Figure 1: System Overview

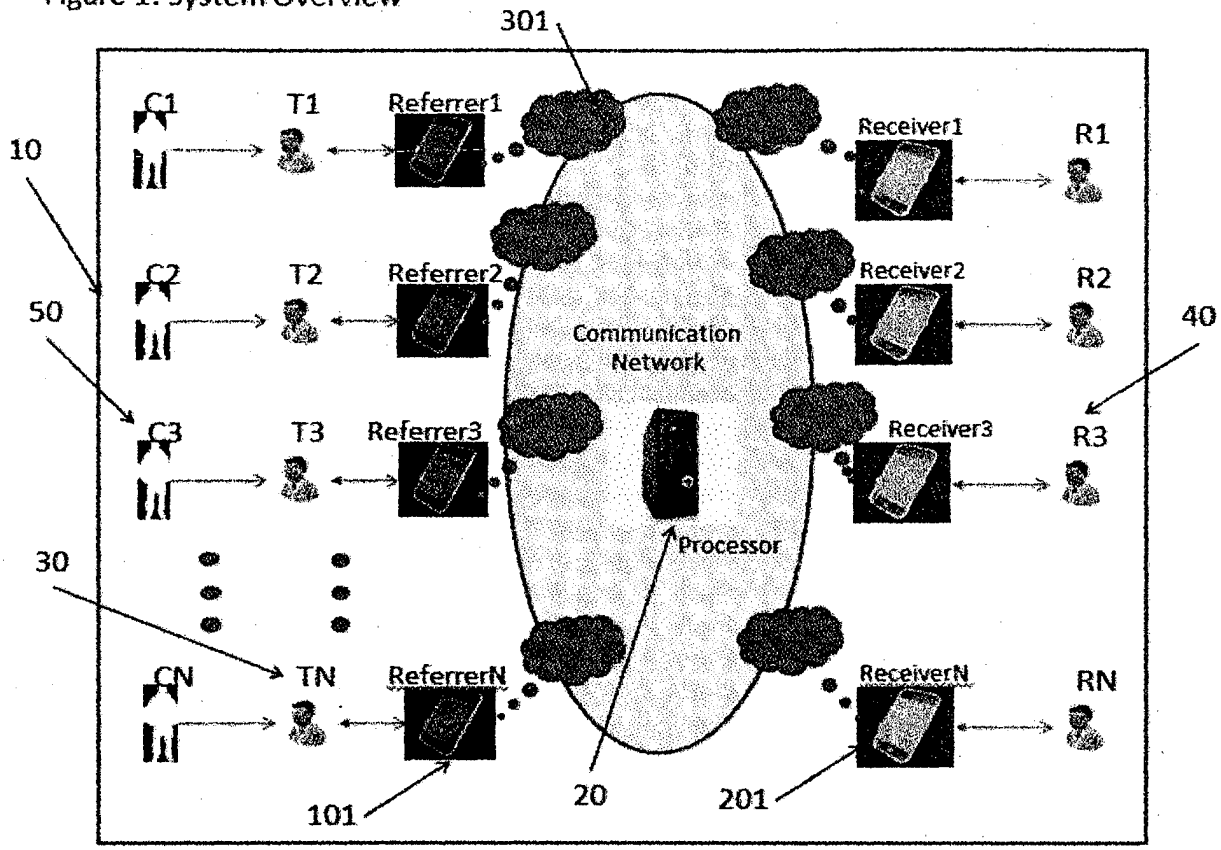


