

EUROMONEY MARKET LEADERS

2022 EUROMONEY AWARDS & ACCREDITATIONS

Your definitive guide of the banks
and bankers that matter

1. Introduction

In 2022, we are introducing a new accreditation programme, Euromoney Market Leaders. This will be a comprehensive global ranking of banking and finance brands across a number of key segments. The rankings will be at a country level.

Euromoney has been evaluating the world's leading financial institutions through performance data, surveys, and industry awards for more than 25 years. Our annual Awards for Excellence programme, which was established in 1992, attracts more than 1,200 submissions from the world's leading banks and recognises excellence across global, regional and individual country categories.

Euromoney's Hong Kong-based publication, Asiamoney, has run its own awards programme since 2017. Asiamoney Best Banks recognises the leading candidates in a number of specialized categories across the Asia region.

We welcome your participation in all of our awards and accreditation programmes. Submitting information for assessment is now easier than ever: simply submit via our single portal once per year to be considered by all relevant programmes. Bank submissions are combined with our proprietary data, peer feedback, editorial expertise and independent research in order to determine the best of the best across the industry each year.

2. Scope

We accept submissions from banks based anywhere and will recognise banks in all areas and geographies where we have sufficient evidence to. The categories we produce rankings for will vary by market, depending on the activity of banks and the information available.

3. Benefits

Participating in the research is the best way to ensure your bank is recognised. Providing current, accurate information about your achievements, capabilities, and experience gives your bank the greatest opportunity to win an award or to be ranked.

The awards and rankings are an opportunity for banks to benchmark themselves against their peers in the eyes of the market, their clients, and current and potential employees.

Those banks that are ranked will be exposed to Euromoney and Asiamoney's audience of leading figures at the world's largest and leading public and financial institutions and corporations.

4. Research methodology

From 2022 there will be a streamlined and consolidated process for submissions for our awards and accreditation programmes through our Award Force portal.

4.1. The submission

There are five sections to each category a bank submits for as outlined below.

4.1.1 'Pitch Submission'

The pitch submission section is a bank's opportunity to explain and evidence how it has met the criteria for the category in question. (Section 8 defines each category's criteria).

A submission can either be through a free text box or a bank can upload pitch documents as in previous years. The free text response should be no longer than 1,500 words. A pitch document should be no longer than four pages.

4.1.2. 'Key contacts'

In this section you are asked to provide contact information for key stakeholders at the bank relevant to the category. Our analysts will interview and survey these contacts as part of the research process to discuss their submission and collect feedback on the market.

4.1.3. 'Client Information'

We ask participating banks to provide clients who can act as referees in relation to each category they submit for. We will survey referees (typically corporates and other market participants) about the state of the market and the services offered by banks to triangulate our decision-making. As part of this process, we

will also request verbatim feedback that can be published to your bank's profile on Euromoney Market Leaders. Although providing referees is optional, without providing contact information for your bank's clients, we will not be able to enquire as to specific aspects of your bank's strength in a category which may be an impediment to our analysts ranking the bank accurately. Any client contact details supplied will be treated as confidential.

4.1.4. 'Case Studies'

This section is OPTIONAL.

This section of the submission allows you to provide more detail on projects, proposition launches or initiatives (deals should be submitted on the designated tab) pertaining to the category you are submitting for. Examples should be client work done and/or changes to your capability and delivery model that demonstrate how you are leading the marketplace in which you operate from April 2021 to March 2022. Evidence of growth, and a clear difference to your competitors in your performance are encouraged. These case studies should relate to work delivered in the 12 months prior to the end of March 2022.

While this section is optional it is advisable as tangible, specific examples can make a more compelling submission. Providing additional detail will enable our team to better understand your key initiatives and the impact they have made on your business and clients so it is encouraged.

You can use the same case study across multiple submissions, for example a digital solution that impacts your corporate banking division can be included in a submission for both digital solutions and corporate banking.

