

Euromoney Awards for Excellence 2009
Submissions Guidelines

Asia Jurisdictions

Submissions Deadline: end of day, Friday May 1st 2009

**Please name all submissions files: Country(or region)_ Bank_Award - e.g. UK Abbey Best Bank
and e-mail them to: KTrifonov@Euromoney.com**

The Euromoney Awards for Excellence continue to be the most respected global awards for banking excellence. Building on our established criteria of past years, we will continue to combine quantitative data with informative and important subjective judgements.

Winners will be welcome to attend the global event in London in July.

Awards will be judged on achievements and developments from April 1st 2008 to March 31st 2009 (Q2, 3&4 2008, Q1 2009).

The results of the awards will be published in the July issue of Euromoney Magazine.

For a list of award jurisdictions that Euromoney defines as being in Asia please see the Appendix.

All cumulative data to be supplied e.g. Total Assets are to be those as of March 31st 2009.

Criteria of Euromoney Awards for Excellence

Best Bank Award

- This award is for institutions with commercial and retail banking capabilities.
- To be eligible all applicants must be fully regulated, deposit taking entities in the markets they are submitting for.
- To be considered for this award the form entitled “**Best Bank Form**” **MUST BE COMPLETED** for **ALL** the geographies you wish to be considered for. Therefore if your institution wishes to be considered for the best bank award in X geographies then you must complete X number of forms.
- The regional award for Best Bank in Asia will be awarded on the basis of **BOTH** geographical coverage of a region **AND** best practice within a region. Therefore banks with single country operations are not necessarily excluded from consideration for Best Bank in Region.
- As well as the “**Best Bank Form**” banks may supply additional material to best communicate their strengths and achievements. These should accompany your “**Best Bank Form**”, be in Word format and **no longer than 4 pages**. Anything more will not be read.
- The award will also take into account the capabilities of investment-banking arms, and how these complement the commercial banking operation of an institution. Banks do not necessarily need to have investment banking operations to win.
- For banks wishing to be considered for Best Bank in the region Euromoney recommends a separate document outlining the products and services that your institution offers in EACH country you operate in that is defined as part of Asia by Euromoney.
- Euromoney will use public data sources to ascertain the size of the market and the relative shares of banks. If you dispute any of the following sources and their accuracy in portraying the market or your share in it please make it clear in your submission:
 - Bureau Van Dyke - BankScope
 - Bloomberg
 - Capital Intelligence
 - Dealogic

- Euromoney’s panel of judges will take into account the following:
 - Volume of business transacted
 - Innovation and leadership
 - Credit Ratings
 - Quality of assets and earnings
 - Efficiency ratios and key performance indicators

Investment Banking Awards

- Euromoney will determine on a market by market basis whether it will present an award for

BEST INVESTMENT BANK AWARD

OR

Separate awards for:

BEST EQUITY HOUSE

BEST DEBT HOUSE

BEST M&A HOUSE

- The decision on which awards it will present will be determined by the level of market sophistication and activity in the period April 1st 2008 to March 31st 2009.
- These awards are for banks/investment banks/brokerages that are active in the investment banking markets of the country for which the award is being presented.
- This is defined as:
 - Activity on local stock exchanges **AND** also raising equity/ debt in a foreign market for a client headquartered in the country for which the award is being presented.
 - For M&A transactions Euromoney will consider:
 - “In-In” deals - M&A between 2 locally headquartered institutions
 - “In-Out” and “Out-In” deals - M&A between one overseas headquartered institution and one locally headquartered institution

- Debt products deemed to be admissible include:
 - Loans
 - Bonds (both local market and Euromarket)
 - Securitisation and ABS
 - MTN and CP
 - Credit Hybrids
 - Advisory services

