ASIAMONEY

BEST BANK AWARDS GUIDELINES

2022 ASIAMONEY BANKING AWARDS

MARKETS:
South Asia: Pakistan, Bangladesh, India, Sri Lanka
East Asia: Hong Kong SAR, Japan, South Korea, Taiwan
Southeast Asia: Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
Central and North Asia: Kazakhstan, Mongolia, Uzbekistan

SUBMISSION DEADLINE:
Submissions should be received by no later than Friday, 8 April, 2022

GUIDELINES:
We will be selecting the best banks in your market in the following categories:

Best Bank
Best Investment Bank
Best Corporate Bank
Best Bank for SMEs
Best Bank for Digital Solutions
Best Islamic Bank (Indonesia and Malaysia only)
Best Bank for ESG
Best Bank for CSR
Best Bank for Diversity & Inclusion

Each bank must submit an application for each award category they are interested in participating in. The application should draw Asiamoney's attention to some of the highlights of your performance under consideration in that area.

The period under review for this year will be 1 April 2021 to 31 March, 2022.

In your own words, you should explain why your bank has been the outstanding financial institution in your market 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 above; 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 to offer clients the right solutions.

Case studies and/or client testimonials can be a useful part of the submission. Differentiation is a core theme of our coverage, and Asiamoney 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.

HOW TO SUBMIT:
To make a submission please create an account on the Euromoney Awards & Accreditations submissions portal: https://interactive.euromoney.com/awards-accreditations

Your submission will be considered for the **Asiamoney Best Bank Awards**, **Euromoney Awards for Excellence**, and the new **Euromoney Market Leaders** accreditation programme. **Euromoney Market Leaders** will complement our awards and provide a comprehensive global ranking of banking and finance brands across several key segments.

Questions may be directed to Alex Pang at alex.pang@asiamoney.com.

CATEGORY INFORMATION:

Best Bank

This category will produce a 'Best Domestic Bank' and 'Best International Bank' for each market.

This written submission 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 across your country. Differentiation is a core theme of our coverage. We will consider banks that can demonstrate growth and profitability, a clear difference to their competitors in their performance, product and service offerings, strategy, and delivery across several business segments and projects. The ability to adapt to changing market conditions by giving spot-on advice to clients will also be considered.

A demonstrable ability to meet strategic targets is an important factor in our decisions. 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 the launch of new products that have been successful, successes in achieving better risk management, or how you coped with difficult market conditions. Examples of innovation in the industry – be it within retail, commercial or wholesale banking operations – as well as strategic changes in focus or business lines, restructuring to align different divisions better and new hires will also be considered.

Best Investment Bank

Investment Banking services in scope include, but are not limited to, capital markets, advisory around risk management, restructuring and regulatory issues and M&A. Please provide an overview that demonstrates your bank is a market leader in Investment Banking during the time period under consideration in the country you operate. We are seeking written examples of transformation programmes, organisational optimization, unique propositions, or the integration of technologies that showcase how your bank is responding to the changing dynamics of client demand and the competitive landscape in the country you operate.

Deal examples and case studies highlighting timely advise offered to clients, deal success both in the primary and secondary markets, league table standing across asset classes and client testimonials are also welcomed.

Best Corporate Bank

Corporate Banking services in scope include, but are not limited to, Commercial Lending, Payments, Cash Management, Foreign Exchange and Trade Finance. Please provide an overview that demonstrates your bank is a market leader in Corporate Banking in the country you operate.

We are seeking written examples of transformation programmes, organisational optimization, unique propositions, or the integration of technologies that showcase how your bank is responding to the changing dynamics of client demand and the competitive landscape in the country you operate. Examples on how ESG considerations are being factored into corporate banking operations, and collaboration with other business lines like investment banking, are encouraged.

Best Bank for SMEs

SME Banking services in scope include, but are not limited to, Financing, Advice, Trade Finance and Cash Management, which specifically serve the needs of micro, small and medium enterprises. Please provide an overview that demonstrates your bank is a market leader in SME Banking in the country you operate. We are seeking written examples of transformation programmes, details on rollouts of digital services for SME clients, growth in SME client numbers and revenues generated from this business, unique offerings to SMEs not provided by peer banks, and how the bank went the extra mile to service SMEs during the Covid-19 pandemic.