Figure 2: Alternate System Overview

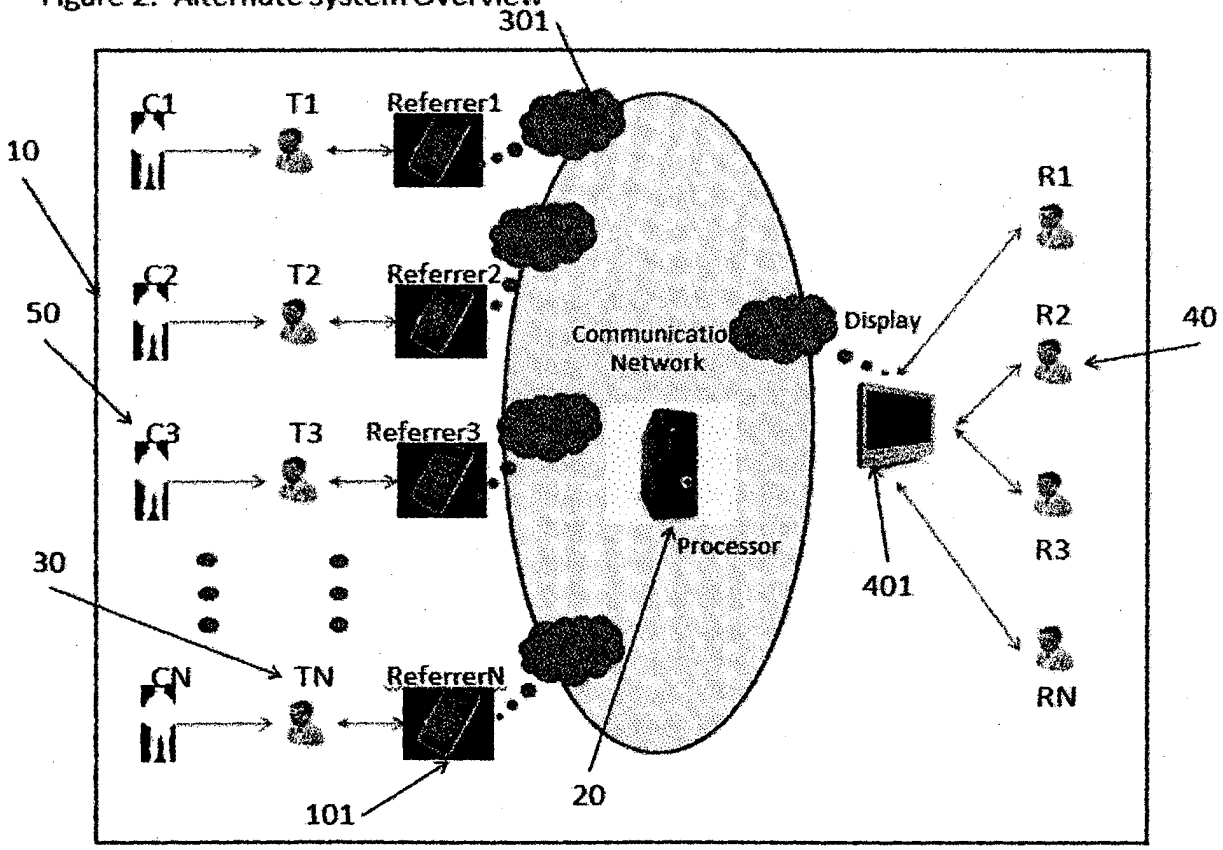


Figure 3 :

