EUROMONEY AWARDS FOR EXCELLENCE 2012

COUNTRY AWARDS GUIDELINES

SUBMISSION DEADLINES:

FOR COUNTRIES IN THE MIDDLE EAST, CLOSE OF BUSINESS FRIDAY APRIL 20

FOR ALL OTHER COUNTRIES, CLOSE OF BUSINESS FRIDAY MAY 4

DECISION NOTIFICATIONS:

FOR COUNTRIES IN THE MIDDLE EAST, NOT LATER THAN FRIDAY MAY 18

FOR ALL OTHER COUNTRIES, NOT LATER THAN FRIDAY JUNE 8

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.

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 for global financial services.

We know that we ask much of you when we seek submissions during our awards process. That is why this year we have tried to simplify the process in two ways:
1) To collect consistent, core data which facilitates comparative analysis of competing banks;
2) To allow each bank, in its own words, to tell the story of its achievements, improvements and performance over the past 12 months.

The information we need is shown in much more detail on the following pages. However the decision-making process within Euromoney remains the same.

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 to 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.

These decisions are never easy. They would be harder still without your help. Thank you and good luck!

Clive Horwood
Editor
Euromoney
EUROMONEY AWARDS FOR EXCELLENCE 2012

COUNTRY AWARDS GUIDELINES – BEST BANK

PART ONE: QUANTITATIVE DATA

The period under consideration for the Euromoney awards is the 12 months between April 1 2011 and March 31 2012.

If possible, data should be tailored to fit into this timescale.

However, we understand that this is often not convenient. In that case, banks should submit data from their most recent annual filings; and, if they have provided any quarterly or half-yearly updates since that time, these should be included as well.

Each data set must be clearly marked as to what period they refer to, and when they were originally published.

Euromoney asks all banks to provide as much of the following information as possible and to include their most recent published results and the percent change in those results compared to the previous 12-month period, preferably in an Excel spreadsheet. You must also acknowledge that these numbers have been audited, by whom, and published (giving the date and a link to the annual results if possible). The more of this 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.

Note: If for any reason your bank uses different measurements/accounting practices to provide similar data, then please state very clearly what measurement you are using and what measurement it replaces from the list below.

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
Earnings per share
Price/earnings ratio
Total revenues
Profits before tax/Net income/Operating profit
Return on equity
Total assets
Return on assets
Cost/income ratio
Tier 1 capital
Total deposits
Market share deposits (%)
Total loans
Market share loans (%)
Deposit/gross loans ratio
Non-performing loan ratio
Non-performing loan coverage
PART TWO: QUALITATIVE SUBMISSIONS

In addition to the data above, we also ask each bank to 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.

This might include your relative performance versus your competitors in some of the key data sets above; 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.

In essence, it is the 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.

We know it will be tempting to produce very long submissions that detail all of your many achievements. But we ask you not to – we will not have time to read them.

All qualitative submissions for best bank in a country must be no longer than TWO SIDES OF A4 PAPER. More than that will be ignored.

COUNTRY AWARDS GUIDELINES – BEST INVESTMENT BANK

This year, in every country we will only be giving an award for the best investment bank, other than in exceptional cases where the volume of business merits individual awards for debt, equity and/or M&A.

The awards will focus on your achievements on behalf of your clients in the following areas:

- Debt capital markets
- Equity capital markets
- M&A transactions (only deals which have closed in the year to March 31)
- Corporate advisory
- Project finance
- Solutions for clients in areas such as foreign exchange and cash management

Submissions should highlight key deals or mandates with a brief description of the role played by your firm, the size and type of deal and the key achievements/successes of the deal. 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 TWO SIDES OF A4 PAPER.

Note: Submissions for best investment bank can also include league tables by acknowledged data providers. These MUST include all parameters used in the search, such as date and issue/issuer type, or they will be disregarded.
EUROMONEY AWARDS FOR EXCELLENCE 2012

COUNTRY AWARDS GUIDELINES

WHAT HAPPENS NEXT?

Once you have received the submission guidelines, you may have some questions. In the initial instance these should be directed to Kalin Trifonov, our research executive who will be managing the awards submissions process and is there to help you at all times. We do feel, however, that the submission guidelines are very thorough and straightforward and ask you to only contact him when efforts to decipher the guidelines have completely failed.

Kalin’s contact details are:

Kalin Trifonov, Research Executive, Awards for Excellence 2012
Email: ktrifonov@euromoney.com
Telephone: +44 207 779 8306

HOW TO SUBMIT:

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

Country_Bank_Award
(eg UK_HSBC_Bestbank or Germany_DeutscheBank_Bestinvestmentbank)

Send them to Kalin at the above email address as well as to our dedicated awards for excellence email address:

awardsforexcellence@euromoney.com

You will receive a reply within 24 hours confirming receipt.

REMEMBER THE SUBMISSION DEADLINES:

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 analyze 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.

Key dates:

FOR COUNTRIES IN THE MIDDLE EAST, CLOSE OF BUSINESS FRIDAY APRIL 20
FOR ALL OTHER COUNTRIES, CLOSE OF BUSINESS FRIDAY MAY 4