4.1.5. 'Deals'

Banks may supplement your submission with up to five deals (up to 10 deals are permissible for the Investment Banking category) that demonstrate their strength in the category. We ask you to describe the deal and your bank's role in the transaction. When considering which deals to submit, please prioritise those that are innovative, complex or impactful for the market in question in some capacity. Examples should be deals closed between April 2021 to March 2022. Only non-confidential deals will be considered for the awards research but confidential deals can be submitted for the ranking research. Please indicate where deals are confidential using the designated option in the portal.

As with case studies, this section is optional but advisable as tangible, specific examples can make a more compelling submission.

We consider deals of the following types:

- Acquisition finance
- Asset finance

- Bond issuance
- Corporate finance
- Derivatives
- Export finance
- IPO
- Islamic finance
- Leveraged finance
- Project finance
- Restructuring
- Secondary share offering
- Securitisation
- Sukuk
- Trade finance

4.2. Post-submission research

After banks have made a submission (the process is described in detail below in section 5), our teams of researchers will analyse evidence and proprietary data and interview banking professionals given as key contacts by participants.

We will also survey clients who have been provided by banks as referees to collect their feedback on banks' work and services.

4.3. Decision-making

5. Submission process

All submissions can be made through our portal available here: <https://interactive.euromoney.com/awards-accreditations>

Making a submission involves the following stages:

1. Select your category
2. Enter information requested on the 'Start here' tab, such as the name of the bank, the country you are submitting for, where the bank is domiciled
3. Upload or key in your pitch submission
4. Provide contact information on 'Key contacts' tab
5. Provide us with contact information for clients (optional) on the "Client contacts" tab
6. Provide case studies (optional) to supplement your submission on the "Case studies" tab
7. Provide deals (optional) to supplement your submission on the "Deals" tab (optional)
8. Press 'Submit Entry' button
9. Receive automated email confirming your entry
10. Submit for a new category or exit
11. You can save your progress and return to your submission at any time by using the 'Save + close' button.

6. Ranking criteria

The rankings will be at a country level only and relative to the market concerned. What this means is what equates to being a top tier bank will vary by market, depending on the activity, performance and structure of a banks within a local market.

The final ranking decisions in this qualitative research process, however, will always be a result of analysing a combination of three factors:

1. Evidence
2. Client feedback
3. Peer/market feedback

6.1. Evidence

The primary resource used to assess banks is the evidence (pitches, case studies and deals) taken from submissions, proprietary data, and other sources – press

releases, data products, etc – alongside evidence collected through interviews and desk research.

When analysing evidence our analysts will be evaluating how banks have demonstrated they met the criteria for each category. Analysts will pay particular attention to innovate methods or products that demonstrate a bank is leading the market in a category. Consistency will be among the key determiners of position in a ranking and precedence will be given to those institutions that have led the market over time.

6.2. Client feedback

We independently source and evaluate client feedback to help our research team assess the quality of banks' work and services. We contact referees submitted to us and invite them to participate in a survey to provide feedback on banks' services. We encourage banks to provide us as many referees as possible – all referees submitted to us will be contacted. All client referee contact information will be treated as confidential and will not published or provided to third parties.

6.3 Peer/market feedback

We also take into account peer and market feedback. We collect this in two ways: through interviews with key stakeholders at banks and through an online survey. We run a survey in addition to the interviews so every relevant stake holder in all the markets we research has the opportunity to provide input on the rankings. Peer feedback is secondary to client feedback, and we only take this type of feedback into account where it is qualified by evidence.

7. Timeline

Research period

The research will be assessing relevant information of banks' capabilities in the period from April 2021 to March 2022.

Submission window

The country submission window opened in February 2022 and will close on April 8, 2022.

Research interviews

We will start to set up key person interviews once we receive each submission rather than waiting for the end of the submission window.

Client surveys

In April 2022 we will be sending out a survey to senior decision makers to understand their insight into the banking market and participants. Any contacts supplied by a bank in their submission in the 'Client Information' tab will be included in this survey.

