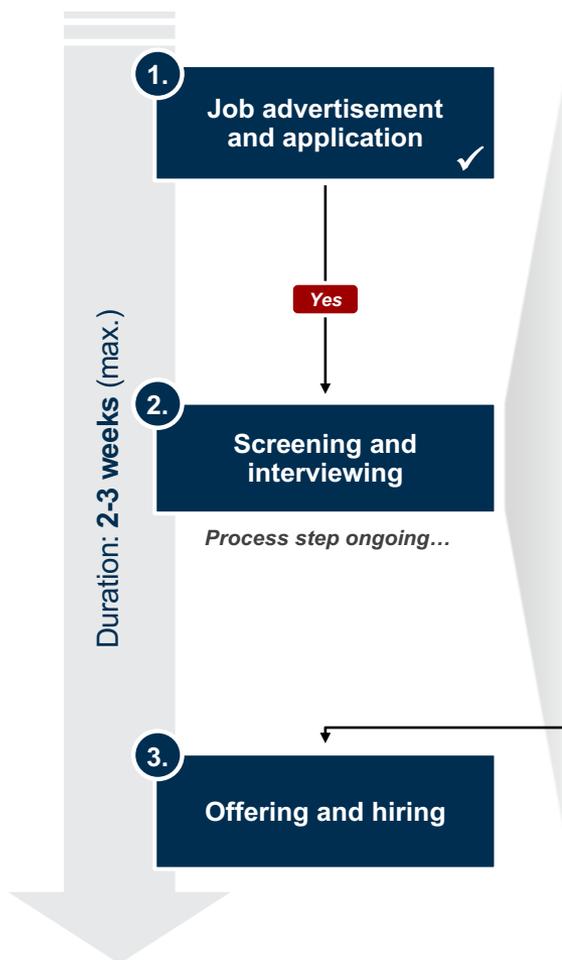


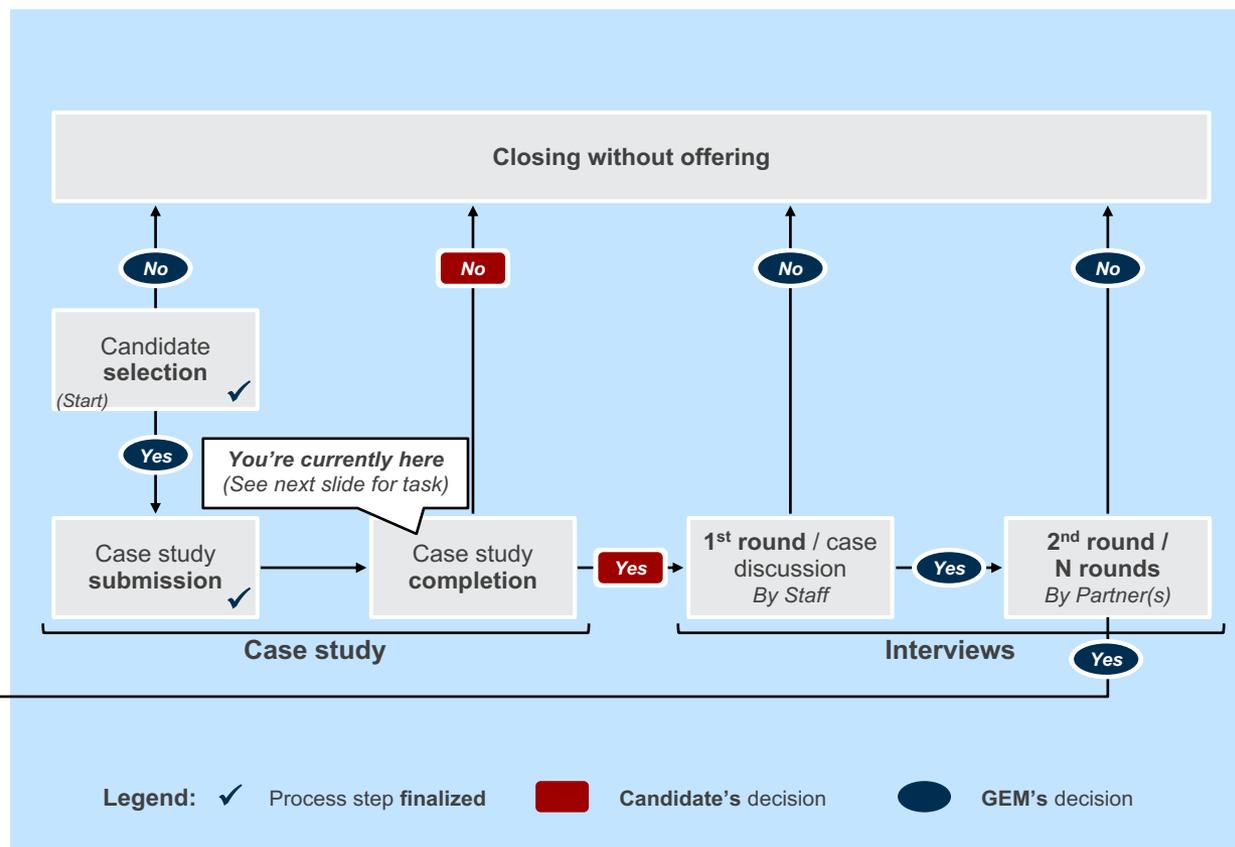
You've made it into the next phase – now you are kindly asked to complete our case study

Below is an overview of the GEM recruiting process and a status update on where you are

High-level overview recruiting process



Detailed description screening and interviewing phase (step 2)



The Brexit consequences for a UK financial institution client – a case study

The below case study is a compulsory part of the GEM Consulting recruiting process

FINANCIAL TIMES

“What will Brexit mean for the City of London?”

June 23rd, 2016

Your client's key facts:

- A leading global wealth manager with sizable business provided out of the UK:
 - **Product offering:** Broad range of investment banking and capital markets products and services
 - **Client-base:** Entire EMEA markets is serviced out of the UK location
 - **Operations:** Biggest foreign bank in the UK with ~5000 employees and responsible for the global investment banking infrastructure of the group

Your client's objectives:

- The group CEO asked the UK Head (your client) to prepare a document for him to present at the next BoD meeting, focusing on:
 - What are the **implications** of a Brexit on the bank's UK business?
 - What are the **strategic options** available for the bank?
 - What should be done to **mitigate** the **impact**?

Your task as a GEM consultant:

- You are assigned the urgent task to analyze the situation for the UK Head:
 - Identify the business **impact and key areas for action**
 - Propose potential **strategies**
 - Establish a high-level **action plan**
- Your results should be in the format of an **'Executive Summary'** (1-3 slides max.), thus well-structured and 'client-ready'
- You are asked by your client to **deliver your results asap**

We are looking forward to seeing your work!

ASAP = As soon as possible; **BoD** = Board of Directors; **Brexit** = United Kingdom leaving / exiting the European Union; **CEO** = Chief Executive Officer; **EMEA** = Europe, the Middle East and Africa; **UK** = United Kingdom.