



Project began in mid-2012

DCV extends its potential clients portfolio with plans for new participants in 2013

Since mid-2012 and fully operational as of this year, Depósito Central de Valores (DCV) started a plan to attract new participants, where the main objective is to capture clients who don't know the entity and who use other entities for the custody of their instruments. The idea is that these potential clients see the benefits and infrastructure which they could access by being part of the institution.

Juan Carlos Melys, Head of the Commercial Division said "two or three years ago we noticed that there was an increasing interest from non-traditional companies to know the services we offer, and therefore, we established a strategic plan with the idea of fulfilling two objectives; first, to capture new clients and second, make DCV known to companies that are not so directly related to the securities market. What we learned in 2012 is that new non-traditional participants who are interested in becoming direct clients of DCV value the added benefits of the higher level of security, flexibility, in addition to the possibility of access to a new range of complementary services directly, in other words, we provide infrastructure for them".

Traditional clients are those who by law are authorized to have their instruments under the custody of Depósito Central de Valores, such as pension fund administrators, insurance companies, banks and stock brokers, among others. On the other hand, there are the non-traditional clients, who are not

dobliged to custody their securities directly with DCV, such as family offices, clearing houses, cooperatives, factoring companies, IPSA companies, among others. "The majority of these last companies didn't know the quality of the services offered by DCV in detail, and it has really been a pleasure to coordinate meetings with them, where we explain not only what our company does, but also our involvement in the securities market, and how today we are indirectly related to them", added Juan Carlos Melys.

In 2012, seven new depositors joined us, two of which belong to this new segment of participants: Empresas Cristoro S.A. and Dercorp S.A., both deemed family offices. "We hope to far exceed this figure in 2013, and that new participants know the value attached in being part of Depósito Central de Valores. It is a challenging task ahead of us", says the Head of the Commercial Area.

Since non-traditional companies have shown interest in being part of DCV, in 2012 a strategic plan to attract new participants was implemented and it will be operating fully in 2013.