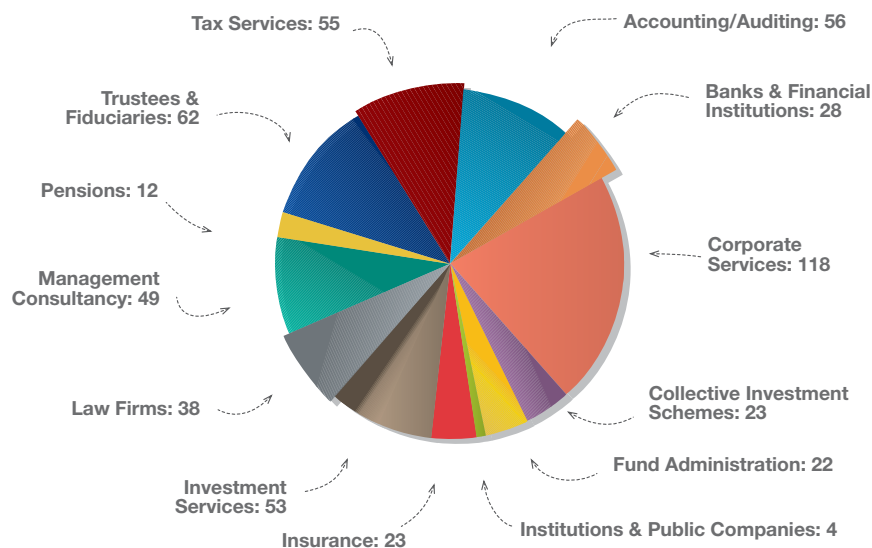
During 2016, the number of FinanceMalta (FM) corporate members reached 257, with 44 new member companies registered during the year. Corporate membership is available to entities operating in the financial services field including accounting and auditing firms, banks and financial institutions, corporate services firms, law firms, companies offering investment services, fund administration companies, Collective Investment Schemes, institutions and public companies, management consultancy companies, insurance companies, pension firms, trustees and fiduciaries, and companies offering tax services.

Increase in corporate membership since its initial launch



Total Number

FinanceMalta's corporate members represent various sectors of the financial services industry as indicated in the chart below:



Sectors of FinanceMalta's Corporate Members 2016*

*The numbers listed on the pie chart are the number of companies that fall under the particular category. It is important to note that a number of companies fall under more than one category so the addition of all these numbers does not reflect the total number of corporate members. Total number of corporate members in 2016 was 257

During 2016, the following benefits were granted to FinanceMalta's corporate members:

1 Quality, Industry-Specific, Networking Opportunities and access to Training and Incentive Events

During 2016, as in previous years, corporate members had direct access to the experience and knowledge of fellow members. They were able to influence the market, regulators and law makers through FinanceMalta's lobbying activities underpinned by the strength of membership and links with its founding associations and could benefit from FinanceMalta's marketing and public relations initiatives.

Corporate members had the opportunity to attend and network at partner seminars and workshops on a wide range of specialist subjects at heavily discounted rates, with some events on a complimentary basis, such as FinanceMalta's Educational Clinics, while the FinanceMalta Annual Conference was offered at a discounted rate.

2 Unparalleled Market Insight and Privileged Complimentary access to FinanceMalta's Publications

FinanceMalta Corporate Members received regular market insights, four e-newsletters and exclusive publications on Finance issues. They attended partner seminars, training and workshops on a wide range of specialist subjects at heavily discounted rates, gained access to the 'member only' features of the FinanceMalta website and received complimentary copies of the FinanceMalta Investment Guide and Business Directory and Sectorial Investor Guides.

3 Unique Brand Exposure

Corporate Members contributed articles for the quarterly e-newsletter distributed both in Malta and to selected foreign based contacts and published articles on FinanceMalta's website. Moreover, they had their company logo link to and from FinanceMalta's website and the company profile with logo in the FinanceMalta on-line membership directory.

Events by members' firms were featured on FinanceMalta's online calendar of events, while members had regular opportunities to showcase their firm on the international scene under the umbrella of FinanceMalta during certain events and initiatives organised by FinanceMalta together with its prestigious partners.

Moreover, members advertised their vacancies on FinanceMalta's website on a complimentary basis and received sponsorship preference for events organised by FinanceMalta. They had their company name listed on a complimentary basis on the FinanceMalta Investment Guide and Business Directory, Country Profile magazine and had the opportunity to take part in topical podcasts organised by the Foundation.

Corporate Members 2016

A

3a Accountants
A3E Capital SICAV p.l.c.
Abacus Corporate Services Limited
Abalone Asset Management Ltd
ACT Advisory Services Limited
Active Fund Placement
Active Services (Malta) Ltd
Acumum Legal & Advisory Group
Advocate Magro Axelsson & Associates
Advocates Primei
Aequitas Legal
Aeronautica (Malta) Limited
Affinity Management Services (Malta) Limited
AgriBank
AlleyBe Ltd
Altarius Asset Management
Alter Domus (Services) Malta Limited
Amicorp Fund Services Malta Ltd
Amicorp Malta Limited
Amstel Capital Malta Ltd
Andurand Capital Management Limited
Antelope Trustees Ltd
AON Insurance Managers (Malta) Ltd
Apex Fund Services (Malta) Ltd
APS Bank Ltd
Aqua Trust Services Malta Limited
Aramis Capital (Europe) Ltd
Areti Fiduciary Services Ltd
Argentarius ETI Management Ltd
ARQ Group
Artex Risk Solutions (Malta) Limited
Atlas Insurance PCC Ltd
Audentia Capital Group
Avanzia Taxand Ltd

B

Baker Tilly Sant
Banif Bank (Malta) plc
Bank Of Valletta plc
Bastion Wealth Limited
BDO Consult Ltd
Be. Legal Advocates
Bee Insurance Management Ltd
Bentley Trust (Malta) Limited
Boston Trust Limited

C

Calamatta Cuschieri & Co Ltd
Camilleri Cassar Advocates
Camilleri Galea Ltd
Camilleri Preziosi
Castlegate Fund Services Ltd
CCPS Malta
Charts Investment Management Service Ltd
Chetcuti Cauchi Advisors Ltd
Ciantar Associates
Citadel Insurance plc
Citco (Malta) Ltd
Citco Custody Limited
Citco Fund Services (Malta) Limited
ClearStream Banking
Cordium
Corporate Solution Limited
Corrieri Cilia Legal
Credal International Ltd
Credence Corporate & Advisory Services Limited
CreditInfo Malta Ltd
Credinvest International Corporate Finance Ltd
Credorax Bank Ltd
CSB Group
Curmi and Partners Ltd
Custom House Global Fund Services Ltd

D

DARAG Group Ltd
David Griscti & Associates

David Zahra & Associates Advocates
Dconsulta Limited
Deloitte
Demetra Corporate Advisors
DF Advocates
DFK Malta
Dingli & Dingli Law Firm
Directors Chambers Ltd
DNT Fiduciary Limited
Dohle Services (Malta) Limited
Dominion Fiduciary Services (Malta) Ltd
Dr Kresse International Law firm

E

ECCM Bank plc
Ecovis (Malta) Consultants Ltd
EJZ Comprehensive Business Services Ltd
Elmo Insurance Ltd
e-Management
EMD
EPG Financial Services Limited
Equinox Alternative Investment Services
Equiom (Malta) Limited
Ernst & Young Limited
e-Volve Consultancy Limited
Exante Limited
Exco Services Limited

F

FACT Group
Fairwinds Management Limited
Falcon Asset Management Ltd
Fenech & Fenech Advocates
Fenech Farrugia Fiott Legal
Fenlex Corporate Services Ltd
Fexserv Financial Services Ltd
Fides Corporate Services Ltd
Fidgen Malta Ltd
FIMBANK
Financial Planning Services Ltd
Finanz-Audit Limited
Finco Trust Services Ltd
Finisterre Malta Ltd
FMG (Malta) Limited
Framont & Partners Management Ltd
Francis J. Vassallo & Associates Ltd

G

Galea Salomone & Associates
Gamma Capital Markets Ltd
Ganado Advocates
Gasan Mamo Insurance
Gatt Tufigno Gauci Advocates
GM Corporate & Fiduciary Services Ltd
Go Beyond Limited
Gonzi and Associates Advocates
Grand Harbour Trustees Limited
Grant Thornton
Griffiths & Associates
GVZH Advocates

H

H & P Corporate Services (Malta) Ltd
Harbour Pensions Limited
HawkView Asset Management Ltd
HBM Malta Ltd
HBM Trustees Ltd
Heptagon Capital
Heritage International Fund Managers (Malta) Ltd
HSBC Bank Malta plc
HSBC Global Asset Management (Malta) Ltd
HSBC Life Assurance (Malta) Ltd

I

IDS Fund Services Malta Ltd
IFINA group

IIG Bank (Malta) Ltd
Impact Consulting Ltd
Integra Private Wealth Ltd
Integrated - Capabilities (Malta) Ltd
Integritas Trustees Ltd
International Management Services Ltd
Investment Migration Council
Island Insurance Brokers Limited
Izola Bank Limited

J

Jesmond Mizzi Financial Advisors Limited
JLT Insurance Management Malta Limited
John Huber & Associates
Justin Cutajar CP
JTC (Malta) Ltd

K

Kamber Consultancy AG
Kane LPI Solutions (Malta) Ltd
KNG Securities
KPMG
Ksi Malta

L

Iecocqassociate ltd
Lombard Bank Malta plc
Lombard Odier & Cie (Gibraltar) Limited

M

MAG Fund Solutions RICC Ltd
MAPFRE MiddleSea plc
Maitland Malta Limited
Malta Stock Exchange plc
Mamo TCV Advocates
Marsh Management Services Malta Ltd
Mazars Malta
Mediterranean Bank plc
Mediterranean Insurance Brokers (Malta) Ltd
Mercieca, Azzopardi & Co
MFC Merchant Bank Ltd
MGI Finconsult Limited
Micallef & Associates
Michael Grech Financial Investments Services Ltd
Middle East Business Council - Malta
Mifsud & Mifsud Advocates
MJM Europe Limited
Money+Card Payment Institution Ltd
Moore Stephens
MPL Asset Management Ltd
MSV Life p.l.c
Muscat Azzopardi and Associates Advocates
Muscat Mizzi Advocates
Munich Re of Malta plc
MZ Investment Services Ltd

N

NBG Bank Malta Ltd
Newco Corporate Services Ltd
Nexia BT
Nicolai Xuereb - NX Legal
Novofina Ltd

O

Octave Corporate Services Limited
OpenFunds Investment Services
Osiris Trust Ltd

P

Paladin Securities Ltd
Papilio Services Ltd
PayMix Limited
P & C Consulting Ltd
Pilatus Bank Ltd
PiscoPartners
PKF (Malta)
Plethora Trust & Fiduciaries Ltd
Portcullis Asset Management Ltd

Portman International Ltd
Portmann Capital Management Ltd
Portsea AIFM Malta Ltd
Praxis Fund Services (Malta) Ltd
PraxisIFM Trust Limited
Premier Fiduciary & Trusts Ltd
Prestige Capital Management Limited
PwC

Q

QGen
Quinton Trust (Malta) Limited

R

Refalo & Zammit Pace Advocates
Reyl & Cie (Malta) Ltd
RiskCap International Limited
Rizzo Farrugia & Co (Stockbrokers) Ltd
RSM Malta
Rutter Giappone & Associates