Two Embodiments of the Sales Leads Analysis and Management System

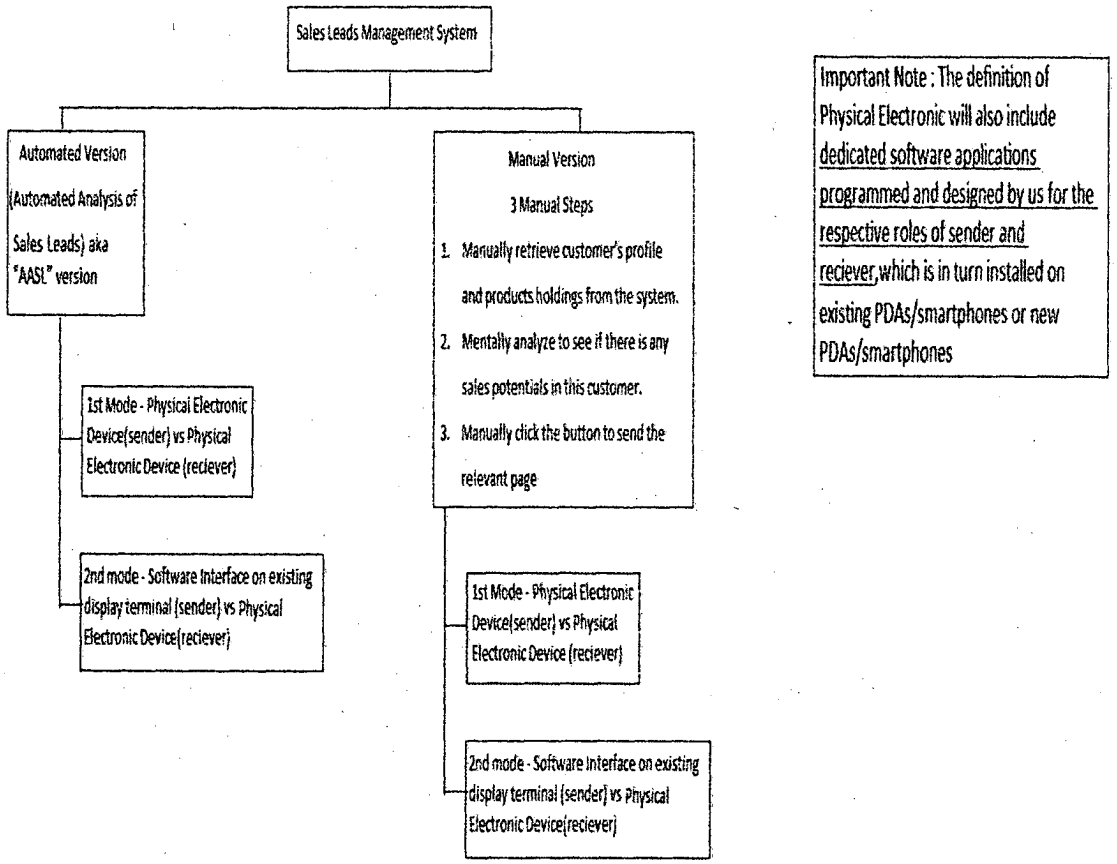


Figure 4A: Exemplary Front Layout of a referrer terminal interface (Manual Version)

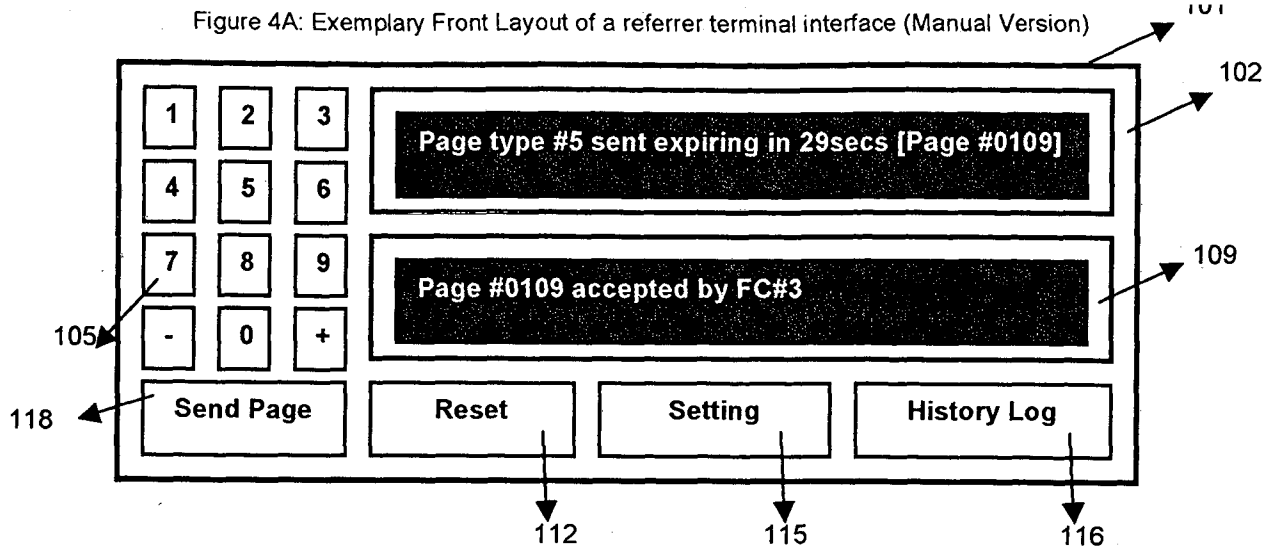


Figure 4B: Exemplary Front Layout of a referrer terminal interface
(Automated Analysis of Sales Lead, AASL version)

