COUNTRY AWARDS GUIDELINES FOR ALL REGIONS OTHER THAN THE MIDDLE EAST

SUBMISSION DEADLINES:
CLOSE OF BUSINESS FRIDAY, APRIL 21

DECISION NOTIFICATIONS:
NOT LATER THAN THURSDAY, JUNE 1

OTHER IMPORTANT DATES:
PLEASE NOTE THAT THE EUROMONEY GLOBAL AWARDS FOR EXCELLENCE DINNER WILL TAKE PLACE AT THE TOWER OF LONDON ON JULY 6, AND THE ASIA AWARDS FOR EXCELLENCE DINNER WILL TAKE PLACE IN HONG KONG ON JULY 13

Notes to all participating banks from the editor:

We thank you for your continuing support of and interest in Euromoney’s Awards for Excellence. Without your support we would not be able to produce what the industry considers to be the definitive awards programme for the global banking industry.

We know that we ask much of you when we seek submissions during our awards process. That is why we attempt to keep the process simple. Our aim is:
1) to allow each bank, in its own words, to tell the story of its achievements, innovations and performance over the past 12 months; and
2) to collect consistent, core data that facilitates comparative analysis of competing banks.

The information we need is shown in much more detail on the following pages.

We continue to seek the best of the best in all countries offering banking services. As every year, size is important but certainly not paramount. Profitability is of course vital, but so is an ability to demonstrate growth, relative outperformance compared with peers and the ability to adapt to changing market conditions and/or client needs.

Once submissions are received, our team of editors, journalists and researchers will analyse these in conjunction with our own market knowledge and research before decisions are made by our editorial committee, which I chair.

We look forward to receiving your submissions.

Clive Horwood
Editor
Euromoney

Please note: Because of the huge number of submissions we receive, we can only undertake to notify winners of their successes on the above dates. Also, please understand that we cannot participate in any discussions about the decisions until after publication of the Awards for Excellence results in the July issue.
COUNTRY AWARDS GUIDELINES – BEST BANK

PART ONE: QUALITATIVE SUBMISSIONS
Each bank must submit a written application for the award that allows you to draw to Euromoney’s attention some of the highlights of your performance over the 12 months under consideration, from April 1 2016 to March 31 2017.
This is the most important part of your submission. In your own words, you should explain why your bank has been the outstanding financial institution in your country over the period under review. A demonstrable ability to meet strategic targets is an important factor in our decisions, and the written submissions should include details of any such announcements over the review period, as well as updates on reaching milestones in previously announced initiatives. This might include your relative performance versus your competitors in some of the key data sets; it may be the launch of new products that have been very successful; it may be successes in achieving better risk management; it may be how you coped with difficult or changing market conditions.
Case studies and/or client testimonials can be a useful part of the submission. Differentiation is a core theme of our coverage, and Euromoney will take into account those banks that can demonstrate a clear difference from their competitors in their performance, in what they offer to their clients, or in their strategy. In essence, the written submission is your chance to tell us how what you achieved in the past 12 months shows that your bank, rather than any other, is the best-run bank in your country. All qualitative submissions for best bank in a country must be no longer than FOUR SIDES OF A4 PAPER, sent in PDF format. In addition, banks may submit lists and contact details for independent analysts that cover their institution, or append supporting research notes covering the bank’s performance in the period under consideration. Written submissions should also include the name, title and contact details of individuals within the bank who can respond to requests for further details from Euromoney’s editors and researchers.

PART TWO: QUANTITATIVE DATA
The period under consideration for the Euromoney awards is the 12 months between April 1 2016 and March 31 2017. Banks should submit data for their full-year 2016 financial performance (or the latest full-year results available, with any quarterly or half-year results since published). They should also submit figures for 2015 for comparison and, where possible, progression in performance over a three- or five-year timeframe. If you have not yet published full-year results for 2016, you must submit the latest set of quarterly or semi-annual results, with like-for-like, year-on-year progression, as well as your most recent set of published full-year results. In addition, as we make our awards judgments based on relative performance of banks, you should also consider submitting comparative data versus your in-country peer group. This data must be clearly sourced and verified. The more of this data you are able to complete, the better we will be able to judge your relative performance, and the better your chance of winning one of our awards. Please also make clear what reporting standards you are using; ideally these should be IFRS. Data must also be submitted in national/local currency. For reference, the US dollar or euro equivalent figure may also be included. The data we request (in all cases an absolute number for this year and the percent change on the previous year) is as follows: market capitalization; total revenues; pre-tax profit; net income; return on tangible common equity; return on assets; net interest margin; cost-to-income ratio; Basel III tier-1 capital; market share deposits; market share loans; loans to deposit ratio; non-performing loan ratio; and on-performing loan coverage ratio.
COUNTRY AWARDS GUIDELINES – BEST INVESTMENT BANK