S

Satabank plc
Scandinavian Business Forum Malta
SGGG Fexserv Fund Services (Malta) Ltd
Simon Tortell & Associates
Somerset Management (Malta) Ltd
South Risk Partners
Sovereign Pension Services Limited
Sovereign Trust (Malta)
Sparkasse Bank Malta plc
Stivala & Stivala Corporate Management Ltd
STM Malta Trust & Company Management Ltd
Summa Fiduciary Services Ltd
Swissquote Financial Services (Malta) Ltd
Swish Payments Ltd

T

Tanti Dougall & Associates, Advocates
Taxways Group (Invest Group Ltd)
Temple Asset Management Limited
Templar European Investment Services
The Malta Institute of Accountants
Timeless Asset Management Ltd
TMF Management and Administrative Services (Malta) Limited
TMS Brokers Europe Ltd
Trident Fund Services (Malta) Ltd
Trident Trust Company (Malta) Ltd
Tri-Mer Services Ltd
Tirreme Pension Services (Malta) Ltd
Tromino Financial Services (Malta) Ltd
Trustmoore Malta Limited

U

UHY Business Advisory Services
Unifin Services Limited
Untours Insurance Agents Ltd
USA Risk Group (Malta) Ltd

V

Valletta Commercial Services Ltd
Valletta Fund Management
Valletta Fund Services
Valletta Legal
Virtus Advisors Ltd
Vistra Malta Ltd

W

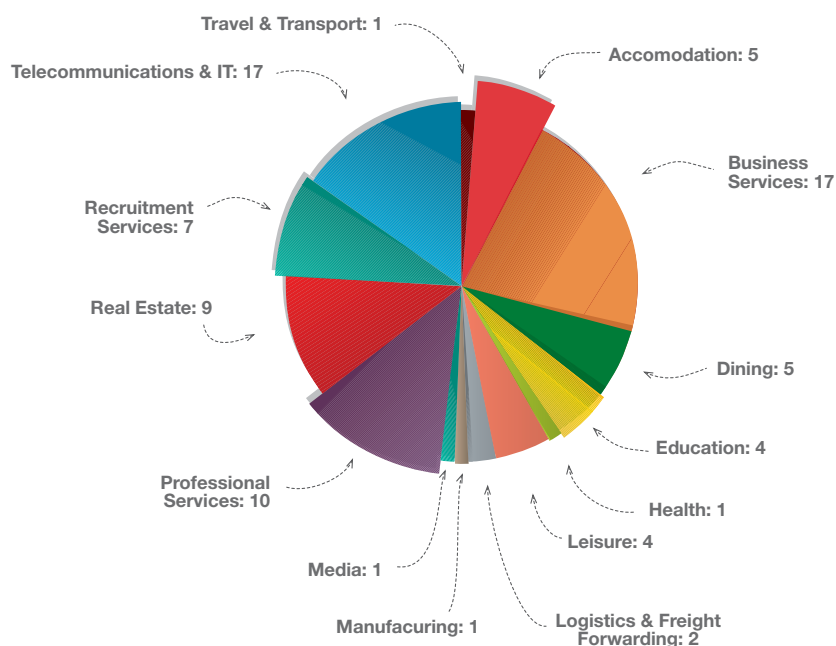
War Chest Fiduciary Services Limited
WDM International Ltd
WH Partners
White November Corporate Services (Malta) Ltd
WTP ADVISORS MALTA

Z

Zarattini International Ltd
Zerafa Advocates
Zeta

Affiliate Membership

FinanceMalta's affiliate membership programme, aimed at companies operating in the non-financial sector which could indirectly benefit from the growth of Malta's financial services industry, attracted 10 new affiliates during 2016 bringing the total of affiliates to 38. FinanceMalta is offering Affiliate Membership to companies operating in the accommodation, business services, education, health, leisure, logistics and freight forwarding, professional services, real estate, recruitment services, ICT, travel and transport sectors.



Sectors of FinanceMalta's Affiliate Members 2016*

* The numbers listed on the pie chart are the number of affiliates that fall under the particular category. It is important to note that a number of affiliates fall under more than one category so the addition of all these numbers does not reflect the total number of affiliate members. Total number of Affiliate Member in 2016 was 38.

In 2016, the benefits of Affiliate Membership with FinanceMalta included:

1 Brand exposure, online traffic and brand awareness

Affiliate companies benefited from finance-related news updates on the FinanceMalta website and had their company name listed on the FinanceMalta Investment Guide and Business Directory under the 'affiliate members section' with the affiliate company's profile and images on the FinanceMalta online Business Directory.

2 Webcast, advertising, brand awareness

Companies affiliated with FinanceMalta could profit from ad-hoc 'brand awareness' opportunities throughout the year. They had a link from FinanceMalta's website to their website and had the opportunity to sponsor a podcast through FinanceMalta's extensive on-going series and banner advertising on the FinanceMalta website.

3 Networking opportunities and use of affiliate services

Affiliate companies had the opportunity to network during the FinanceMalta Annual Conference at a discounted rate and during events organized in Malta and overseas. They had the ongoing opportunity to generate brand awareness among other members, while FinanceMalta used its affiliate members' services and directed visitors to use its affiliate members' services whenever this was possible.

4 Second refusal opportunity

Members were afforded the right of second refusal on support opportunities after the first refusal went to Corporate Members.

Affiliate Members 2016

A

Aquibix Ltd
Ascent Software
Azure Rock Partners Ltd

B

Babel Marketing Group Limited
BelAir Real Estate
BMIT Ltd
Boston Link
Business Office Services International (Malta) Ltd

C

C & C Express Ltd
CDDS Mediterranean Ltd
Castille Resources Ltd
Computime Software
CountryProfiler Malta Limited

D

Dmax & Associates Ltd

E

Equinox Ventures Ltd

F

Frank Salt Real Estate Ltd

H

Hili Ventures Limited
Hilton Malta

I

ICT Ltd

K

Konnekt Search & Selection

L

Linedata

M

Melita plc
MISCO

N

Nicholls Moisa

P

Pender Ville Ltd
Powerhouse Ltd

R

Reed Specialist Recruitment Malta
Regus Serviced Offices
RE/MAX Malta

S

Simon Estates
Smartcity Malta
Systec Ltd

T

The Richard Clarke Academy
The Xara Palace Relais & Chateaux
The Westin Dragonara resort
Tristar Travel

V

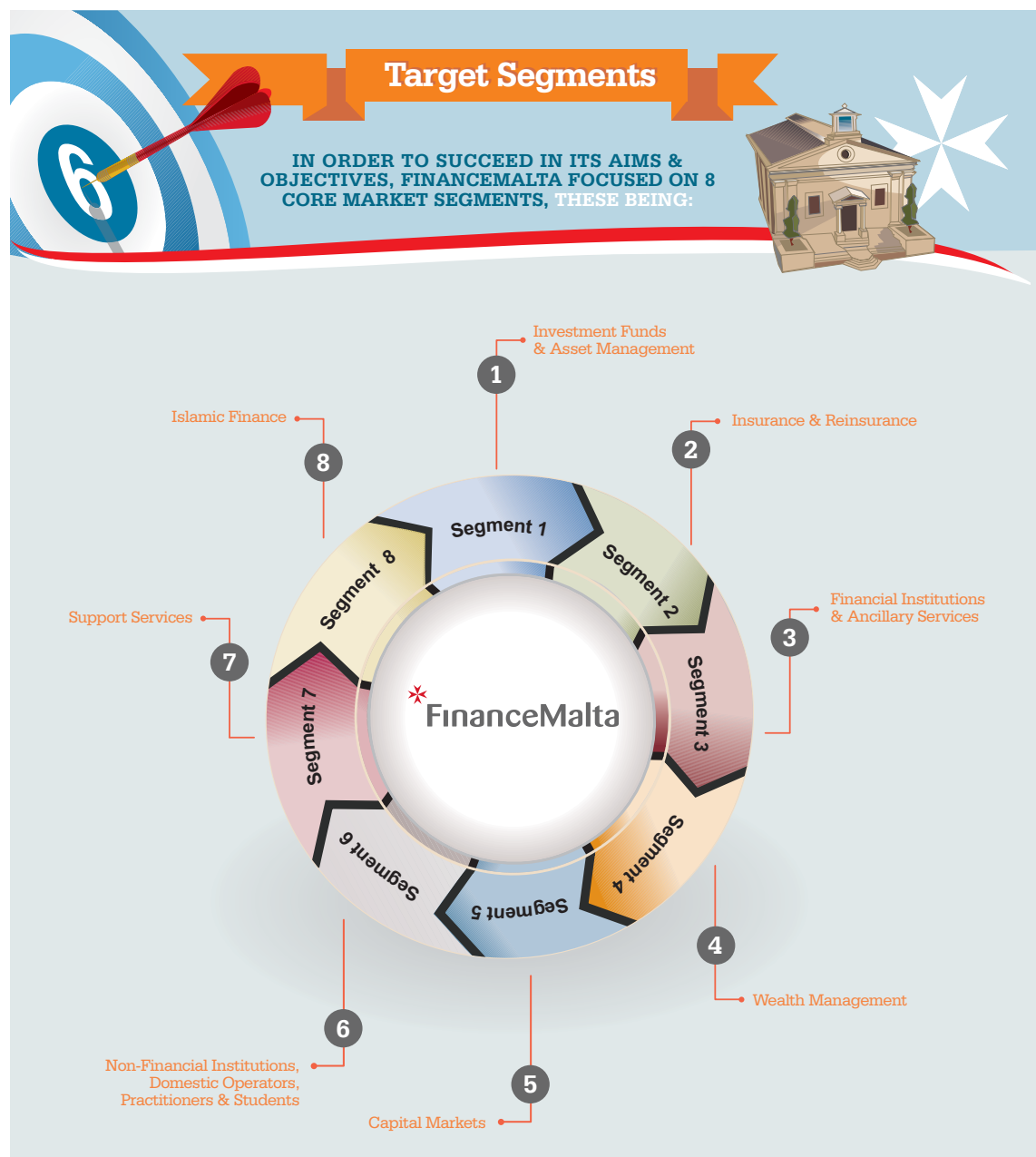
Vianet Limited
Vodafone

FinanceMalta Promotional Initiatives Report 2016

The following report provides an overview of the various promotional initiatives that were undertaken by FinanceMalta during 2016.