Details on organisational optimization, unique propositions, or the integration of technologies that showcase how your bank is responding to the changing dynamics of client demand and the competitive landscape in the country you operate are also required.

Best Bank for Digital Solutions

With a flurry of new online services, propositions and partnerships being delivered on a regular basis, leading your market with regard to digital solutions is an ongoing challenge.

Please provide an overview that demonstrates your bank is a market leader in digital banking solutions and ecosystem development in the country you operate. Supporting data should include growth in number/percentage of customers using your digital banking features, new account opening and deposit features, traction on new digital rollouts, revenues generated from digital banking services, stickiness of client base, UX/UI client testimonials, online lending features if applicable and mobile app features that stand apart from peers.

Digital solutions and ecosystem developments examples can include, but are not limited to, creative digital banking solutions that solve customer pain points, back-office or mid-office technology transformation programs, developing ecosystems and alliances with digital native businesses, platform-as-a-service or bank-as-a-service solutions or distributed ledger technology innovations.

Best Islamic Bank

Shariah compliant banking services in scope include, but are not limited to, Microfinancing, Corporate Financing, Advisory Services, and Financial Inclusion. For those banks offering Shariah compliant financial services in the country or territory they operate in, they are invited to complete this deep dive. Please provide an overview that demonstrates your bank is a market leader in Islamic Finance in the country you operate.

We are seeking written examples of transformation programmes, shariah compliant product development, the growth of shariah compliant assets under management, or the integration of technologies that showcase how your bank is responding to the changing dynamics of client demand and the competitive landscape in the markets you serve. Shariah-compliant capital market deals (ECM, DCM, Loans) executed for clients can also be included in your submissions, as well as case studies on the role of your firm in developing the Islamic market further in your country.

Best Bank for ESG

With sustainable finance topping the agenda for the world's leading banks, it takes a lot to lead the market in which you operate. Environmental, Social and Governance examples can include, but are not limited to, collection, processing, and development of ESG data sets, proprietary risk frameworks and their impact on decision-making, as well as industry sector specific initiatives linked to ESG.

Please highlight ESG financing deals/ initiatives for clients, internal rules on clients the bank will/will not work with, transition financing stories the bank has supported, green projects and targets achieved, and focus on companies with strong governance standards in the country you operate. The bank's role in setting best market practices for ESG can also be highlighted.

Best Bank for CSR

Corporate Social Responsibility incorporates a wide range of skills and activities. In your submissions, banks should include details of initiatives both for the bank itself and for helping clients improve their own CSR credentials, while showing a commitment to CSR at the heart of the individual institution.

Charitable and philanthropic initiatives are key, especially given the Covid-19 pandemic and its impact on society and businesses globally, putting banks front and centre of the recovery process. Additionally, examples of youth-focused projects organised by the bank, support for start-ups and non-profit groups, financial inclusion initiatives to bring the unbanked into the banking industry, emergency relief programmes, and volunteering projects will be required.

Best Bank for Diversity & Inclusion

Please provide details of up to three diversity, equity and inclusion initiatives relating to age, gender, disability, race and ethnicity, sexuality, and social class, within the bank that demonstrates your bank is a market leader in diversity and inclusion in the country you operate.

We are interested in innovative solutions that improve representation both internally and across your client base. Examples could include, but are not limited to, social mobility, investment in programmes that straddle business units or initiatives that narrow the gap in critical industry sectors and/or decision-making functions within the bank. Initiatives encouraging maternity and paternity allowances, women to return to the work force and related training will also be considered.

Where possible please include examples of programmes and statistics that demonstrate successful implementation and impact on the business, rather than just target setting.

<u>Terms & Conditions</u>

1. Contact information provided as part of your submission will be used solely for these and other relevant awards and polling programmes run by Asiamoney or Euromoney.
2. Personal data provided in your submission may be passed to external third parties (ie freelance journalists, industry experts, marketing agents) for the purpose of the judging process and/or the sale of tables/sponsorship in connection with these awards or polls.
3. By providing personal data of third parties (ie client referees) you confirm that you have obtained consent to do so.
4. Asiamoney reserves the right to withdraw or merge any number of categories in this set of awards. Reasons for doing so may include insufficient number of submissions, lack of information in submissions, irrelevance to the specific market and etc.