



Differentiation...

...by integrity

## Our services

**Throughout our history and irrespective of market change, our values and company ethos have remained unchanged**

**These values are integral to the relationships which our customers have come to rely on**

All areas of Sterling International Brokers Limited's business are focused towards adding value to the Company's domestic and international customer base with particular emphasis on banks, building societies, the public sector and commercial participants.

### Execution (Broking)

Sterling International Brokers undertakes traditional Money Broking services involving the execution of money market deals in Sterling, Euros and other major currencies. Using a flexible business template built on trust within relationships, our approach recognises that all relationships are different and require differing skills.

Sterling International Brokers also brokes related derivatives products along with tailored structured finance deals. We are also able to assist in trading Fixed and Floating Bonds and Repo's.

As in all areas of its business, the Company recognises that it can only optimise its unique position by being fully committed to the highest levels of expertise. This is achieved through ongoing education and training.

The Broking Service enjoys correspondent relationships on a global basis with a number of both specialist and international brokers thus permitting access and service to market counterparties worldwide.

### Consultancy & Advice

Sterling Consultancy Services advises on aspects of treasury management. Established to give added value to clients, the aim of the service is to provide

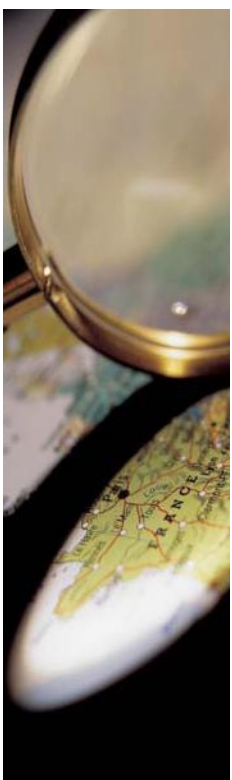
access to tailored in-depth experience in all treasury management matters. The service is based upon individual attention and personal contact, and works best as a partnership with the senior management of the client.

The key to effective treasury management is to manage financial risk with a balanced strategy, and to ensure that there are robust systems and controls. Sterling Consultancy Services aims to ensure that clients achieve the most effective treasury management possible. This is achieved by minimising risk, saving money through efficient debt management, improving returns through an effective investment strategy and adding value to clients' existing treasury operations.

The service is particularly focused on helping the client to make the right decisions: when to invest, with whom, for how long, when to borrow, how much, and for how long. If these decisions are set in a context of sound policies and effective controls, treasury management will achieve optimum performance. Sterling Consultancy Services is also committed to providing education and training for clients.

### Cash Management

The Company also provides a Cash Management scheme whereby it administers a specialist cash fund individualised to the specific needs of clients. The scheme aims to achieve high performance with minimal risk by drawing on the unique experience and expertise available within the Sterling International Brokers team.





The bigger picture



**STERLING**  
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