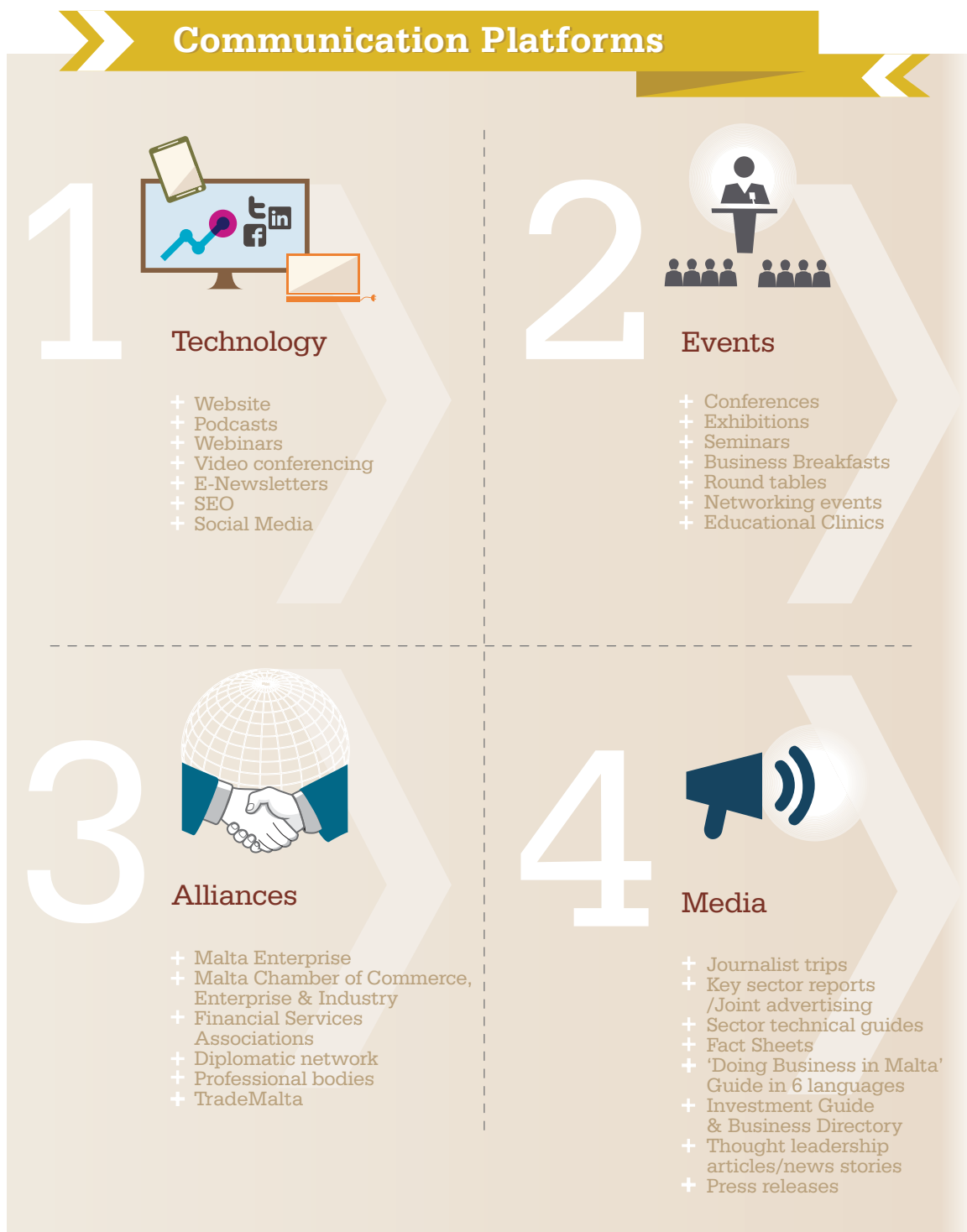
Target Segments

FinanceMalta undertook various promotional activities during 2016. Since its remit, according to the Deed of the Foundation, extends to a wide range of economic sectors, the promotional activities were structured and focused on eight core market segments through a combination of promotional initiatives and the use of various media platforms. The market segments are:



Communication Platforms

For its promotional strategy aimed at each target segment, FinanceMalta maintained various communication tools which are divided into four areas, as shown below:





Digital Communication

The FinanceMalta website remains a popular channel that is visited regularly and performs well on both a technical and user-friendly level.

Email/Permission Marketing

FinanceMalta has used an online system for its email communications and marketing since August 2010. From this date till the end of 2016, the number of active and confirmed contacts registered on FinanceMalta's system has reached 6,897. This system is being used to communicate various types of information to different target groups, as well as to support, promote and follow up on FinanceMalta's events via different types of email campaigns.



The following is a list of key types of email campaigns that are being sent out by FinanceMalta:

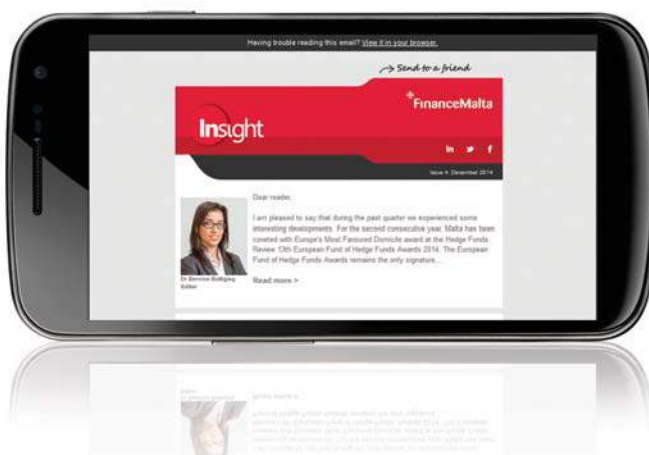
- 1 Informative campaigns such as announcements of finance sector news, regulatory updates, new podcasts, and new reports issued;
- 2 Events & Initiatives campaigns: promotion and communication support for forthcoming events and FinanceMalta initiatives, including event details, programme and delegate registration procedures (including reminders), and post event follow-ups;
- 3 FinanceMalta Insight newsletter (on a quarterly basis);
- 4 Press Releases;
- 5 Expression of Interest;
- 6 General public notices.

These campaigns are distributed using FinanceMalta's customised branded templates which include the following titles:

- 1 Expression of Interest
- 2 Upcoming Events
- 3 Invitation
- 4 Keep in Touch
- 5 Latest Videos
- 6 Press Release
- 7 Latest Publications
- 8 Your Opinion Matters
- 9 FinanceMalta Insight Newsletter

E- Newsletters

The Insight newsletter is a quarterly electronic publication that has been issued by FinanceMalta since September 2009. The FinanceMalta E-Newsletter is an important vehicle for enhancing the understanding, sound practices and growth of Malta's Financial Services Industry to a targeted readership. In addition to being sent to email contacts via our online system, each issue of the Insight newsletter is uploaded onto the FinanceMalta website where it remains available to the general public.



Special features

The structure of FinanceMalta's Insight newsletter template is based on permanent sections which make each edition look like an "online magazine received via email". The newsletter is rich in content with external links leading to FinanceMalta's website as the primary source of information.

The key sections are:

- Word from the editor
- Featured article
- 6 articles in a format of snippets
- Latest news
- Upcoming events
- Malta lifestyle
- Latest podcast/video
- Download section including the 3 latest Industry Reports and FinanceMalta's Investment Guide and Business Directory

During the year 2016 FinanceMalta published four issues of the Insight Newsletter during the months of March, June, September and December.

During the year under review, Insight newsletters have been sent 14,890 email addresses in total.

Issue / Month published	Date Sent:	Total Number of Recipients
1 Insight March 2016	March 2016	4,558
2 Insight June 2016	June 2016	4,777
3 Insight September 2016	October 2016	4,518
4 Insight December 2016	January 2017	1,037

Contents specific to each newsletter

March 2016 Insight Q1 Newsletter

- Are you familiar with Securitisation?
- Increased Interest in Malta as a European e-Money Domicile of Choice
- BEPS and CbC – The New Dawn
- UCITS V: some considerations
- KPMG's Megatrends for the Maltese Banking Industry
- Over Protective Protectors?
- Navigating through market volatility and regulatory implications – Modern-day Portfolio Management
- Latest Video: FinanceMalta 9th Annual Conference 2016

June 2016 Insight Q2 Newsletter

- Malta – An attractive location for securitisation and capital markets
- Administrators of Foundations - their role, duties, and exposure to liability
- Segregated Cells in registered organisations
- The liability of the custodian following the transposition of UCITS V
- Structuring Financial Products for International Trade
- Get Qualified in Accountancy!
- Employment taxes in decline – slowly
- Latest Video: Capital Investment (Malta Stock Exchange)

September 2016* Insight Q3 Newsletter *(Sent October 2016)

- NAIF – an AIFMD – Compliance Fund with quick access to the market
- Innovation in the Malta Fund Industry
- Malta's RICC regime: The honeycomb effect
- Malta ready for take-off
- Fund Re-Domiciliation
- Malta After Brexit – Our Way Forward
- Latest Video: Setting up a Pension Vehicle in Malta (GANADO Advocates)

December 2016* Insight Q4 Newsletter *(Sent January 2017)

- Marketing of Funds in Europe – The Latest Developments
- Organizational culture for SMEs
- Prospective Implications of MIFID II
- Malta Stock Exchange: European Capital raising now easier for SMEs
- MFSA Issues Discussion Paper on Investment
- Foreign Exchange Risk: Your risk
- Latest Video: Funds (Chetcuti Cauchi Advocates)

Readership evolution based on unique opens

During the year 2016, readership for the Insight newsletter amounted to 1,596 contacts. This occurred in consideration of the number of unique openings of the newsletter, excluding multiple openings from the same email address

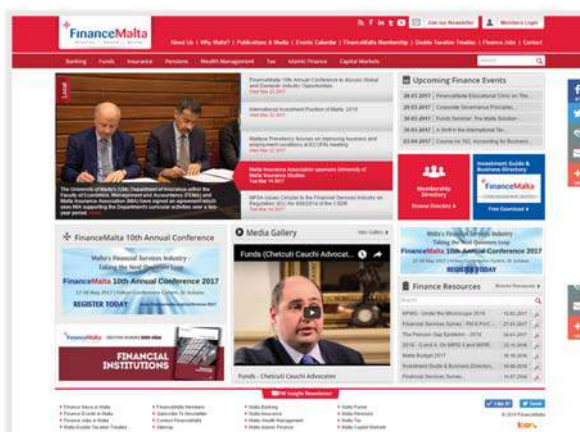


Total readership per issue (based on unique opens)

Insight March 2016	Insight June 2016	Insight October 2016	Insight December 2016
312	477	499	308

FinanceMalta will maintain the preparation and distribution of its Insight Newsletter and encourages its members to provide the Foundation with thought leadership articles related to financial services to be included in this electronic newsletter on a complimentary basis, as a membership benefit.

The website remains FinanceMalta's main digital communications channel. The homepage of the site offers a snapshot of the most important features of the site such as: latest news, upcoming events, resources, link to the membership directory, link to download the Investment Guide & Business Directory, access to the media gallery, and advertising space. The main toolbars are still present which allow users to easily navigate across the site, as well as the Search bar and Social Media buttons.