Publication dates

- June 2022
- Middle East
- Select Asia markets

September 2022

- Africa
- Remaining Asia markets
- Central and Eastern Europe
- Latin America

Q4 2022

- North America
- Western Europe

8. Output

The output of this project will be a third-party, independent assessment of the state

of the banking market across various countries and locations.

Euromoney Market Leaders will produce a set of ranking tables specific to the banking industry using qualitative inputs and quantitative metrics throughout the research process.

9. Categories

Euromoney Market Leaders	Euromoney Awards for Excellence Country Awards	Asiamoney's Best Banks	Euromoney Market Leaders
Investment Banking	Best Bank	Best Domestic Bank	Cash Management (Corporate) Market Leaders
Corporate Banking	Best Investment Bank	Best International Bank	Cash Management (Financials) Market Leaders
SME Banking		Best Investment Bank	FX Market Leaders
Islamic Finance		Best Corporate Bank	Private Banking & Wealth Management Market Leaders
Environmental and Social Governance (ESG)		Best Islamic Bank	Real Estate Market Leaders
Digital Solutions		Best Bank for SMEs	Trade Finance Market Leaders
Corporate and Social Responsibility (CSR)		Best Bank for Digital Solutions	
Diversity & Inclusion		Best Bank for Environmental and Social Governance (ESG)	
		Best Bank for Corporate and Social Responsibility (CSR)	
		Best Bank for Diversity & Inclusion	

9.1 Category definitions

i. Best Bank

This category is recognised by Euromoney Awards for Excellence & Asiamoney Best Bank Awards.

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, and 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. Information supplied in pitches should not be confidential.

ii. Best Investment Bank

This category is recognised by Euromoney Awards for Excellence, Asiamoney Best Bank Awards & Euromoney Market Leaders.

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 optimisation, 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 advice offered to clients, deal success both in the primary and secondary markets, league table standing across asset classes and client testimonials are also welcomed.

iii. Corporate Banking

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

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 of the

Corporate Banking market in the country you operate. We are seeking written examples of transformation programmes, organisational optimisation, 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 of collaboration with other business lines like investment banking, are encouraged.

iv. SME Banking

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

SME Banking services in scope include, but are not limited to, Financing, Advice, Trade Finance and Cash Management, which specifically serve the needs of 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 optimisation, 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 encouraged.

v. Islamic Finance

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

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.

vi. Digital Solutions

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders. With a flurry of new 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 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. 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 programmes, developing ecosystems and alliances with digital native businesses, platform-as-a-service or bank-as-a-service solutions or distributed ledger technology innovations.

vii. Diversity & Inclusion

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

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, 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.

In your submission, credit will be given to examples of programmes and statistics that demonstrate successful implementation and impact on the business, rather than just target setting.

viii. Environmental, Social and Governance

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

With ESG topping the agenda for the world's leading banks, it takes a lot to lead the market in which you operate. ESG is a measurable set of propositions that illustrates a bank's identification and quantification of its risks and opportunities, as well as highlights the ethics of the bank, in effect, ESG helps measure or quantify such efforts. 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. In your submission, 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.

ix. Corporate and Social Responsibility

This category is recognised by Asiamoney Best Bank Awards & Euromoney Market Leaders.

Corporate Social Responsibility incorporates a wide range of skills and activities. CSR is about developing a strong company culture that empowers employees to do social good. Banks who lead the way in Corporate Social Responsibility actively operate in ways that enhance society and the world around them, while also making themselves more accountable to themselves, their stakeholders and the public. 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.

In your submission, 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.

10. Commercial opportunities

Euromoney Market Leaders aims to be used by banking clients as a resource tool to assist in their decision making when looking for bank representation. It will be an independent editorial assessment of the banking market, there is no cost involved to participate in the research. We are not a 'pay-to-play' publication and our research team is strictly dedicated to presenting the banking market of each locale as accurately as possible. However, there are commercial opportunities where you will be able to amplify your exposure on our platforms. The research will create additional marketing opportunities for banks to showcase their position among their peers and where/how they stand out among their competitors.

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If you have any further queries,
please reach out to us at:
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