



## COUNTRY GUIDELINES 2022

**SUBMISSION DEADLINE FRIDAY APRIL 8, 2022**

**DECISION NOTIFICATIONS NO LATER THAN FRIDAY JUNE 3, 2022**

Note to all participating banks from the editor:

We thank you for your continuing support of Euromoney's Awards for Excellence, 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, and we attempt to keep the process simple. Our aim is to allow each bank, in its own words, to tell the story of its achievements, innovations and performance over the last 12 months; and to collect consistent, core data that facilitates comparative analysis of competing banks.

The information we need is shown in much more detail below.

We seek the best of the best in all countries offering banking services. As every year, size is important but certainly not paramount. Profitability is 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 have been received, our team of editors, journalists and researchers will undertake thorough analysis of their content. In conjunction with our own market knowledge and research, this will then be used to inform final decisions made by our editorial committee, which I chair.

We look forward to receiving your submissions.

A handwritten signature in black ink, appearing to read 'Louise Bowman'. The signature is fluid and cursive, with the first name 'Louise' and the last name 'Bowman' clearly distinguishable.

Louise Bowman  
Editor  
Euromoney

**Please note:** Because of the large 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/August issue.

## **COUNTRY AWARDS**

### **Best bank**

The written submission in this category is your chance to demonstrate how your achievements over the 12-month period under consideration show that your bank, rather than any other, is the best-run bank in your country.

Banks should include relevant financial performance data as part of their written submission. They may also submit an appendix of up to two pages detailing year-on-year financial performance up to the most recent reporting date available. They may also provide comparative data with other banks, where clearly sourced.

Some of the key metrics we consider include: 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 of deposits; market share of loans; loan-to-deposit ratio; non-performing loan ratio; and non-performing loan coverage ratio.

A demonstrable ability to meet strategic targets is an important factor in our decisions, and written submissions must 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 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; or 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 to their competitors in their performance, in what they offer to their clients, or in their strategy.

As well as financial performance, banks should include details on their digital banking strategy and their approach to issues such as cybersecurity and corporate social responsibility.

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.

### **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 across a range of products or disciplines. Case studies and client testimonials are a 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.

## SUBMISSION GUIDELINES

Each bank must submit a written application for the award that allows you to draw Euromoney's attention to some of the highlights of your performance over the 12 months under consideration (April 1, 2021, to March 31, 2022).

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 any particular category over the period under review. Submissions 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. Nothing can be considered off the record if it is used in a submission.

The maximum length for any award submission is FOUR SIDES OF A4 PAPER, sent in PDF format and submitted via our portal (see below).

## WHAT HAPPENS NEXT?

Once you have read 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](mailto:awardsforexcellence@euromoney.com)

One of our editors or researchers will respond as quickly as possible.

For queries about the pitching process, please contact:

Ben Naylor, regional research director, EMEA [bnaylor@euromoneyplc.com](mailto:bnaylor@euromoneyplc.com)

Adam Majeed, regional research director, Asia [amajeed@euromoneyplc.com](mailto:amajeed@euromoneyplc.com)

Shailyn Tirado, regional research director, Americas [shailyn.tirado@euromoneyny.com](mailto:shailyn.tirado@euromoneyny.com)

## HOW TO SUBMIT

This year, the country awards for excellence pitching process will be managed through our new combined accreditation portal, which allows banks to pitch across a range of Euromoney accreditation programmes using a single submission.

**1** Register at <https://euromoney.awardsplatform.com/>

**a** You will need to provide some basic details about yourself and the bank for which you wish to submit

**b** You will receive an account confirmation email, please click on the confirmation

**2** Select your categories

**a** For country awards for excellence you should only submit for **best bank** or **best investment bank**

**b** Other categories shown relate to different Euromoney accreditation programmes: Asiamoney Best Banks and Euromoney Market Leaders

**3** Fill out the requested details on bank location and key contact information

**4** Click on 'Save + next'. This will take you to the pitch document tab. Upload your pitch document as per the instructions on the tab. The supporting submission documents should be in PDF format only. The files must be named following the template: [Country]\_[name of institution]\_[award] (eg: China\_BankXYZ\_Bestbank or Brazil\_BankABC\_Bestinvestmentbank)

**5** You can supplement the pitch document by providing further information as requested. This is optional

**6** You can save your progress and return to your submission at any time by using the 'Save + close' button

**7** Click 'Submit'

**8** You will receive a confirmation email.

## REMEMBER THE SUBMISSION DEADLINE APRIL 8, 2022

We know you have a lot to do now, but we have 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.