Year	Visits	Unique Visitors
2016	115,918	77,789
2015	90,210	58,816
2014	75,171	50,971
2013	68,872	44,727

1 Jan 2016 - 31 Dec 2016 ▼
Compare to: 31 Dec 2014 - 31 Dec 2015

Compare to: 31 Dec 2014 - 31 Dec 2015

Email Export Add to Dashboard Shortcut

  All users
+0.00%

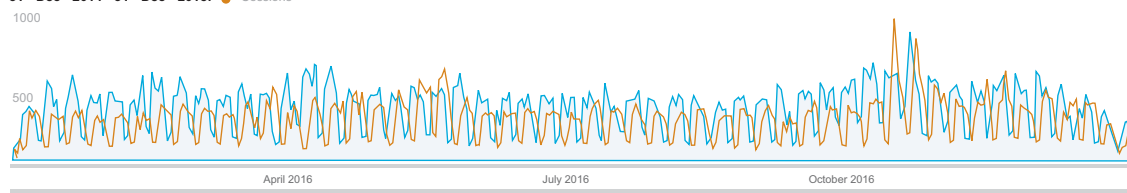
Overview

Sessions ▼ vs [Select a metric](#)

Hourly Day Week Month

01 - Jan - 2016 - 31 - Dec - 2016: Sessions

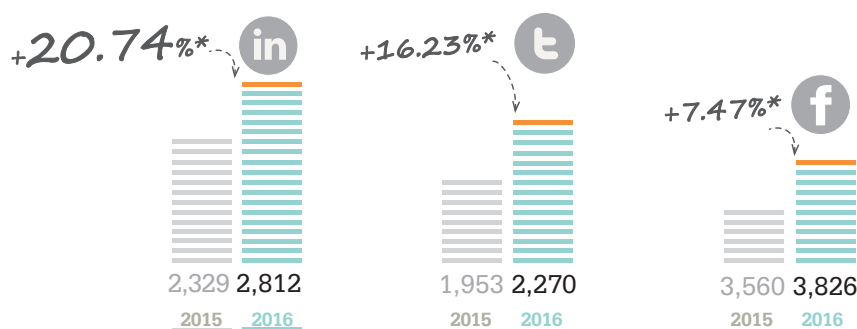
31 - Dec - 2014 - 31 - Dec - 2015: Sessions



Social Media

FinanceMalta Social Media Snapshot 2016

Growth in Following



* Growth between 2015 & 2016

FinanceMalta's social media accounts were brought in-house in 2015 and achieved positive numbers in terms of both followers and engagement. While numbers are important in social media, and all social media channels have seen an increase in following, the truly positive results have been seen in the engagement that FinanceMalta's posts have achieved.

During 2016, FinanceMalta's LinkedIn account has been steadily growing from strength to strength seeing growth of almost 500 new followers in 2016, an increase of 20.7% over 2015. A high percentage of FinanceMalta's followers come from the following industries: financial services, banking and accounting, and a legal background. LinkedIn remains FinanceMalta's most popular social media account.

FinanceMalta's official Facebook page saw an increase over its 2015 numbers with an increase from 3.6k followers at the end of 2015 to over 3.8k at the end of 2016.

Twitter saw an increase in followers from 1,953 at the end of 2015 to 2,270 at the end of 2016 – an increase of 16%.

FinanceMalta uses its YouTube channel mainly as a repository for FinanceMalta's videos; there is still a following on this platform with a 'watch time' of 11,171 minutes and an 'average view duration' of 2.28 minutes – a slight decrease from 12,403 minutes in 2015. The channel received 4,510 views and 93 subscribers in 2016 – an increase of 70 subscribers from 2015.

Most visitors come from Europe, the US, and UAE. In 2016, some advertising spend was used to promote events via social media. The posts concern industry-specific information; technical briefs; event reporting and promotion; multimedia and PR announcements. These posts have generated increased interest and engagement levels across the three platforms, resulting in more likes and shares overall.



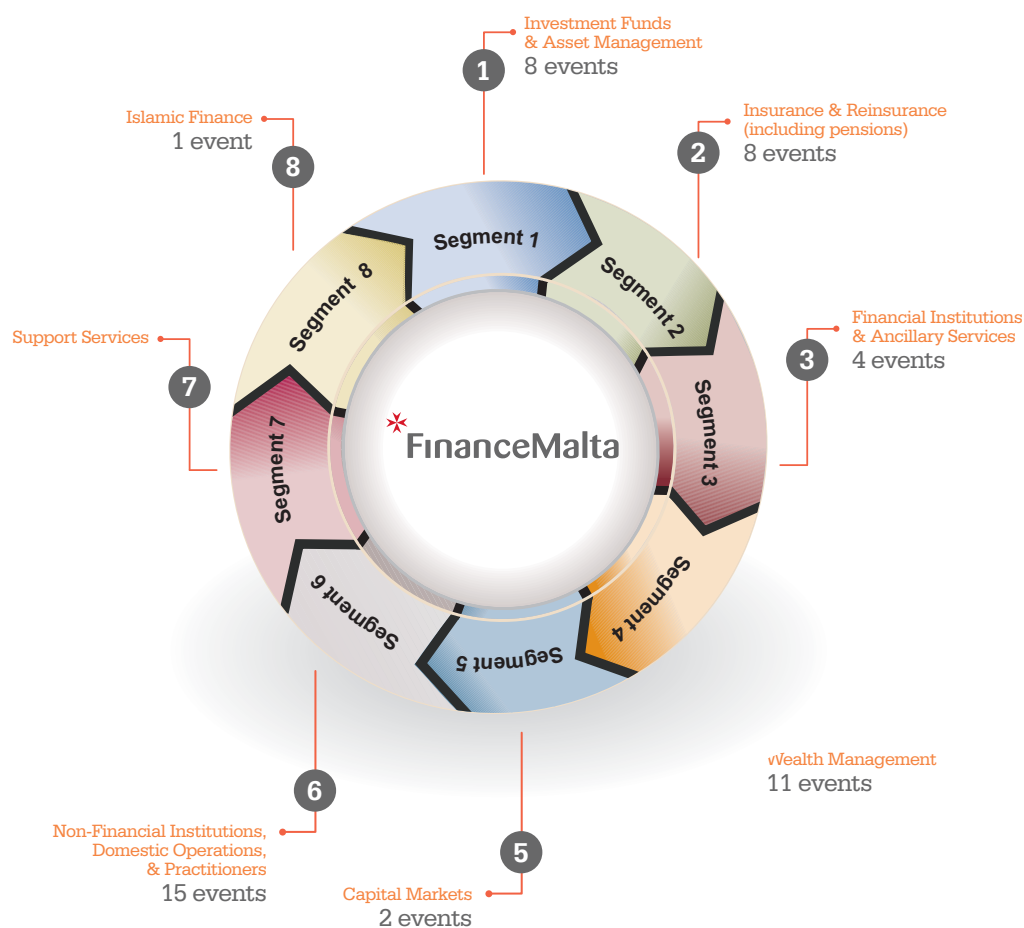
Events

Promotional Initiatives

During 2016 FinanceMalta organised, participated, exhibited or supported 52 promotional initiatives held in Abu Dhabi, Barcelona, Dubai, Geneva, Istanbul, London, Madrid, Malta, New York, Singapore, Zurich.

These initiatives were aimed at promoting the following eight target segments:

Promotional Initiatives by Segments



3 events covered all segments.

A summary of each event is provided hereunder:

15.01.2016

Economist Gala Dinner 2016 – Malta
Segment 6

FinanceMalta sponsored the Economist Gala Dinner through the purchase of a Corporate Table (10 seats). It was an afternoon/evening event discussing the Economic situation for 2016. The dinner setting provided a good opportunity for discussions and networking. FinanceMalta offered the seats to Mr Kenneth Farrugia, Mr John Huber, Dr Annalise Micallef, Mr Ivan Grech, Ms Marianne Scicluna, and Mr Adrian Scicluna.

21.01.2016

IFSP Conference ‘Shifting Financial Landscapes’ – Malta
Segment 6

IFSP organised a biennial conference entitled ‘Shifting Financial Landscapes’. The conference took place at the Xara Lodge. It consisted of several panel discussions aimed at local financial service practitioners. FinanceMalta supported this event in return for a speaking slot, promotion and a stand and high table to display FinanceMalta material. The speaking slot was taken by Mr Kenneth Farrugia. Overall the event was very successful with over 160 delegates from all areas of the financial services industry. The sponsorship of €2,000 for this event came out of the Funding policy.



IFSP Conference - 21.01.2016

25.01.2016

Malta - A Growing Capital Market Jurisdiction in the EU – Spain
Segment 5

FinanceMalta sponsored the Malta Stock Exchange event held at the Club Financiero de Genova in Madrid, the aim of which was to promote Malta's Capital Markets sector in Madrid. The event had roughly 40 delegates most of whom were foreign. The Malta Stock Exchange hosted the event in English whilst having a simultaneous translation in Spanish. As part of the sponsorship package FinanceMalta had a speaking slot taken by Mr Ivan Grech, as well as a stand and the FinanceMalta logo on promotional initiatives for this event.

23.02.2016

Why Malta? Securitization Benefits and Growth in 2016 – New York, USA
Segment 2

This FinanceMalta event was held back-to-back with SIFMA IRLS 2016 in New York, at the Grand Hyatt. FinanceMalta had roughly 20 delegates who attended this boardroom-style event. The event started with an introduction on Malta's securitization market, and Exchange-Re SCC (Mr John Tortell); this was followed by a panel discussion on RSPVs and the Securitization Cell Companies as a Game-Changer. FinanceMalta was supported by GANADO Advocates, USA Risk Group, and EY Malta who, along with their contribution, formed part of the programme for the day.

23-24.02.2016

SIFMA IRLS 2016 – New York, USA
Segment 2

FinanceMalta sponsored the attendee packet of the SIFMA IRLS 2016 conference which took place at the Grand Hyatt in New York. The event was attended by over 400 insurance professionals. Whilst there was a slight increase in the cost of the sponsorship this year, an extra table personnel pass was acquired. In total, FinanceMalta obtained two delegate passes (taken by Mr John Tortell, Dr Matthew Bianchi), and three table personnel passes (taken by Mr Ronald Attard, Mr Nick Curmi, Mr Ivan Grech). Moreover, FinanceMalta also benefited from promotional branding along with an exhibition booth.



IFSP Conference - 21.01.2016

29.03.2016

Europe - Insurance Opportunities for US Firms – New York, USA
Segment 2

PKF held a half-day event in New York in collaboration with FinanceMalta and Captive Review. The event entitled ‘Europe - Insurance Opportunities for US Firms’ addressed various topics related to: reinsurance, ILS, pensions, and tax considerations. FinanceMalta had a speaking slot which was taken by Mr Kenneth Farrugia, and benefitted from the brand exposure related to this event which was handled by Captive Review. The event was quite well attended with around 40 high-level industry representatives present. Back-to-back with this event FinanceMalta held an asset management event.

30.03.2016

**Malta's Value Proposition for Asset Managers
Targeting European Business – New York, USA
Segment 1**

FinanceMalta, in collaboration with Captive Review, organised a half-day asset management event in New York (back-to-back with the PKF event). The event, entitled 'Malta's Value Proposition for Asset Managers Targeting European Business', proved to be very successful, attracting over 70 delegates and providing greater insight into the asset management industry. The programme tackled topics related to pensions, servicing operations, and regulated vehicles.

05-06.04.2016

**Malta's Value Proposition for the Asset Management
Industry – Switzerland
Segment 1**

FinanceMalta organised two back-to-back, half day events in Geneva and Zurich on the 5th & 6th April respectively, targeting the Swiss asset management industry. A total of 11 FinanceMalta members supported the two events – financially, as well as in the form of a speaking slot. 31 delegates, including sponsors, attended the Geneva event, most of which were Maltese. The situation in Zurich was more positive as there were 43 delegates including sponsors and there was more of a balance in the pool of delegates. The low turnout, particularly for Geneva, was likely due to insufficient promotion time and because FinanceMalta has yet to build a database and enough jurisdictional awareness in this market. As a result, FinanceMalta decided to provide sponsors with a credit note of 50% of the original cost of the sponsorship to be used at other FinanceMalta events.