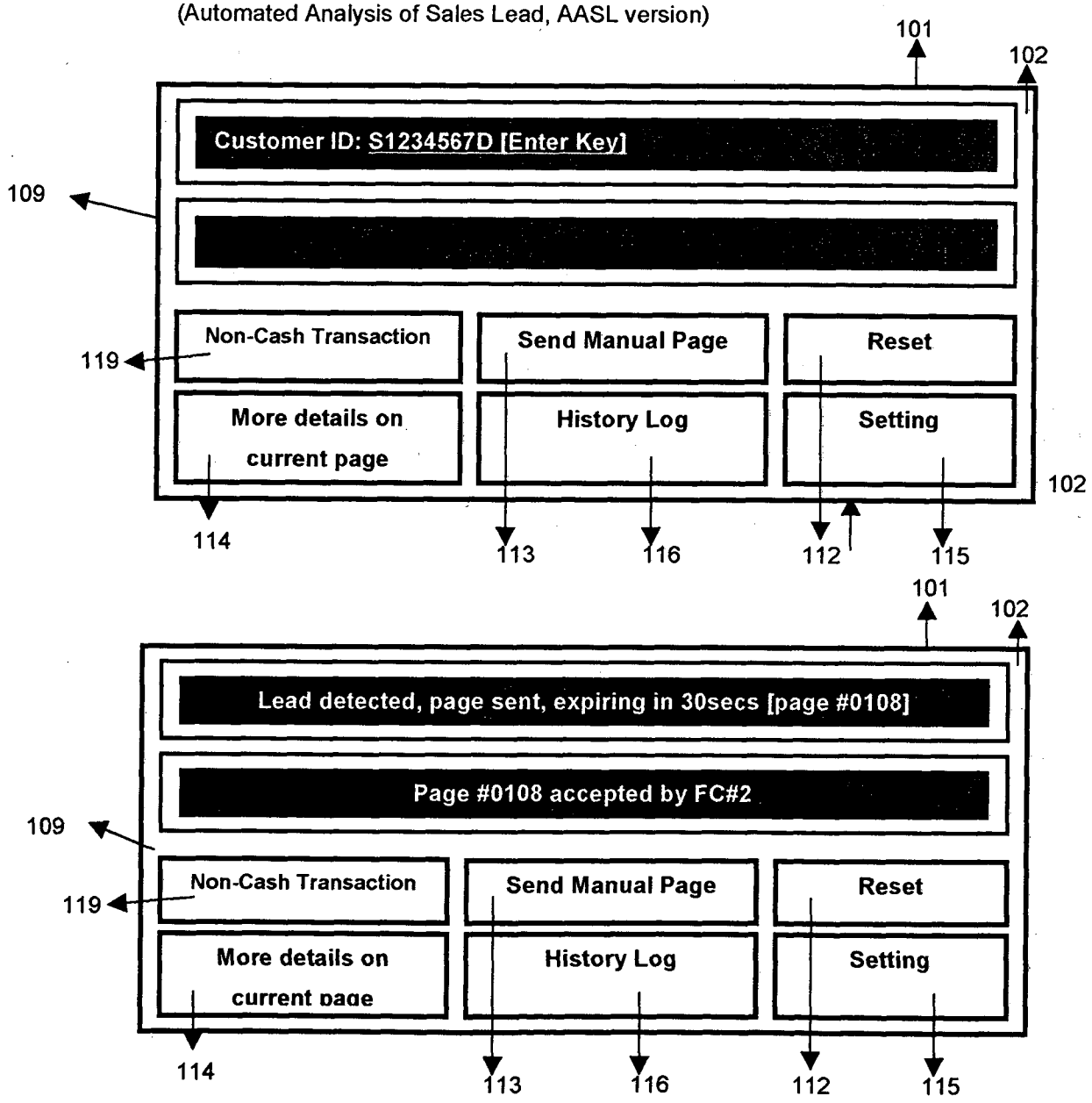


Figure 5A: Exemplary Front Layout of a receiver terminal interface (alike for both Manual and Automated, AASL version)