This year, in every country with sufficient banking and markets business, we will give an award for the best investment bank. Submissions for best investment bank should show a breadth of capabilities in terms of client-driven business, across debt, equity, M&A, corporate advisory and areas such as foreign exchange and cash management.

Please note that we consider both domestic and international investment banking activity in deciding this award, and submissions should reflect this where possible.

The submission should, where possible, include performance data for the investment banking division (or closest equivalent: please state clearly what businesses are included in your submitted data) such as overall revenues, profit before tax, return on equity and cost-to-income ratio, including year-on-year changes.

Particular attention should be given to the investment bank’s ability to deliver solutions to clients across a range of products or disciplines. Case studies and client testimonials are a hugely beneficial addition to any best investment bank submission.

In light of changing regulatory and market conditions, we will also give favourable consideration to submissions that show an ability to adapt in a positive way to those changes, to efficient use of capital and to strong collaboration between divisions.

Given the increasing prevalence of multiple bookrunners on many deals, a clear description of the role played by your firm on any given deal that is part of your submission is important. Failure to do so will suggest a passive rather than active role on the deal.

Submissions for best investment bank can also include fee and volume league tables FROM DEALOGIC. These MUST include all parameters used in the search, such as date and issue/issuer type, or they will be disregarded.

Submissions should only include information that we can use to justify the granting of an award in our July issue. Nothing can be considered off the record if it is used in a submission.

The maximum length for any best investment bank country award submission is FOUR SIDES OF A4 PAPER.

The relevant regional editors are as follows:

Asia – Chris Wright (chris.wright@euromoney.com)
North America – Mark Baker and Helen Avery (mbaker@euromoney.com; havery@euromoneyny.com)
Latin America – Rob Dwyer (latam@euromoney.com)
Western Europe – Dominic O’Neill (doneill@euromoney.com)
Emerging Europe – Lucy Fitzgeorge-Parker (lucy.fitzgeorge-parker@euromoney.com)
Africa – Olivier Holmey and Dominic O’Neill (olivier.holmey@euromoney.com; doneill@euromoney.com)
WHAT HAPPENS NEXT?
Once you have received the submission guidelines, you may have some questions. In the first instance, these should be directed to our dedicated awards email address:
awardsforexcellence@euromoney.com
One of our editors or researchers will respond as quickly as possible.

Claudia De Meulemeester, our executive editor, will be managing the awards submissions process. We do feel, however, that the submission guidelines are very thorough and straightforward, and ask you to only contact us when efforts to decipher the guidelines have completely failed.

Claudia’s contact details are:
Email: cdemeulemeester@euromoney.com
Telephone: +44 207 779 7342

HOW TO SUBMIT:
Once you have your submissions ready, please convert them to PDF format before you send them to us. The files must be carefully named, following the template:

Country_Bank_Award
(eg: China_BankXYZ_Bestbank or Brazil_BankABC_Bestinvestmentbank)

Send them to our dedicated awards for excellence email address:
awardsforexcellence@euromoney.com
Please ensure that the submission includes contact details in case we have any follow-up questions. You will receive a reply confirming receipt.

REMEMBER THE SUBMISSION DEADLINES: FRIDAY, APRIL 21
We know you have a lot to do now but we’ve tried to keep the guidelines as simple as possible. Our editorial team also needs sufficient time to properly analyse and consider your submissions, which is why we state:

THE SUBMISSION DEADLINES ARE FINAL. NO EXTENSIONS TO THE DEADLINES WILL BE GRANTED IN ANY CASE. IF YOUR SUBMISSION COMES IN AFTER THE DEADLINE, WE WILL TRY TO CONSIDER IT, BUT MAKE NO GUARANTEE THAT WE WILL DO SO.

WANT TO KNOW MORE ABOUT OUR AWARDS DINNERs IN LONDON AND HONG KONG?
To book your table in advance, or to learn more, please contact our commercial director of events, Daniel Elton
Email: delton@euromoneyplc.com
Telephone: +44 207 779 7305