Malta's Value Proposition for the Asset Management Industry
- Zurich - 05-06.04.2016

19-20.04.2016

**Bonds, Loans & Sukuk Middle East Conference –
Dubai, UAE
Segment 9**

The event 'Bonds, Loans & Sukuk Middle East 2016' is the largest event in the UAE relating to debt instruments and the Islamic equivalent. The event was very well-attended

with high-profile participants and speakers. While most discussions focused on regional developments in the debt markets (particularly the issuance of sovereign sukuk as a measure to raise funds due to the falling oil and gas prices), the international context was highlighted. Dr David Zahra, who attended on behalf of FinanceMalta, spoke to most of the exhibitors and all expressed keen interest on the possibility of a Malta sovereign sukuk. The international law firms were particularly keen due to the possibility of being engaged to join forces with Maltese counsel to advise the Government of Malta on the structuring, as well as the placing, of the instrument. A particular contact which will certainly be of interest to FinanceMalta was The Gulf Bond and Sukuk Association (<http://www.gulfbondsukuk.com/>). Dr Zahra recommended that a channel of communication be opened with them on the possibility of them participating in educational initiatives in Malta.

22.04.2016

**Structuring Options & Considerations for Alternative
Investment Funds – London, UK
Segment 1**

This half-day seminar was held in collaboration with HFMWeek to promote the regulated AIF structures in Malta. The event and networking lunch was sponsored by GANADO Advocates and Finanz Funds respectively, while the programme included presentations by Dr Isabelle Agius (MFSA) and Mr Adam de Domenico (Cordium), as well as panellists from GANADO Advocates / VFS / Talisman Partners / ZETA / KPMG UK. Around 70 delegates participated in this successful event which was held at the Corinthia Hotel, London. Delegates participated actively during the event and questions were put to the speakers. Speakers, sponsors, and delegates also had the opportunity to network during registration, coffee break, and lunch. FinanceMalta had a stand in the networking area outside the conference hall with a number of business guides and sector guides being distributed to delegates.



Structuring Options & Considerations for Alternative Investment
Funds – London, UK- 22.04.2016

25.04.2016

Malta – A Growing Capital Market Jurisdiction in the EU – Istanbul, Turkey

Segment 5

FinanceMalta collaborated closely with the Malta Stock Exchange on this event which was aimed at promoting the stock exchange and its programmes to a number of service providers and legal firms in Istanbul. The event was also supported by Malta Enterprise, Grant Thornton, Refalo & Zammit Pace Advocates, and Demetra Corporate Advisors. Around 30 delegates participated in this half-day event which was held at the Hilton Istanbul. Mr Ivan Grech, on behalf of FinanceMalta, and the other sponsors, delivered presentations relating to the financial services sector, as well as the legal and structuring possibilities of setting up in Malta. There was considerable interest on the part of delegates and several questions were put to the panelists. This was also reinforced during the networking lunch that followed.

28-29.04.2016

The Economist Mediterranean Leadership Summit 2016 – Malta

Segment 6

FinanceMalta sponsored The Economist's Mediterranean Leadership Summit which took place over two days at the Hilton Conference Centre in St Julians, which was attended by approximately 300 high calibre professionals. FinanceMalta's sponsorship included, a speaking position on a panel which was taken by Mr Kenneth Farrugia, an exhibition booth which was manned by Mr Ivan Grech where FinanceMalta's promotional material was distributed, brand exposure, and 10 delegate passes – six of which were sold and taken by: Mr Cliff Pace (MSE), Ms Eileen Muscat (MSE), Mr Anatoli Grech (VFS), Mr Mark Agius (VFM), Mr Raymond Busuttill (IIG Bank Malta), Mr Melvin Roberts (Maitland Group). The remaining four passes were taken by Mr Ivan Grech, Dr Annalise Micallef, Dr Matthew Bianchi, and Mr John Huber. The event offered very good networking opportunities and a prominent stand position; however, the cost of the sponsorship is quite substantial so FinanceMalta may consider attending, as opposed to sponsoring, for future occasions.

29.04.2016

MIT Annual Tax Conference – Malta

Segment 6

FinanceMalta sponsored this full-day International Tax Conference held at the Westin Dragonara, St Julians. FinanceMalta governor, Mr John Huber attended on behalf of FinanceMalta. FinanceMalta's sponsorship extended to a banner and branding on the event programme. Overall the conference was a very good technical tax event which was attended by approximately 150 people and had a vast programme which included speakers like Prof. Scicluna Minister for Finance.

02.05.2016

Malta Stock Exchange 25th Anniversary Art Exhibition – Malta

Segment 5

The Malta Stock Exchange launched an Art Exhibition which was hosted in the Exchange building till the end of June. The launch was a private, invite only, evening

reception which was attended by approximately 120 people including the Minister for Finance who opened the Exhibition. This initiative was part of the MSE's 25th Anniversary promotion. FinanceMalta supported this event in exchange for brand exposure.

11.05.2016

Wealth Briefing GCC Family Wealth Forum – Abu Dhabi, UAE

Segment 4

This was the second Wealth Forum held by ClearView in the region. Networking drinks were held on the eve of the Forum wherein FinanceMalta had the opportunity to meet with a number of other speakers/delegates as well as executives from ADGM. The full-day forum was attended by around 80 delegates and the topics focused on single family office investments, the effects of oil prices on families in the region, and next-gen entrepreneurship among others. Mr. John Huber, FinanceMalta Governor, also had the opportunity to participate in a panel session on Family Business Leadership Skills. FinanceMalta had a stand at the event, manned by Mr Ivan Grech, which allowed for networking and distribution of collateral during the breaks. Mr John Huber and Mr Ivan Grech also had an official meeting with Mr. Steve Barnett, Director - Financial Centre Development at ADGM. During the meeting, Mr Barnett explained the setup and operation of ADGM as a Registration, Regulatory, and Court Authority. Talks were held explaining that FinanceMalta would like to work closely with ADGM and possibly offer assistance, especially on the regulatory front, since ADGM is a relatively new set-up. It was agreed that both parties would work towards formulating a Memorandum of Understanding.

18.05.2016

Spear's Wealth Insight Forum 2016 – UK

Segment 4

FinanceMalta sponsored the Spear's Wealth Insight Forum which included a stand at the conference venue (manned by Ms Kimberly Azzopardi); sponsorship of a panel session entitled 'As non-doms in Britain begin to feel the chill, where might they go next and why?' where the speaking slot was taken by Dr Annalise Micallef, FinanceMalta Governor; six delegate passes; and key branding throughout the event.



Spears Wealth Forum UK - 18.05.2016

19.05.2016

**WealthBriefing European Awards 2016 – UK
Segment 4**

Malta was nominated for the following award: INTERNATIONAL FINANCE CENTRE, for which Malta was represented by The Ministry for the Economy, Investment and Small Business (MEIB). Dr Nadine Lia had submitted the proposal and FinanceMalta acquired free tickets for FinanceMalta and MEIB to attend the awards ceremony taking place right after the Spear's Wealth Insight Forum. The winner of the award was Jersey. The evening reception took place at the Guildhall in London and was attended by 400 delegates comprising bankers, lawyers, accountants, wealth managers, and software providers providing wealth software to the HNWI.



FinanceMalta 9th Annual Conference - 26.05.2016

25.05.2016

**FinanceMalta Pre-Conference Networking
Event – Malta
Segment 6**

This year's Pre-Conference Networking Event took place at the Blue Elephant in Portomaso. Whilst it was free for members to attend, FinanceMalta did not actively promote it among members to encourage them to register for the actual conference; this approach proved to be successful as the majority of the 186 delegates who attended the Pre-Conference Event were Conference delegates. Positive feedback was received about the venue, food, and overall about the evening reception. This year's sponsors were Cordium and Mirabella who had a stand by the registration area.

26.05.2016

**FinanceMalta 9th Annual Conference – Malta
Segment 6**

FinanceMalta's 9th Annual Conference took place at the Hilton Conference Centre in St Julians. This year's theme revolved around 'Sustaining Growth Through Innovation'. The Conference saw over 350 delegates comprising professionals from various sectors of the financial services industry, as well as people from other industries. The programme itself featured 35 high calibre speakers both local and foreign from all sectors of the Financial Industry. In fact, FinanceMalta hosted the following key speakers during the conference: Prime Minister of Malta Hon. Joseph Muscat;



FinanceMalta 9th Annual Conference - 26.05.2016



FinanceMalta 9th Annual Conference - 26.05.2016

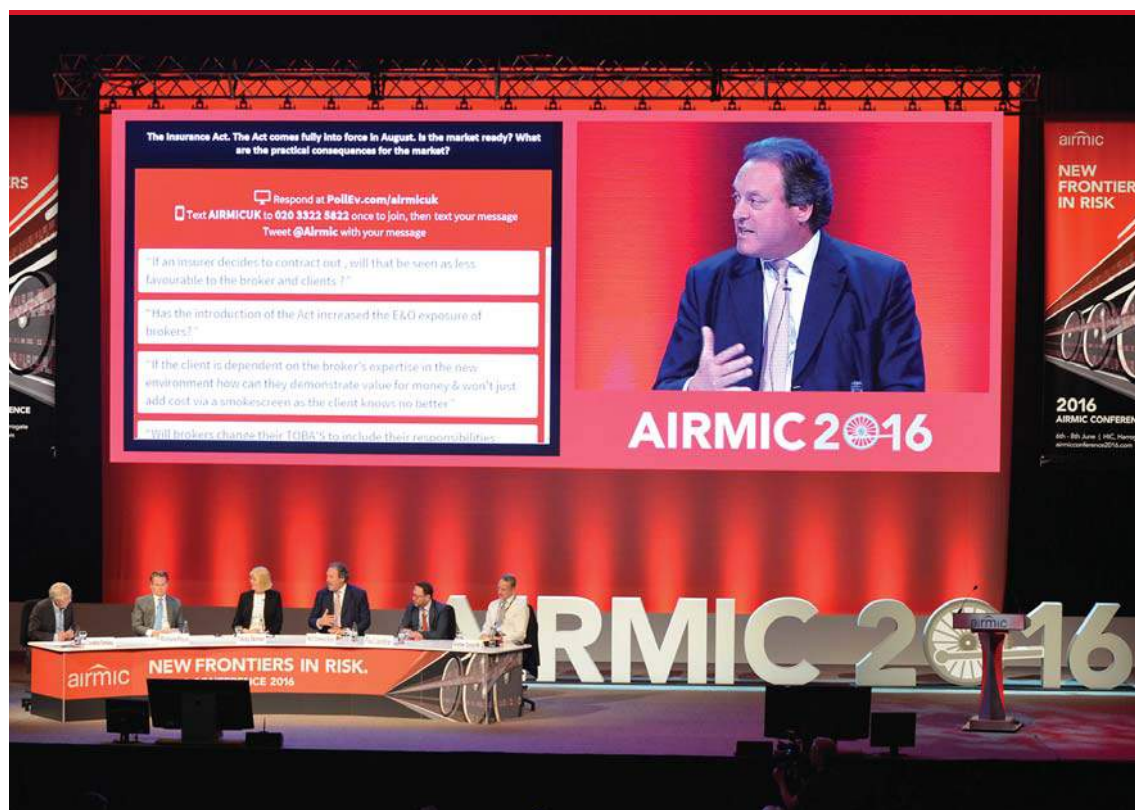
Hon. Prof Scicluna; Hon. Emmanuel Mallia; Mr Dario Scannapieco – Vice-President, European Investment Bank; and Mr Ignazio Angeloni – Member of the Supervisory Board of the European Central Bank.

During the conference registration ran smoothly and FinanceMalta was complimented for the venue, catering, and exhibition area. Unfortunately, the Conference ran late due to starting late which then led to a lot of changes

in the order of the programme. Since the programme was already quite loaded, and due to speakers going over their allocated time, it made it difficult to recoup the lost time. Despite this, FinanceMalta continues to improve on previous years by successfully satisfying the 22 sponsors and the 350+ delegates. Moreover, the profit margin this year was also considerably higher than in previous years. Delegates and speakers alike were also pleased with this year's gift which was a FinanceMalta-branded passport holder.



