

*Global Finance* Presents  
WORLD'S BEST BANKS 2015  
SELECTION METHODOLOGY  
Conference Call

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# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* 2015 Awards Call For Entries
  - \* Released November 12, 2014
  - \* Deadline for entries: February 9, 2015
- \* Regional/Country Winners announced: March 3, 2015
- \* Global Winners announced: July 24, 2015
- \* Awards appear in the May and October 2015 issues of *Global Finance*



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* 2015 Awards Call For Entries conference call:
  - \* Methodology
  - \* Best Practices for Entries
  - \* Frequently-Asked Questions
  - \* Q&A on the Call/Awards



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Sources
  - \* Weighted Algorithm
  - \* Market Research/Data
  - \* Interviews with Market Participants
  - \* Call for Entries
  - \* Reader's Poll



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Methodology: Key Factors Considered
  - \* Knowledge Of Local Conditions And Customer Needs
  - \* Financials:
    - \* Growth In Assets
    - \* Capital Strength
    - \* Profitability
    - \* NPL Levels and Loan Loss Provisioning
  - \* Strategic Relationships
  - \* Reputation (Market Standing, Regulation And Legal Issues)
  - \* Comparative Pricing



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Methodology: Key Factors Considered
  - \* Capital Investment
  - \* Innovation In Products And Services
  - \* Effective Use Of Technology
  - \* Safety/Security



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Frequently Asked Questions
  - \* Do we have to respond on all categories?
  - \* How important are our ratings and the size of our assets?
  - \* How important is third party data on our market share?
  - \* What makes a good submission?
  - \* Can we get an extension on the submission deadline?
  - \* Why is (X) category/country not included in your awards?



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Best Practice for Submissions
  - \* Say what categories you are entering for specifically, and provide information related to those categories
  - \* Provide information relating to all of the key factors listed above
  - \* Provide detailed data, and break down by region/country/category
  - \* Provide all data in USD equivalents
  - \* Be succinct
  - \* Provide factual information supporting your entry (why exactly do you deserve to win?)





# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

- \* Best Practice for Submissions
  - \* Tell us what is new/what has changed from the previous year, in terms of your coverage/volumes/market share/areas of investment
  - \* Provide a summary of why you stand out and focus on the categories for which you are entering
  - \* Provide points of comparison with competitors
  - \* Don't rank yourself, give us data
  - \* There is a strong correlation between those entrants that supply in-depth, factual data, and our winners' list



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY

\* Questions?



# WORLD'S BEST BANKS 2015 SELECTION METHODOLOGY Conference Call

For further information, please contact:

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To receive a copy of the call for entries, please see the link in  
your Webinar Viewer, or contact:

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