Figure 5A: Exemplary Front Layout of a receiver terminal interface

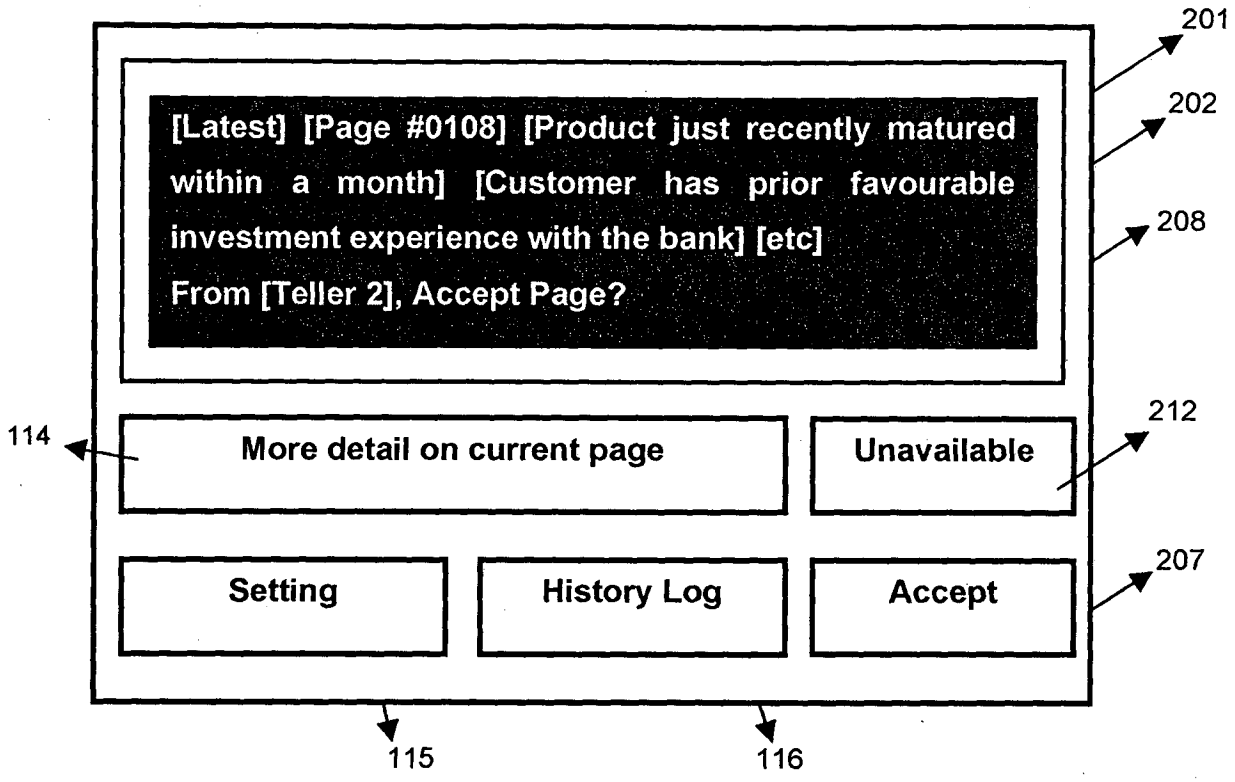


Figure 5B : Exemplary Side Layout of a