

**This guide has 3 parts:**

- 1) Survey structure
  - 2) Voting process
  - 3) Frequently-asked-questions (**FAQs**)
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## 1. Survey structure

There are 2 components to the survey:

**A)** An online form (Part A) that banks fill in if they want to be considered for any given country/region.

The REGION-SPECIFIC information we request includes:

- A1. Asset Under Management (AUM) – latest audited annual non-institutional figures
- A2. Average AUM growth, last 3 years, audited annual non-institutional figures, mathematical average - if a bank has been operational in a region for a number (x) of years less than 3 years, then please provide average AUM growth for the last x years
- A3. Number of employees – average for latest audited year
- A4. Net Income – latest audited annual figures
- A5. Net Income growth, year-on-year, latest audited annual figures
- A6. Net New Assets (or Net New Money) growth, year-on-year, latest audited annual figures

The COUNTRY-SPECIFIC information we request includes:

- A7. Growth in absolute number of clients, latest year-on-year (%)
- A8. Growth in gross revenue, latest year-on-year (%)
- A9. Growth in net income, latest year-on-year (%)

**We will disclose none of this data, which will be used for calculation purposes (see below). We would be happy to provide on request written confirmation that any data provided will be used solely for this purpose.**

You will also be asked to identify the services that your own bank provides in the given country and for which it should be nominated. This will increase your bank's country score when you nominate your competitors for those categories in Part B.

**B)** An online voter form (Part B), which we are inviting frontline private banking professionals (relationship managers and product structurers) to complete. This link can be passed on by the people co-ordinating the survey effort. It doesn't matter whether voters are all relationship managers or all product structurers, or the ratios are 2:1 either way as long as they are relationship managers or products structurers and a maximum of 3 Part Bs are submitted per bank per country. We ask every respondent to represent their **individual opinions** rather than those of their company.

The scoring methodology stays similar to last year's. **For an optimum score in any given country banks need to fill in Part A and have up to 3 (three) of their frontline employees fill in Part B for that country.** 'Frontline' means relationship managers or product structurers with a perspective on the merits and demerits of their peers.

Country rankings for the "Best Private Bank Overall" category will be up to 30% weighted by data reported from Part A (questions A7-A9), the rest of the score comes from Part B nominations received in questions

B1-B8 and participation points. To produce the Regional results we will add Country scores from Part B and regional (questions A1-A6) and country (questions A7 & A8) scores from Part A. Regional results will be added to produce the Global results.

## 2. Voting Process

1. Heads of Marketing/Heads of Business Development/Country/Regional Heads fill in Part A providing basic country/region-specific data. If you don't provide figures for any of the questions in Part A we can't give you a score for them. These pieces of data comprise up to 30% of the score for the "Best Private Bank Overall" category. The best way to ensure a good score from the questions is to answer them as you would in your annual report.

2. Relationship managers/product structurers fill in Part B – maximum 3 employees per country. We ask every respondent to represent their individual opinions rather than those of their company.

Voters will be asked to nominate up to three competitors in their country who they regard as first/second/third best in those categories for which they have knowledge and experience. Points will be awarded on the basis of 4 points for First (Best) nomination; 3 points for second best nomination, 2 points for third best nomination. **If no votes are cast for other banks in a category, the voting bank will not be given participation points in that category.** *Euromoney* will not answer questions on optimal voting strategies – The optimal strategy for credible results is for voters to answer truthfully.

Answers MUST pertain to the country in which they operate.

**Deadline - October 22nd 2010.**

## 3. SOME FREQUENTLY-ASKED QUESTIONS AND ANSWERS

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**Question 1:** How many colleagues representing the same organisation can take part in the survey in any country?

**Answer 1:** Part A: One form filled out per country. In the past this has been filled out by/on behalf of Country Head of (i)Marketing (or representative);(ii)of Business Development (or representative);(iii) of Private Banking (or his representative);  
Part B: Three employees per country jurisdiction is the optimum; they have to be relationship managers or product structurers. We ask every respondent to represent their individual opinions rather than those of their company.

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**Question 2:** Would it be possible to send voters a record of the votes they have cast?

**Answer 2:** On request we can send voters a spreadsheet showing the data they have provided. Alternatively, if voters click on the survey link on the computer used to vote, they will see their voting preferences. They can ONLY see them on the PC/laptop with which they actually voted, as that device will contain the cookies (a little computer file) that remember the answers that were submitted.

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**Question 3:** Is it compulsory to vote online or could we send it by fax or email?

**Answer 3:** We will only accept online versions of the questionnaire. We are happy to provide PDF

examples of the survey questionnaire. These will NOT be valid questionnaires and should not be filled in and faxed or emailed to us.

Data submitted online is more secure; doesn't need to be re-input (and possibly mis-input) by us at our end; cannot be lost or corrupted en route between you pressing submit and the data being received here; we can track if it is coming from your own offices (every building in the world with an internet connection has its own unique IP address); you can still fill out the survey at your own pace - you can leave it at any time - once you return you will simply be asked if you want to continue where you left off, or to restart the survey from the beginning

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**Question 4:** Do respondents have to be subscribed members of *Euromoney* when filling in the questionnaire?

**Answer 4:** No relationship with *Euromoney* is required at all.

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**Question 5:** How do you plan to police the voting?

**Answer 5:** We will seek to validate the votes in a consistent, effective way that is neither time-consuming nor intrusive.

All votes submitted can be shown individually in template form on a computer screen here in our London office. Voting patterns are therefore transparent.

Voting is inevitably a subjective affair and we do not wish to prejudge what constitutes 'suspicious' or 'tactical' voting. Nevertheless, in those instances where (i) local banks are consistently not being nominated in markets where they are clearly very competitive with global banks operating in that country; (ii) obscure/inappropriate firms are being nominated, we may contact the people concerned for further information and delete any invalid votes.

We contact voters by phone or email to verify that they are the individuals who have voted. They will just have to confirm 3-4 entries made for personal details, nothing more.

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**Question 6:** Does reporting negative figures in Part A reduce my bank's score?

**Answer 6:** No, negative figures do not deduct points from your score.

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**Question 7:** When are the awards taking place, and how much does it cost to buy a table?

**Answer 7:** Please contact [ndobson@euromoney.com](mailto:ndobson@euromoney.com) for details on the awards gala dinner.