- For the purposes of the award both publicly listed and unlisted deals are admissible (please provide deal details for the unlisted ones).
- All submissions should be in Word format and reflect your role in the primary market, secondary market and research.
- If you have either **EQUITY** or **CREDIT derivatives** offering please elaborate on volumes and structures.
- As well as the quantitative scoring Euromoney will also take into account reputation and innovation in raising equity or debt capital.
- In case of Debt advisory Euromoney will take into account both ratings and restructuring advisory, in the case of restructurings please elaborate on number of issues, volumes, number of debt holders involved and revised package terms etc.
- Euromoney will use public data sources to ascertain the size of the market and the relative shares of banks. If you dispute any of the following sources and their accuracy in portraying the market or your share in it please make it clear in your submission:
 - Dealogic
 - Bloomberg
 - Local Stock Exchange data

- Submissions should be no more than 4 pages long in total for EACH award category. Anything more will not be read.

Best Risk Management (by Region only)

Please provide examples of new products, as well as advisory roles, which have assisted clients to manage risks. Please draw attention to specific instances where you helped your client - be it corporate, investment manager or financial institution - in an innovative or highly effective way over the past 12 months. Everything submitted is confidential unless you win, in which case we need to back up our reasons for giving the award with facts. So you need to be happy that anything you give us meets the criterion of "might be cited by us if you win".

- Submissions should be no more than 4 pages long. Anything more will not be read.

Best Project Finance Bank (by Region only)

- This award is for banks that have been active in the project finance market in the period between 1st April 2008 to March 31st 2009.
- Euromoney will take into account both the volume and number of deals that a bank has conducted in the qualifying period.
- Euromoney requests that all submissions be in Word format.
- Euromoney will use public data sources to ascertain the size of the market and the relative shares of banks. If you dispute any of the following sources and their accuracy in portraying the market or your share in it please make it clear in your submission and your reasons why:
 - Dealogic
- Euromoney will specifically look at innovations banks have brought to the market in:
 - Tenor
 - Industry Sectors
 - Funding Structure
 - Cross Border
- Submissions should be no more than 4 pages long. Anything more will not be read.

Best FX Bank (by Region only)

- This award is for banks with active customer driven FX offerings.
- Euromoney requests that banks who wish to be considered for this award to submit details, with volumes (customer trading only) where possible, of their business in the following areas:
 - Money Market
 - Spot FX
 - FX derivatives including structured products (if applicable)
 - Swaps (if applicable)
- Please include details on the breadth products your bank offers.
- Euromoney will give extra weighting to innovative products, relative to the market banks are operating in, that banks are distributing to clients. Therefore please include details of any new products and especially bespoke structured products you have designed for clients.
- Euromoney will refer to the Euromoney FX Poll 2009 for volumes.
- Submissions should be no more than 4 pages long. Anything more will not be read.

Best Cash Management Bank (by Region only)

- This award is for the bank that provides the most comprehensive cash management solutions to clients operating in Asia.
- Please provide details and client testimonials of innovative solutions your bank has provided to major corporations with pan regional cash management needs.
- If your bank is the regional cash management partner for an international cash management and payments provider please supply details of the breadth of your alliance/alliances (geographic and product).
- Euromoney will use public data sources to ascertain the size of the market and the relative shares of banks. If you dispute any of the following sources and their accuracy in portraying the market or your share in it please make it clear in your submission:
 - Euromoney Cash Management Poll 2008
 - Bureau Van Dyke – BankScope
- Submissions should be no more than 4 pages long. Anything more will not be read.

Appendix

Country Awards (Best Bank and Investment Banking Awards):

Australia	Pakistan
China	Philippines
Hong Kong	Singapore
India	South Korea
Indonesia	Sri Lanka
Japan	Taiwan
Malaysia	Thailand
Mongolia	Vietnam

Asia Regional Awards:

Best Bank in Asia
Best Investment Bank in Asia
Best Debt House in Asia
Best Equity House in Asia
Best M&A House in Asia
Best Cash Management in Asia
Best FX Bank in Asia
Best Risk Management House in Asia
Best Project Finance Bank in Asia

Individual Awards

Award for Outstanding Contribution to Development of Financial Services in Asia

N.B. Euromoney reserves the right to not award any of the above awards if Euromoney deems that insufficient activity has taken place in that particular market.