reference terminal Interface

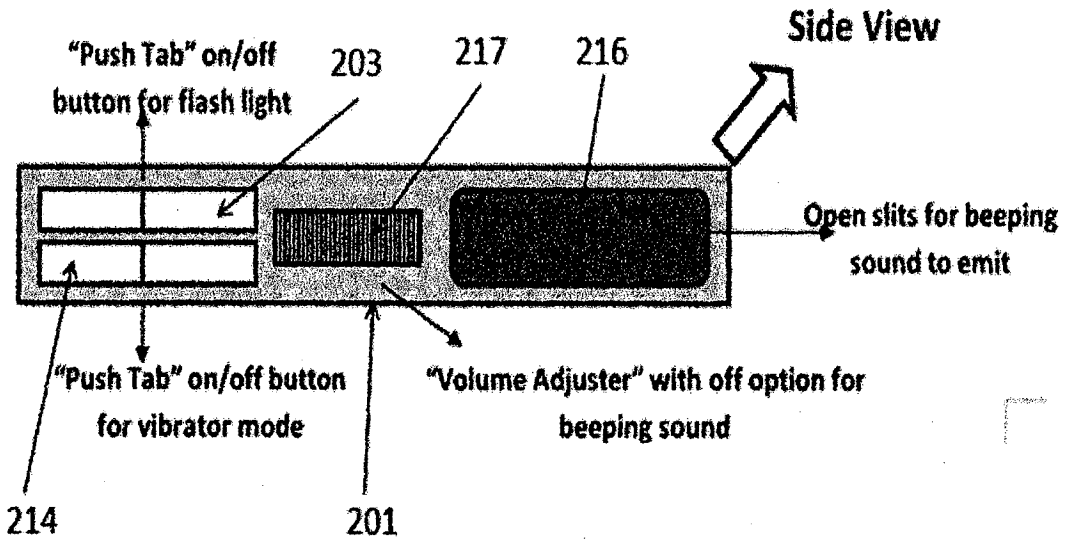


Figure 5C : Component overview of a receiver terminal

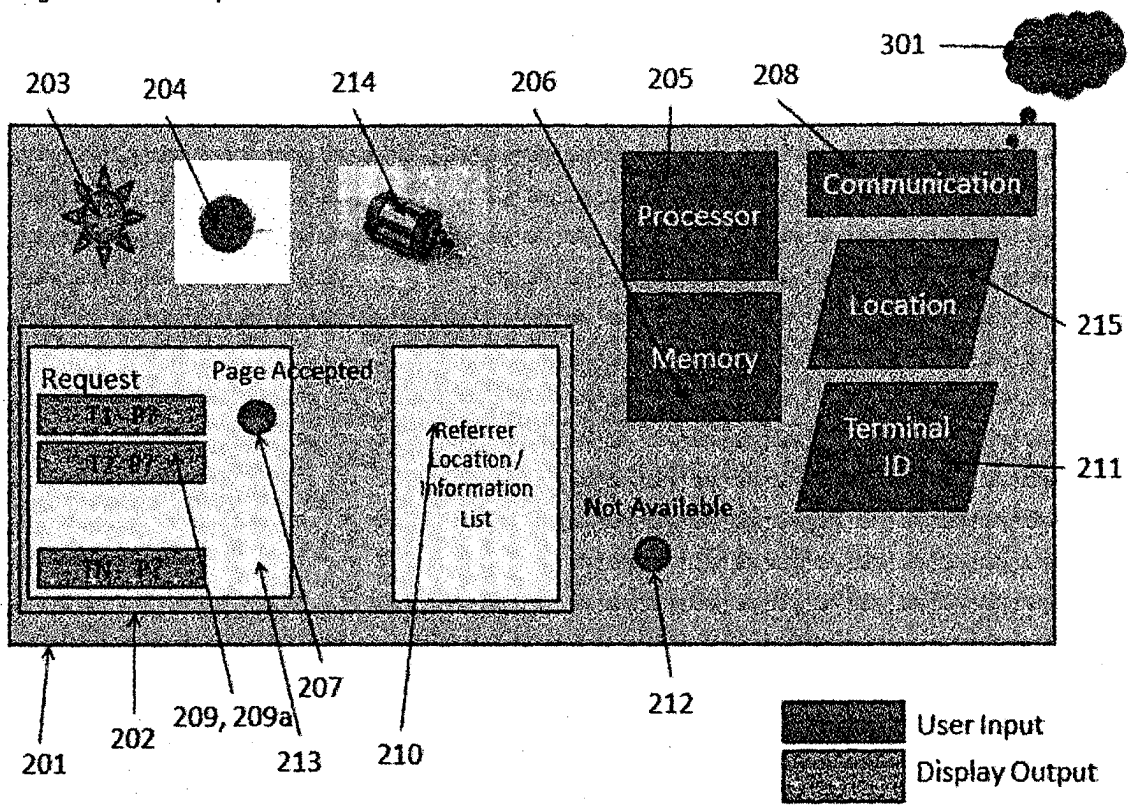