FinanceMalta 9th Annual Conference - 26.05.2016



AIRMIC - 06-08.06.2016

03.06.2016
Ambassadors Meeting – Malta
Segment 6

Unlike previous years where FinanceMalta had been asked to deliver presentations to Ambassadors, the format this year was completely different. The different entities were asked to set up display stands wherein Ambassadors could approach each entity with any queries and vice-versa. This proved quite positive as there was a better possibility to interact with delegates; the discussions were focused on particular markets. Mr Ivan Grech manned the stand and held discussions with the Ambassadors.

06-08.06.2016
The Investment Migration Council Forum – Switzerland
Segment 4

The Investment Migration Council Forum was a technical event delving into migration issues which took place over three days, in Geneva. FinanceMalta did not sponsor the event; however, FinanceMalta governor, John Huber attended on FinanceMalta's behalf. The Forum was attended by approximately 300 delegates, including Prime Minister, Dr Joseph Muscat. PBS were also there reporting on the event. The conference was very issue-focused with less of a sales pitch format and included discussions on topical issues like Brexit.

06-08.06.2016
AIRMIC – UK
Segment 2

The AIRMIC Conference was a three-day conference held at the HIC in Harrogate. The conference hosted over 30 risk and insurance-related workshops with various high calibre speakers. The event was well attended with various networking opportunities. While FinanceMalta did not sponsor the event this year, promotional material was sent up through Atlas Insurance who attended and sponsored the event, and who are FinanceMalta members.

09.06.2016
WealthBriefing Singapore Awards – Singapore
Segment 4

FinanceMalta entered the Singapore Awards and the Hong Kong Awards where FinanceMalta was nominated for Best International Financial Centre. In the case of Singapore, FinanceMalta won the IFC awards; the event was attended by about 230 people and took place at The Westin Singapore hotel. For the Hong Kong awards, which took place on the 2nd June, FinanceMalta did not win the award; the event was attended by about 200 delegates. FinanceMalta did not attend either of the award ceremonies and the organisers of the Singapore awards delivered the award by hand.



TransContinental Trusts 2016 – Switzerland- 13-15.06.2016

13-15.06.2016

**TransContinental Trusts 2016 – Switzerland
Segment 4**

FinanceMalta sponsored the TransTrust and litigation day events which took place back-to-back in Geneva over three days. As part of FinanceMalta's sponsorship package there were two panel speaking positions on the Litigation day and Trans Trust event. Delegate passes were offered to GANADO Advocates and Portman International Ltd. at a discounted rate, and a free pass was given to David Zammit of Zeta as he agreed to speak (at last minute notice) at FinanceMalta's April Funds event in London. FinanceMalta also had a stand which was manned by Ms Kimberly Azzopardi. The speaking positions were taken by FinanceMalta governor, Dr Annalise Micallef, who, on litigation day, spoke on the panel entitled 'Alternative Jurisdictions: The Highlights'. Present on this panel were also Jersey and Bermuda representatives. For the TransTrust event, FinanceMalta was meant to have a speaking slot on a panel, however there were no suitable panels to sit on therefore FinanceMalta agreed with the organisers (Informa) to utilise this speaking slot in next year's TransTrust event. While the attendance was lower when compared to 2015, the quality of the delegates was quite good and a number of delegates showed interest in Malta. Held back-to-back with this event was the CBI event which took place in tandem with TransTrust in an adjacent room, which FinanceMalta had access to. The CBI, however, had very low attendance made up mainly of sponsors from several jurisdictions. The total number of delegates for the litigation day was approximately 50 people; for the TransTrust event there were approximately 80 people spread over the two days.

15.06.2016

**An evening with FinanceMalta and the Maltese
Securitisation Industry – Spain
Segment 2**

FinanceMalta organised an informal Malta reception for delegates at the Hilton Hotel which, as a venue, was situated opposite the conference centre. The target

audience was delegates from legal firms, financial advisory, business development and underwriting, and invitations were sent to over 800 delegates. The reception was held at the end of the second day of the conference; although approximately 20 people had registered/verbally confirmed their attendance, unfortunately only a handful showed up. It later transpired that many of the large firms (e.g. Baker & McKenzie, Allen & Overy, PwC, etc.) organised similar events at the same time. Being more established and repeat exhibitors, delegates were accustomed to their events which also included tours of Barcelona and other attractive features. In future, FinanceMalta will be considering holding a small, informal reception at the FinanceMalta stand, before the end of conference. This was the route taken by BlackRock which proved to be very successful.

14-16.06.2016

**Global ABS 2016 – Spain
Segment 2**

FinanceMalta in partnership with GANADO Advocates co-sponsored the Global ABS event in Barcelona which saw nearly 3,000 delegates and 100 exhibitors spread over a three-day period. FinanceMalta chose to take the exhibition booth while GANADO Advocates took the speaking slot on the panel session on Transportation Securitisation. Around 15 people attended this panel which was similar, in terms of attendance, to the other panels held at the same time. The panel was held on the third day which was not ideal in terms of timing as most delegates were present for the first and second days. The delegate passes included in the sponsorship package were taken by Dr Matthew Bianchi (FinanceMalta Governor), Dr Nick Curmi and Dr Simon Schembri (GANADO Advocates), Mr Nick Calamatta (Calamatta Cuschieri), Mr Chris Casapinta (Alter Domus) and Ms Joanna Aquilina (DARAG), and Mr Ivan Grech representing FinanceMalta. Considering both the sheer number of exhibitors, and that this was FinanceMalta's first time as sponsors, the FinanceMalta stand positioning was adequate but not optimal. A point worth noting is that giveaways/freebies were very much in demand (and supplied!) by all delegates/suppliers.



WealthManagement Breakfast Briefing - London, UK - 27.09.2016

16-17.06.2016

EFAMA Conference – Malta
Segment 1

FinanceMalta, in collaboration with the MFIA, sponsored this year's EFAMA AGM which took place at the Hilton Conference Centre in St Julians. It was attended by approximately 120 professionals who operate in the funds sector. In exchange for sponsorship, FinanceMalta could place a copy of the FinanceMalta Investment Guide and Business Directory 2016/17 in the delegate bags. The MFIA coordinated the AGM and FinanceMalta assisted with registration and other logistical tasks. The AGM took place over two days – the first day comprised activities like dinner at the OPM, whereas the second day was a full day AGM which ended with an evening reception.

16.06.2016

Trade Risk Awards Dinner – UK
Segment 2

FinanceMalta participated at the Trading Risk Awards Dinner 2016. This is the main European event in Index Linked Securities and brings together all the major names in this reinsurance space. FinanceMalta, in collaboration with CADWALADER, purchased a table at the dinner where FinanceMalta was represented by Mr John Tortell, alternate governor in insurance; guests included key people from Marsh Willis and Aon who are leaders in this field and who all had positive comments regarding our participation as a domicile. Mr Tortell was also joined by Ms Tanya Causon from GANADO Advocates, and Mr Ian Coppini from Deloitte Malta. All participants actively networked with other delegates and guests, some of whom were major players in the industry that generated USD73 billion worth of bonds in 2015.

12.07.2016

Seminar Notified AIFs – Malta
Segment 1

FinanceMalta supported this MFIA half-day information seminar by assigning Ms Lindsey Busuttil to assist with the pre-registration of delegates and promoting the event through FinanceMalta's channels. The morning event, entitled, 'Seminar: Notified AIFs', was attended by 125 delegates. There was no cost associated with this event.

03.09.2016

Malta Day UK – London, UK
Segment 6

As in previous years, FinanceMalta sponsored the Malta Day festivities in the UK, organised by the Malta High Commission. The event attracted hundreds of individuals, Maltese and non-Maltese alike from all over the UK. As part of this sponsorship FinanceMalta's logo appeared on the 7,000 flyers which were distributed to promote the event.

27.09.2016

WealthBriefing Brexit Breakfast Briefing – London, UK
Segment 4

This *London Breakfast Briefing: Brexit* was one of the events which formed part of FinanceMalta's sponsorship package with WealthBriefing. This half-day event comprised a panel discussion which included the following speakers: Mr Alex Fray (Boston Multi Family Office); Mr Bruce Weatherill (ClearView Financial Media); Dr Jean-Philippe Chetcuti (representing FinanceMalta); Ms Kate Clouston (Guernsey Finance); Dr Nadine Goldfoot (Fragomen Worldwide); Mr Rod Lockhart (LendInvest Capital). The event was on an invite-only basis and was attended by 80 delegates, although there were 175 registrants. FinanceMalta sent out an EOI and sold the panel slot to Chetcuti Cauchi Advocates who represented FinanceMalta and also sold six passes to: HBM; Swissquote; EY Malta; and MPG (x3).



Captives - Malta: A Leading EU Insurance Jurisdiction – London, UK- 19.10.2016

03-04.10.2016

2016 FERMA Risk Management Seminar – Malta Segment 2

The 2016 FERMA conference was held over two days at Hilton Malta. The event was attended by over 200 local and foreign delegates over the two days. FinanceMalta secured a prominent stand space within the main exhibition area, and acquired additional delegate passes which were sold at a heavily reduced price to members: Mr Philip Curmi (Kane LPI); Mr Adam Peckman (AON); Dr Joseph Ghio (Fenech & Fenech Advocates). The event was well attended overall; however, the very targeted audience would have been better addressed by MARM who were present. As part of the sponsorship agreement FinanceMalta acquired the delegate list and had key branding.

07.10.2016

EY Malta Attractiveness Survey 2016 – Malta Segment 6

This event was attended by roughly 300 delegates. FinanceMalta supported the EY Attractiveness Survey through promotion of the event in exchange for brand exposure. Mr Kenneth Farrugia spoke on a panel session and Mr Ivan Grech attended the event.

16-18.10.2016

Brexit and Global Expansion Summit – London, UK Segment All

The event was attended by around 300 delegates and dealt mostly with the future of financial centres in a fast-changing scenario. Brexit featured prominently as a running theme throughout the conference; however,

topics also covered FinTech, over/regulation and business expansion (especially in relation to e-payments), Blockchain tech. Another interesting panel also featured start-ups and innovation. A number of jurisdictions were present, both from the EU and non-EU, whereas a panel discussion on the future of financial centres became a tug-of-war between the CEO of Paris Europlace and the MD of Frankfurt Main Finance over where UK companies should relocate in view of Brexit! Several sponsor stands were exhibited in the networking area and the FinanceMalta e-payment seminar scheduled for November was promoted amongst service providers on site.

19.10.2016

Malta: A Leading EU Insurance Jurisdiction – London, UK Segment 1

FinanceMalta attended a three-half-day information seminar at the One Great George in London targeting different markets, one of which was the insurance market. FinanceMalta collaborated with Captive Review to assist with the promotion logistics of this event. Moreover, FinanceMalta worked with Dr Matthew Bianchi and Mr Ian Stafrace as MARM/MIMA to develop the programme and target audience. Topics covered included cells; securitisation; case study by a run-off specialise; legal framework; a panel on opportunities and challenges in the insurance market. FinanceMalta sold speaking positions as part of its sponsorship package; these were taken by Atlas, Marsh, Exchange Re, Darag, and AON.



