



CFO Awards Evaluation Criteria

Category One - People and Teams

Award Criteria: CFO of the Year

1. Contribution to the reputation and stature of the CFO role
2. Contribution to the fulfilment of the strategic objectives of hi or her organisation
3. Excellence in the stewardship of his or her organisation

Award Criteria: Corporate treasury team of the year

1. Teamwork
2. Technical excellence
3. Creative thinking and problem solving
4. Risk management
5. Capital raising and cash management
6. Effectiveness of support for broad finance and corporate objectives

Award Criteria: Finance team of the year

1. Teamwork
2. Technical excellence
3. Creative thinking and problem solving
4. Innovation
5. Value creation
6. Effectiveness of support for broad finance and corporate objectives

Award Criteria: Young financial manager of the year

1. Demonstrated leadership potential during fiscal 2010
2. Overall contribution to finance function during fiscal 2010
3. Technical excellence
4. Creative thinking and problem solving

Award Criteria: Public sector financial manager of the year

1. Contribution to the professional reputation of the public finance sector
2. Contribution to the fulfilment of his or her department's strategic objectives
3. Contribution to good governance in public sector finance

Category Two - Finance Houses

Award Criteria: Business bank of the year

1. Market share and penetration during fiscal 2010
2. Completed league table positions during fiscal 2010
3. Deal execution
4. Advice
5. Relationship management
6. Client satisfaction

Award Criteria: Investment bank of the year

1. Market share and penetration during fiscal 2010
2. Completed league table positions during fiscal 2010
3. Deal execution
4. Advice
5. Relationship management
6. Client satisfaction

Award Criteria: Corporate finance (M&A) house of the year

1. Market share and penetration during fiscal 2010
2. Completed league table positions during fiscal 2010
3. Deal execution
4. Advice
5. Relationship management
6. Client satisfaction

Award Criteria: Corporate finance (equity) house of the year

1. Market share and penetration during fiscal 2010
2. Completed league table positions during fiscal 2010
3. Deal execution
4. Advice
5. Relationship management
6. Client satisfaction

Award Criteria: Corporate finance (debt) house of the year

1. Market share and penetration during fiscal 2010
2. Completed league table positions during fiscal 2010
3. Deal execution
4. Advice
5. Relationship management
6. Client satisfaction

Category Three - Deals

Award Criteria: IPO Deal of the year

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Secondary market equity raising

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Merger/acquisition

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Corporate bond issue

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Hybrid debt/equity issue

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Structured finance transaction

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Syndicated bank loan

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Project finance

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Award Criteria: Private equity deal of the year

NOTE: Only deals fully settled by June 30, 2010 will be considered

1. Execution (including timeliness, documentation and pricing)
2. Value to sponsor's shareholders and/or commercial strategy
3. Volume and term
4. Innovation
5. Contribution to market development

Category Four - Professional services firms

Award Criteria: Accounting Firm of the Year

There are three broad areas in which we look for the Accounting Services Firm of the Year to excel.

Initiatives that have improved the internal culture and performance of the firm. These can include:

- a. Changes to the internal disciplinary structure
- b. Requirements and measures to aid partners and staff in maintaining current knowledge
- c. Initiatives to aid in staff development
- d. Innovative human resources programs to aid with retention and work/life balance
- e. Initiatives that demonstrate a commitment to gender and race equality

Initiatives that have improved quality and delivery of service to clients. These could include:

- a. Changes introduced during fiscal 2010 to improve delivery and quality of service
- b. Quality assurance structures and strategy
- c. Innovative services supplied to clients

Initiatives that have helped the broader community - in particular the corporate community although initiatives that help the broader general community will also be considered here. These should be initiatives that demonstrate leadership of the profession and excellence and could include:

- a. Initiatives undertaken to improve industry standards
- b. Initiatives undertaken to educate the corporate community
- c. Awards won during fiscal 2010
- d. Stakeholder communication strategies

Other issues

- a. If there are any other issues that we should be aware of, please bring them to our attention briefly
- b. Total domestic turnover and comparison with previous year
- c. Description of revenue across service lines

Award Criteria: Audit Firm of the Year

There are four broad areas in which we look for the Audit Firm of the Year to excel. Please note that if a firm is entering both categories, then where material is duplicated (E.g. for initiatives that have improved the internal culture and performance of the firm) it can refer to material submitted for the Accountancy Firm of the Year.

Initiatives that have improved the internal culture and performance of the firm. These can include:

- a. Changes to the internal disciplinary structure
- b. Requirements and measures to aid partners and staff in maintaining current knowledge
- c. Initiatives to aid in staff development
- d. Innovative human resources programs to aid with retention and work/life balance
- e. Initiatives that demonstrate a commitment to gender and race equality

Initiatives that have improved quality and delivery of service to clients. These could include:

- a. Changes introduced during fiscal 2010 to improve delivery and quality of service
- b. Quality assurance structures and strategy
- c. Innovative services supplied to clients

Initiatives that have helped the broader community - in particular the corporate community although initiatives that help the broader community will also be considered here. These should be initiatives that demonstrate leadership of the profession and excellence and could include:

- a. Initiatives undertaken to improve industry standards
- b. Initiatives undertaken to educate the corporate community
- c. Awards won during fiscal 2010
- d. Stakeholder communication strategies

Other issues

- a. If there are any other issues that we should be aware of, please bring them to our attention briefly
- b. Total domestic turnover and comparison with previous year
- c. Description of revenue across service lines

NB. It has traditionally proved difficult for our judges to differentiate between firms on the basis of initiatives that have improved the internal culture of the firm and improved quality and delivery of service to clients. This year, our judging panel will be told that where there is a stalemate, extra weight will be given to (3) Initiatives that have helped the broader community.

Award Criteria: Corporate Law Firm of the Year

There are three broad areas where the CFO Corporate Legal Services Firm of the Year is expected to excel

Initiatives that have improved the internal culture and performance of the firm. These can include:

- a. Changes to the internal disciplinary structure
- b. Requirements and measures to aid partners and staff in maintaining current knowledge
- c. Initiatives to aid in staff development
- d. Innovative human resources programs to aid with retentions and work/life balance
- e. Initiatives that demonstrate a commitment to gender and race equality

Initiatives that have improved quality and delivery of service to clients. These could include:

- a. Changes introduced during fiscal 2009 to improve delivery and quality of service
- b. Quality assurance structures and strategy
- c. Innovative services supplied to clients
- d. Evidence of either significant client wins (ie new clients) or significant client outcomes (ie a major deal of case). This information will be kept confidential if required.
- e. Significant lateral hires
- f. Evidence of market dominance through league tables

Initiatives that have helped the broader community - in particular the corporate community although initiatives that help the broader community will also be considered here

- a. Initiatives undertaken to improve industry standards
- b. Initiatives undertaken to educate the corporate community
- c. Awards won during fiscal 2010
- d. Stakeholder communication strategies

Other issues

- a. If there are any other issues that we should be aware of, please bring them to our attention briefly, for example
- b. Total domestic turnover and comparison with previous year
- c. Description of revenue across service lines
- d. If you have any suggestions of in-house counsel that you know deal with all the top firm that would be good for our judging panel, please let us know.

NB. It has traditionally proved difficult for our judges to differentiate between firms on the basis of initiatives that have improved the internal culture of the firm and improved quality and delivery of service to clients. This year, our judging panel will be told that where there is a stalemate, extra weight will be given to (3) Initiatives that have helped the broader community.

Submission should be no longer than 4 pages of A4 with no extras or inclusions required.