Figure 6: Exemplary layout of an environment

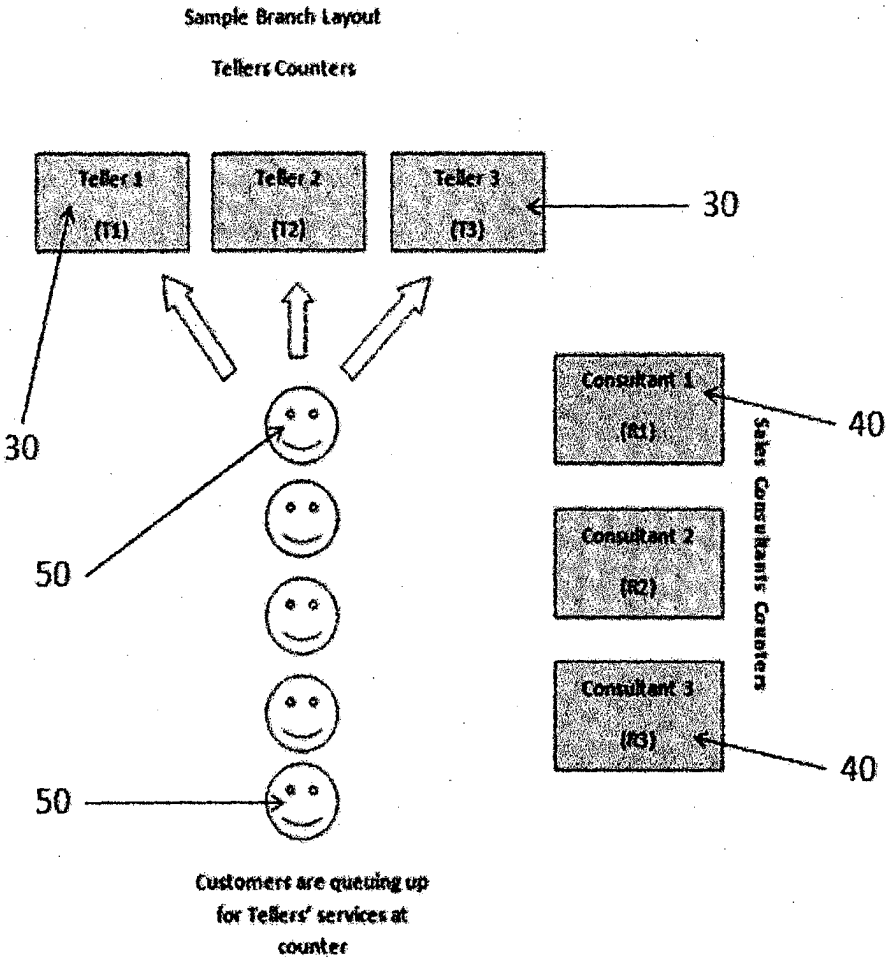
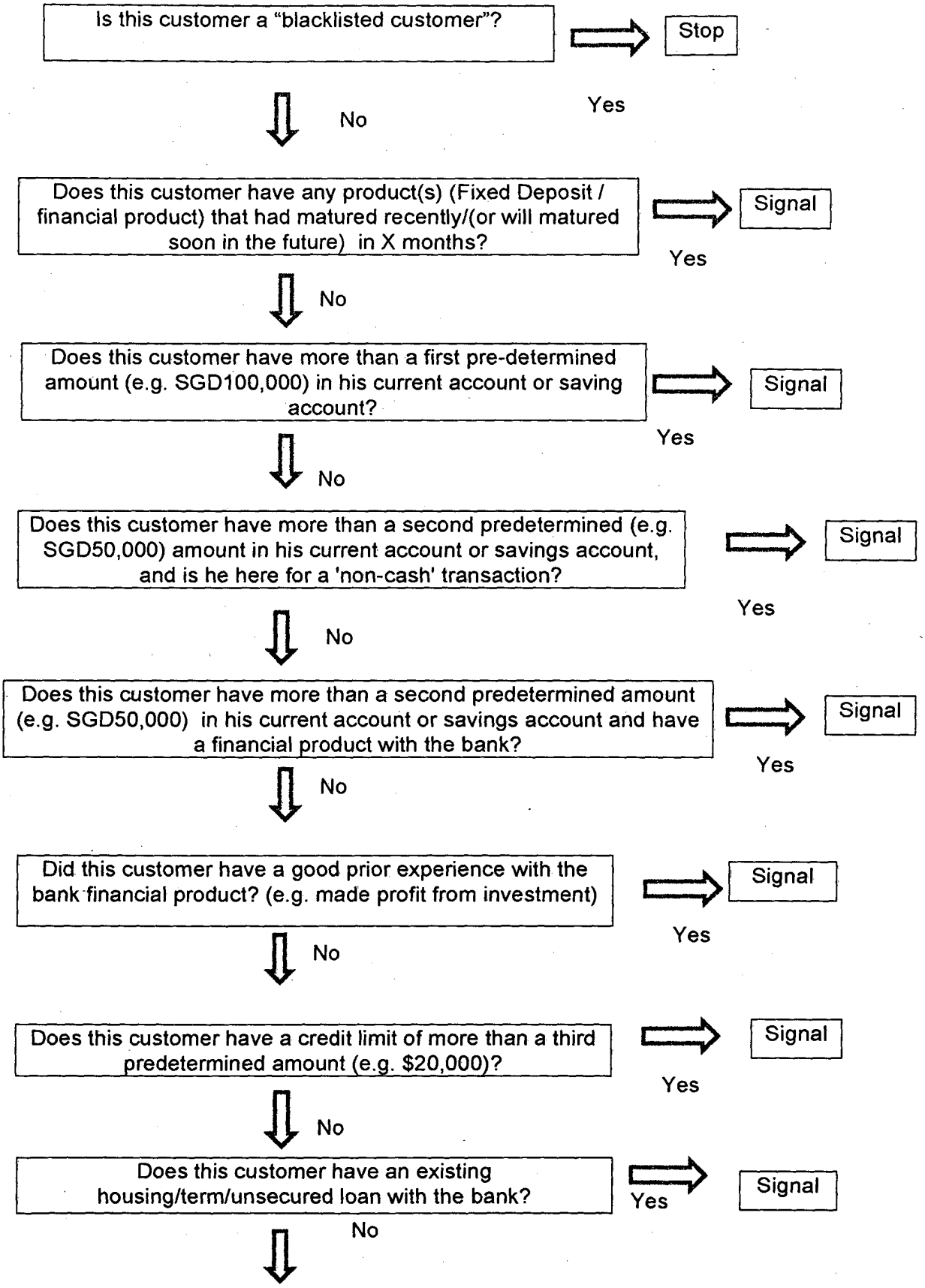


