



COUNTRY AWARDS (amended April 2, 2020)

SUBMISSION DEADLINES MAY 7, 2020

DECISION NOTIFICATIONS NO LATER THAN JUNE 11, 2020

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:

- 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 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.

This year we are also keen to hear how you are responding as a business to the Covid-19 crisis. While we have amended our deadlines in light of the crisis, the country awards criteria remain the same.

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.

A handwritten signature in black ink, appearing to read "Clive S.", with a long horizontal stroke underneath.

Clive Horwood
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 issue.

COUNTRY AWARDS

BEST BANK

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, 2019 to March 31, 2020).

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 written submissions should include details of any such announcements over the review period, as well as up-dates 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 essence, the written submission is your chance to tell us how what you achieved in these 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.

Banks should also 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.

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.



COUNTRY AWARDS

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 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.

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.



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.

Andrew Perry, our Awards for Excellence director, 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.

Andrew's contact details are:

E: andrew.perry@euromoney.com

T: +44 (0) 207 779 8987

M: +44 (0) 7790 928 461

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: 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 DEADLINE MAY 7, 2020

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.

We regret that we will not be able to hold our usual awards dinners this summer. Country awards will be announced on our website and on social media on July 15, when we had planned to hold our global awards dinner in London.