Malta Structures to Service European Asset Management Business - London, UK - 20.10.2016

20.10.2016

**Malta Structures to Service European Asset Management Business – London, UK
Segment 1**

This back-to-back half-day information seminar held at the One Great George in London targeted London's Asset Management Industry. FinanceMalta collaborated with HFM to assist with the promotion logistics of the event. The aim of the event was to offer alternative solutions for UK-based firms to retain their Pan-European business; focusing on the newly launched Notified AIFs investment fund structure, and other opportunities within the asset management industry, providing delegates with an overview of the regulatory framework and key developments within the industry, followed by panel discussions on fund management set ups; fund set up options; securitisation; NAIFs. FinanceMalta sold the speaking positions to MPG, Deloitte, Cordium, GANADO Advocates, and VFS.

25.10.2016

**Brexit Breakfast Briefing: Geneva – Switzerland
Segment 4**

This half-day morning seminar was organised by WealthBriefing and comprised a 1 ½ hour-long panel discussion on the implications of Brexit. Mr Jeremy Leach from MPG represented FinanceMalta on the panel and two additional delegate passes were sold to MPG. The panel discussed various threats and opportunities which may arise from Brexit. Around 50 top level delegates attended the event.



Brexit Breakfast Briefing: Geneva – Switzerland - 25.10.2016



Trade Mission UAE – Dubai, Abu Dhabi, UAE - 20-24.11.2016

01-02.11.2016

GCC Family Wealth Forum + Awards + Breakfast Briefing – Dubai, UAE
Segment 4

This was the second GCC WealthBriefing event and was again very successful in terms of the quality of people presenting and attending the event. Clearview allow a max of 6 sponsors for the event and, apart from the display area, FinanceMalta was also represented on two panels by Aqua Trust and Alter Domus who, together with HBM, contributed to the event. The delegates represented either SFOs/MFOs as well as investment managers for family businesses involved in the construction, aviation, retail, energy and financial services industry. FinanceMalta also presented two awards during the gala night event and all three FinanceMalta representatives were seated at the top table together with the Chairman of the organising company and chairman of Bank Lombard Odier.

08.11.2016

Malta: A leading European Payments and e-Money Destination – UK
Segment 3

This seminar was targeted at those professionals operating in the e-money industry, and was organised in collaboration with HFM who handled the promotional side. The event was promoted through FinanceMalta, HFM, and the electronic Money Association's contacts along with the speaker's. In terms of topics, the event covered: a short intro about Malta as a jurisdiction delivered by FinanceMalta Governor, Ms Juanita Bencini, followed by two keynotes speculating future developments in the area, which then ended with a panel discussion on challenges and solutions related to this industry. GANADO Advocates, Credorax and EY Malta all sponsored this event. The event was attended by 31 delegates all of whom were satisfied based on the survey results answered by 13 people. Feedback also showed that most delegates heard about

the event through word of mouth and some delegates suggested that future events should have the regulator and more case studies and emphasis on the application process and relevant regulations.

20-24.11.2016

Trade Mission UAE – Dubai, Abu Dhabi, UAE
Segment All

Trade Malta and FinanceMalta jointly organised a Trade Mission to Dubai and Abu Dhabi. The programme focused on an overview of industries in Malta (such as manufacturing), and tapered off with the financial services industry. Trade Malta handled the promotion of the first part of the event, while FinanceMalta recruited help from Malta Enterprise to assist with the promotion of the financial services part of the event, and promoted it amongst FinanceMalta members. The same event took place in both locations and consisted of various speeches by Ministers and key industry players. FinanceMalta sent out an EOI and sold the following sponsorships for members to participate in these events: Dubai (David Zahra; EY Malta; Sovereign Trust); Abu Dhabi (PKF; David Zahra; Grant Thornton).



Malta: A leading European Payments and e-Money Destination – UK - 08.11.2016

23.11.2016

Malta - The Gateway to Europe and the Middle East – UAE
Segment 4

This evening networking reception was organised by Sovereign Dubai in collaboration with FinanceMalta. Short presentations were given by Mr Kenneth Farrugia and representatives by Sovereign Dubai and Sovereign Malta; however, most of the event was dedicated to networking. The success of this event sparked off the planning of other events to be held in the UAE in 2017.

05-08.12.2016

The 3rd European Family Wealth Forum / Co-Investment Exchange / NeMa Launch – UK
Segment 4

This event was hosted by Clearview Media and attracted around 80 family offices and HNWI from around Europe. FinanceMalta was represented on two panels throughout the day event – Dr Andre Zerafa (GANADO Advocates) on 'Alternative Investment Strategies' and Dr Nadine Lia (MEIB) on 'A Pathway through Succession Planning'. It must also be noted that Geraldine Noel (FinanceMalta Member, Acumum) also presented her case as to why she chose Malta as a domicile of choice, on a panel dedicated to Asset Allocation and Brexit. Two other FinanceMalta members (Aramis & Audentia Capital) were also given the opportunity to attend. The level of speakers was very good as was the calibre of delegates present. Clearview also left a good discussion panel on Property Investment Opportunities to the end, and this ensured delegates remained for the full day. Networking opportunities continued even after the conference thanks to a drinks reception outside the hall. The following day, FinanceMalta was invited to attend a closed Co-Investment Exchange between principals and family members with a view to discuss deal flows and co-investment opportunities. FinanceMalta were not allowed to take part in the discussion but had the opportunity to network after the event. FinanceMalta was also invited to attend the Nema Launch Event in London.

06.12.2016

Innovation in Cross Border Payments – New York, USA
Segment 1

This conference was organised by the Banker in conjunction with SWIFT. The event was chaired by Joy MacKnight from The Banker and included speakers from EY, SWIFT JP Morgan, GE, and Hyperledger Project. The event, which was attended by 38 delegates, revolved around the challenges in the provision of cross border payments, service expectations of corporate clients, the most recent innovation in global payments, and the same-day payments initiative which has seen 100 banks representing 70% of global payments, teaming up to create a global payments initiative which should go live in 2017. This initiative ultimately aims to deliver same day payments, a transparent fee structure and an end to end tracking service. The event also featured a panel which dealt with blockchain and the "experimentation" of several banks in this space aiming to improve the speed, efficiency and security in global payments

which should markedly change the way correspondent banks operate today. Several contacts were established during the event with the speakers and delegates which were included in FinanceMalta's database.

07.12.2016

Hedge Fund Investor Leadership Summit – New York, USA
Segment 1

This full-day conference was organised by AgeCroft Partners LLC and was attended by around 600 delegates including hedge fund managers and service providers to the industry. The conference topics dealt with hedge fund strategies, expectation of allocators, and distribution strategies. The conference speakers were of a very high calibre and experts in their respective fields. During this event contacts were established with, the organisers of the conference who plan to organise a similar event in London over the course of this year, service providers to the industry, the President of the Hedge Fund Association in New York, as well as Hedge Fund Managers. What clearly emerged from this event was that the discussions exclusively revolved around the US hedge fund industry with no inclusion on the implications of Brexit and developing distribution channels in Europe. Several contacts were established during the event with the speakers and delegates which were included in FinanceMalta's database.

08.12.2016

Access for Funds & Managers to the European Union Marketplace – New York, USA
Segment 1

FinanceMalta organised a half-day event targeted at US-based companies wanting to expand their business in the EU, and wishing to explore alternative models and understand the opportunities and legal implications that such models may have on their current business. This event was organised with the support of Cordium, GANADO Advocates, and KPMG. 34 firms registered for the event with 28 ultimately turning up, including Citco, Chiomenti, Akin Gump (Associate Editor of the Hedge Fund Law Report), Trident Fund Services, Kane, as well as a number of US-based asset managers and service providers to the industry. The event was well received by the attendees and opened the opportunity to co-organise similar events in New York.

Educational Clinics

FinanceMalta organised three educational clinics during 2016 with the aim of providing continuous development to financial services professionals. These clinics, which are open to both FinanceMalta members and non-members, are addressed by international and local speakers who present the topic and stimulate a debate and discussion. The educational clinics attract around 30 to 50 delegates per event. While all employees of member firms may register to attend these events free of charge, non-members pay a minimal fee.



18.02.2016 - UCITS V Directive

1

18.02.2016
Educational Clinic on the UCITS V Directive – Malta Segment 6

FinanceMalta, in collaboration with the Securities and Markets Supervision Unit at the MFSA, organised the first educational clinic for 2016 which focused on the UCITS V Directive. The Directive was published in the Official Journal of the EU on 18th August 2014. Member States will have to implement it into national law within 18 months, that is, by 18th March 2016. On 5th December 2015, the MFSA launched a Consultation Document explaining the manner in which the Authority proposes to transpose the provisions of the UCITS V Directive. Proposed amendments to legislation and Investment Services Rules were also circulated with the industry. The Consultation closed on 15th January 2016. The educational clinic was split into two parts: Part 1 dealt with the Transposition of UCITS V into Maltese law, and regulatory aspects. The speakers were Dr Isabelle Agius from the Regulatory Development Unit and Mr Jonathan Sammut, from the Securities and Markets Supervision Unit at the MFSA. Meanwhile, part 2 consisted of a panel discussion moderated by Joe Agius, Deputy Director at the MFSA on the impact of UCITS V. The panelists were Dr Andre Zerafa - Partner, GANADO Advocates; Mr Kevin Portelli - Head Finance (Custody Compliance), Bank of Valletta plc; Mr Francesco Scotto - CEO, Zarattini International Ltd; and Dr Andrew Caruana Scicluna - Associate, Camilleri Preziosi Advocates.

2

14.04.2016
Law Educational Seminar 2016 – Malta Segment 6

FinanceMalta, in partnership with FinanceMalta member, Nicholls Moisa, and law student organisation, Għaqda Studenti tal-Liġi, organised an educational seminar aimed at 4th year Law Students at the University of Malta and young legal professionals who want to pursue a career within the financial services industry. The event focused on the soft skills necessary to become a successful lawyer, the necessity of enhancing and revamping the current Law curriculum to better serve the needs of the industry, and of the commercial world in general and the wage inflation currently happening in Malta and the repercussions it has upon a professional's wellbeing and investor confidence. The seminar also discussed the topic of internships and the possibility of creating a Law School, to bridge the gap between academia and professional experience. The delegates attending the event had the opportunity to interact with all speakers, pose their concerns and make suggestion on how everyone – academia; students; employers; employees, can work together to achieve better results in the long run. The event was attended by approximately 50 delegates.



14.04.2016 - Law Educational Seminar

3

15.12.2016

CRS – Scope of application from a technical and practical point of view – Malta

Segment 6

FinanceMalta, in collaboration with IFSP, organised an Educational Clinic titled 'CRS – Scope of application from a technical and practical point of view' which was held at the Corinthia Palace in Attard. The topics related to: Identifying the classification / status of the Company under the rules to understand what obligations it needs to perform (including registration with the tax authorities); performing a due diligence research which includes updating client acceptance procedure to identify who needs to be reported to the Maltese tax authorities; submitting the actual report on a yearly basis. The speakers were: Mr Marc Alden (Deloitte Malta); Mr Ramon Navarro (PwC); Mr Luca Pace (Deloitte Malta); Mr David Ferry (PwC). The event was attended by 100 delegates and received very good feedback especially due to the audience interaction that took place during the panel session.