Figure 7: An Exemplary Flowchart Analysis



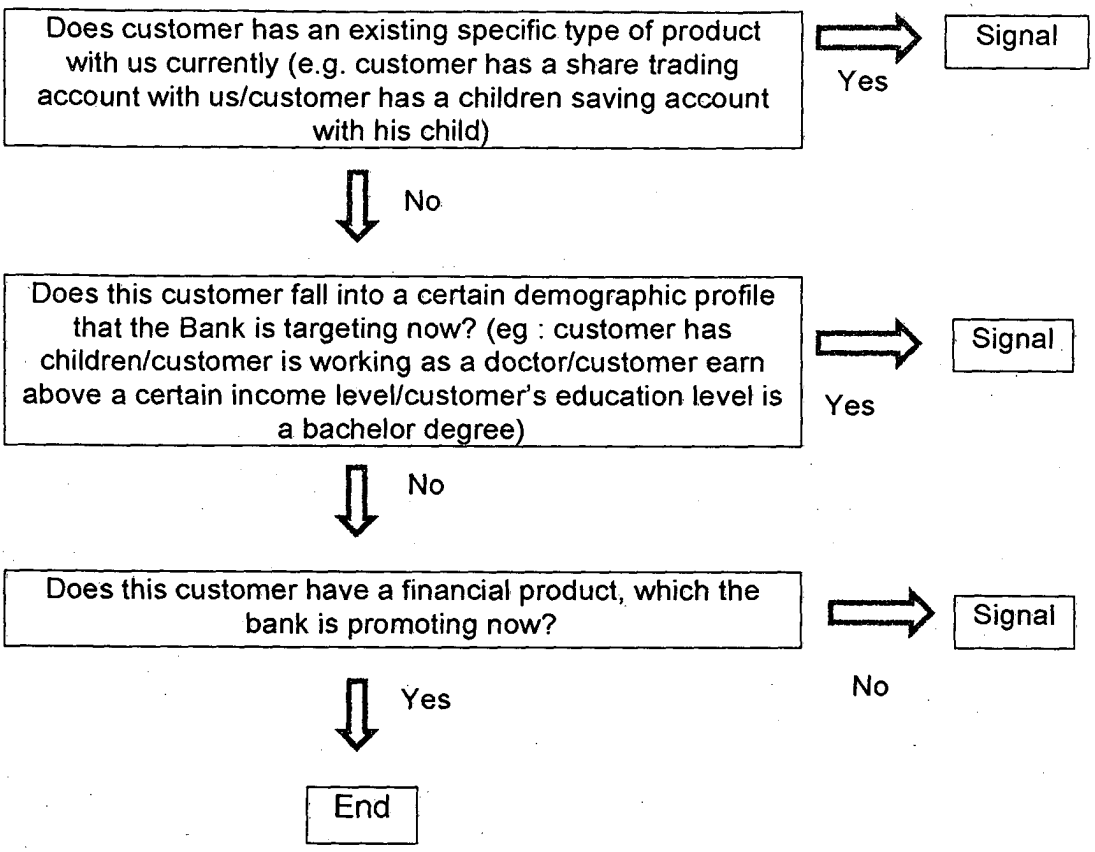

Does customer has an existing specific type of product with us currently (e.g. customer has a share trading account with us/customer has a children saving account with his child)
Yes
Signal
No
Does this customer fall into a certain demographic profile that the Bank is targeting now? (eg : customer has children/customer is working as a doctor/customer earn above a certain income level/customer's education level is a bachelor degree)
Yes
Signal
No
Does this customer have a financial product, which the bank is promoting now?
No
Signal
Yes
End

Figure 8 : Downloading of new sales leads identification parameters and criteria in the AASL system