CRS Educational Clinic - 15.12.2016

Members' Networking Events



29.01.2016

FinanceMalta Winter Networking event – Malta
Segment 6

FinanceMalta decided to host the annual winter networking event in January as opposed to the Christmas period. This event allowed members to network and reconnect with both FinanceMalta and other financial professionals and high profile guests. It took place at the Grand Master's Palace in Valletta and was attended by roughly 60 professionals. This year FinanceMalta raised €1,800 in donations; €1,000 was donated to Heritage Malta and the remaining amount helped to cover some of the costs.



02.12.2016

FinanceMalta Christmas Drinks 2016 – Malta
Segment 6

The Chairman and Board of Governors of FinanceMalta invited FinanceMalta members and distinguished guests to an evening of drinks and networking at Villa Arrigo, Naxxar. This popular event was attended by around 130 professionals. As is customary, a donation of €1,000 was made to a charitable institution; this year's proceeds went towards Dar Sagra Familja in Zabbar.

Other Initiatives

Following on from the interest received in 2015 for participation in podcasts, the last podcasts of the series were released in Q1 of 2016. The final podcast was Investment Services Licenses, taken by Chetcuti Cauchi Advisors Ltd. All podcasts are available on FinanceMalta's YouTube channel.



Mr. Nicholas Warren - Chetcuti Cauchi Advisors Ltd.



Dr. Stefania Grech - Chetcuti Cauchi Advisors Ltd.



Alliances

Meetings

Various meetings were held with candidate Honorary Consuls and a number of Ambassadors. The scope of these meetings was to introduce FinanceMalta and to provide information on Malta as a financial services centre, as well as to explore possible cooperation between the two parties.

Throughout the year, FinanceMalta management held ad hoc meetings with international and local journalists to build relations with the various media players. These have been positive in educating the media about FinanceMalta and its promotional initiatives.

FinanceMalta also sits on the Joint Strategic Working Committee which is chaired by the Ministry of Foreign Affairs. The aim of the JSWC is to understand the workings and initiatives of the main entities representing

the various ministries and business sectors in Malta and comprises the Malta Chamber of Commerce, Malta Enterprise, GRTU, TradeMalta, Gozo Business Chamber, MFIN, MEIB and MCDMS.

In November 2016, a Memorandum of Understanding was signed between FinanceMalta and Abu Dhabi Global Market. The MoU seeks to concretely develop further collaboration and cooperation between the two jurisdictions. As a result of this MoU, FM and ADGM are already working on a number of joint initiatives which will be of benefit to both jurisdictions.

Various meetings were also held with prospective investors, editors of international media houses, the Regulator, Government ministries, financial services associations as well as prospective members.



Signing of Memorandum of Understanding between FinanceMalta and Abu Dhabi Global Market



Media

Print Media

26.05.2016

Launch of FinanceMalta Investment Guide & Business Directory (Annual Conference Edition) – Malta Segment 6

FinanceMalta was in the process of launching the new edition of the Investment Guide and Business Directory 2016/17; however, since this was not ready for the Annual Conference, FinanceMalta and Country Profiler decided to launch an Annual Conference Edition of this guide to benefit from the publicity and large audience present at the Annual Conference. As part of the launch Country Profiler had a stand near the registration desk which was dedicated to the Annual

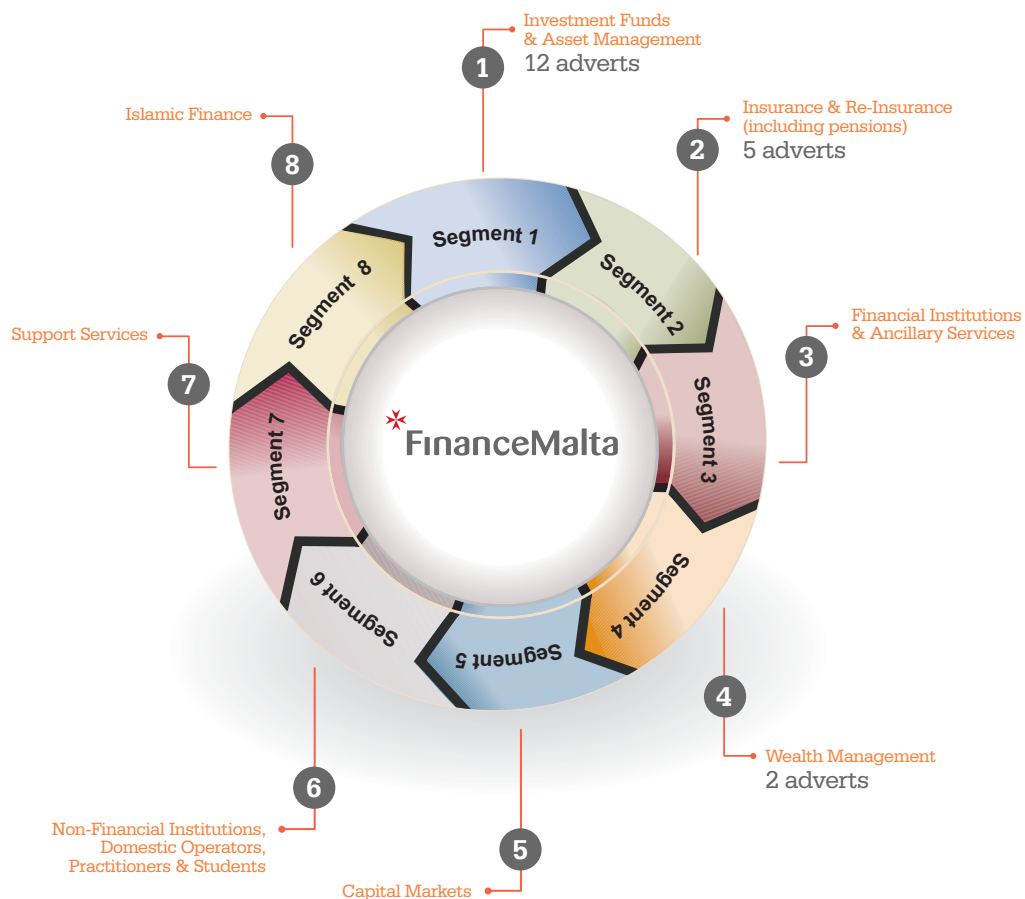
Conference Edition of the Investment Guide and Business Directory 2016/17. The stand was visited by, and pictures were taken with, the Prime Minister Dr Joseph Muscat, Minister for Finance, Prof. Edward Scicluna, and Minister for Competitiveness, Dr Emmanuel Mallia. The launch was mentioned in the Annual Conference press releases.

The official version of the Investment Guide and Business Directory 2016/17 was launched in August 2016. Copies of the Directory and of the Sector Guides were sent to all FinanceMalta Members. An online version of the Investment Guide and Business Directory 2016/17 was uploaded to the website and is available to download for free.



Advertising

FinanceMalta featured Malta as a Financial Centre through print media and web banner advertising with a total of 43 articles and adverts and advertorials published in local and international journals throughout 2016. This comprehensive body of PR and marketing promotions was aimed at highlighting the eight target segments which FinanceMalta identified: Investment Funds & Asset Management, Insurance & Re-Insurance (including pensions), Financial Institutions & Ancillary Services, Wealth Management, Capital Markets, Non-Financial Institutions, Domestic Operators, Practitioners & Students, Support Services, and Islamic Finance.



8 adverts were issued covering all the above segments.

January 2016
Europe GCC Trade & Investment Guide
2015/2016
BLS Media Ltd.
Segment 1

A one-page advert and two-page editorial - interview with Kenneth Farrugia - was published

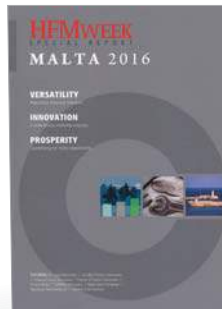


January 2016
Domicile Guide Book
Captive Insurance Times
Segment 1

A full-page insurance advert and title page sponsorship was published

January 2016
HFM Malta Report
Pageant Media
Segment 1

A two-page article interview with Ivan Grech; full page advert; and company listing were published



January 2016
Captive Review Malta Report 2016
Pageant Media
Segment 1

A one-page article and a full-page advert, with company listing were published



January 2016
Sunday Times of Malta
Allied Newspapers
Segment 1

A black & white advert promoting the UCITS V Educational Clinic was published

January 2016
STEP Directory 2016
Think Publishing Ltd.
Segment 1

A full-page trusts advert was published



January 2016
Captive Review Magazine
Pageant Media
Segment 1

A full-page insurance advert was published

February 2016
Times of Malta Business Supplement
Allied Newspapers
Segment 1

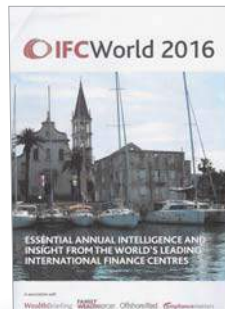
Editorial

April 2016
Malta Business Review
MBR Publications Ltd
Segment All

A full-page 'Getting it Right' advert was published

March 2016
IFC World Malta
Clear View Financial Media
Segment 1

The editorial and a one-page advert 'Getting it Right' were published



May 2016
Sunday Times of Malta
Allied Newspapers
Segment All

A half-page full colour annual conference advert was published x 2

April 2016
Accountant Magazine
MBR Publications Ltd
Segment All

A full-page Membership advert was published



May 2016
The Business Observer
Content House
Segment All

A half-page full colour annual conference advert was published

May 2016
The Malta Independent
Standard Publications
Segment All

A half-page full colour annual conference advert was published

May 2016
Captive Review Magazine
 Pageant Media
 Segment 2

A full-page insurance advert was published

June 2016
WealthBriefing
ClearView Financial Media
 Segment 4

A two-page article about the FinanceMalta Annual Conference was published. The editor was a conference delegate.

May 2016
International Securities Services Magazine
 Capital Markets Media Ltd
 Segment 1

Kenneth Farrugia's participation in a virtual roundtable interview was published in the online magazine



July 2016
IFC Review 2016 - 10th Anniversary
 IFC Media
 Segment All

Company Listing was published



May 2016
Intelligent Insurer - Spring 2016
 Newton Media Group
 Segment 2

A full-page insurance advert was published



September 2016
IFC Economic Report
 IFC Media
 Segment All

Company Listing was published

September 2016
Malta Fund Services Special Report
Global Fund Media
Segment All

A full-page article and a full-page funds advert was published

December 2016
Euro-GCC Trade & Investment Report
BLS Media
Segment 1

A two-page interview and one-page advert were published, and a 12-month online subscription was taken

October 2016
Malta Business Review - State of the Economy
MBR Publications Ltd
Segment 1

A full-page membership advert and half-page article on upcoming events and FinanceMalta membership benefits were published

December 2016
ILS Report
Captive Review
Segment 2

A full-page insurance advert, a full-page editorial, and a directory listing were published

December 2016
Captive Review
"Malta Focus"
Captive Review
Segment 2

A two-page editorial was published



October 2016
Intelligent Insurer
(October 2016 + November 2016)
Newton Media Group
Segment 2

A full-page insurance advert was published



December 2016
Offshore Investment Magazine
(Issue 272 Dec 16 / Jan 17)
Offshore Investment
Segment 4

A full-page wealth management advert and a full-page editorial were published

Press Coverage



FinanceMalta has also supported Malta's visibility as a financial centre by issuing regular press releases aimed at the local and international press media. Throughout the year 17 press releases were issued, the titles of which follow hereunder:



more information on:
www.financemalta.org



FinanceMalta



@FinanceMalta



FinanceMaltaYT



FinanceMalta