

THE JOURNAL FOR ASSET FINANCE
LEASINGLIFE

**Chief Executives Lending
Forum Awards 2018
Awards Information Pack**

The Chief Executives Lending Forum Awards 2018 will take place on 15th March 2018, at the Waldorf Astoria Hotel in London.

Exclusively sponsored by Alfa the leading supplier of software solutions and consultancy services to top asset finance organisations worldwide, the awards recognise the achievements of the UK asset finance and lending industry in 2017.

This year companies can nominate in 11 categories. Full details of this year's categories and criteria can be found in this document.

Nominations are now open – deadline for entries is **5pm GMT on Friday 19th January 2018**

Send your completed nominations to LLAwards18@compelo.com

Nominees should follow these simple guidelines to ensure their submission has the best chance of winning.

Submission Rules

1. Submissions can be made either on behalf of your own company or in recognition of a colleague or partner firm.
2. **Maximum of 1,000 words in Word format, no appendices.**
3. Entry must address the award category explicitly, not generic links to web sites, corporate marketing etc.
4. Submissions should highlight the key differentiator and competitive nature of the project or implementation
5. It is made explicit the Entrant, Judges and the publication will treat any and all information in strict confidence and any quotes or information to go into the public domain will be pre-cleared by the Entrant.
6. Submissions made after the publicised cut-off date will be ignored irrespective of their relative merits.
7. The Editor and Judges reserve the right to make no award for any specific category
8. The Editor and Judges reserve the right to move a submission to a more appropriate category at their discretion
9. In submitting for more than one category the submissions must be unique (see 3)
10. The Editor and Judges' decision is final

The full list of awards categories and criteria for this year's awards can be found below.

Please note: *Whilst we recommend you to try to submit against as many of the criteria as possible, we appreciate that for some companies this may not be possible. The more you can respond against the stronger your application will be, but we would like to highlight that submitting against all criteria is not mandatory.*

Should you require further guidance on your entry please contact Vicki.Greenwood@compelo.com

Good luck in your submissions!

Corporate Finance Intermediary

A good intermediary serves its clients and its funder panel, placing deals for the right reasons to serve its customers. The ideal model shows a business that cares about the post transaction aspects and has a strong quality ethic to its business dealings. In the current challenging markets it demonstrates an ability to grow, develop customer offerings that are relevant and has a risk and performance culture that is respected internally as well as externally.

For this award judges will be looking at:

- Sustainable year on year business growth (not scale, but progression) measured over 5 years.
- Endorsement from the intermediary's key funding panel members, speaking to risk quality, after-sales service and customer care.
- Evidence of lender endorsements via example transactions, showing where the deals have gone, favouring real service over simple placement.
- Clear demonstration of their ability in developing people
- Examples of "added value" and how the intermediary turns transactions and relationships into viable business where others could not.
- How the intermediary builds quality and sustainable relationships, with vendors and manufacturers, or on a regional focus.

Corporate Finance Legal Provider

The stand-out firms are those that lead thinking, add value back to the industry and challenge the status quo while offering an exemplary service on top of their legal knowledge. Corporate finance must be a core discipline and demand a real focus from the firm.

Judges will consider:

- Team focus - is it a specialised corporate finance legal team? Can it clearly bring in other disciplines where needed?
- People development - does the legal provider demonstrate a development culture and do they bring on (and attract) strong new talent.
- Thought Development - is the firm proactive in challenging and informing the industry.
- The intermediary's client satisfaction and market reputation.
- Growth of profile and capability; has the firm built on its successes and made inroads into developing its service reach and client capability.

SME Champion

This award recognises UK asset finance lenders and lending organisations such as Challenger Banks, P2P lenders, Fintech platforms, Private Equity and Alternative Finance companies that that directly engage in supporting the SME market, beyond volume picked up via wholesale/intermediary type operations.

Judges will consider:

- Demonstrable interest in the SME markets, beyond the provision of finance
- Clear endorsement from clients
- Consistent growth and commitment to the SME market
- Examples of demonstrating creativity and addressing SME market demands in imaginative ways

Captive Finance Provider

This award is open to nominations for the captive finance houses of any commercial lender. This award recognises real focus on the captive's efforts in supporting the parent and developing solutions that are relevant. Support through all parts of the economic cycle is a critical feature and the lessor should be able to demonstrate how they use their skills to improve the products and services to assist sales and create additional value.

Judges will consider:

- Degree of finance penetration both in absolute terms and also as a percentage of parent sales
- Demonstrating a commitment to support through all stages of the economic cycle and finding creative solutions to challenges (e.g. difficult markets/locations)
- Creativity in product design, implementation and in service, both to the parent and also to the customer
- Evidence of the strength of the Parent/Lessor relationship showing how they work "hand in glove" to add additional value to the customer and additional value to their group.

High Value and Structured Asset Finance Provider

This award recognises UK asset finance lenders and lending organisations who specialise in the provision of high ticket value and complex transactions, using the principles of the asset finance and leasing industry to build and deliver bespoke solutions for major assets and projects. The focus of the judges will be substantially on the technical expertise and innovation demonstrated by nominated organisations in delivering solutions for their clients.

Judges will consider:

- Normally executes single asset/project transactions in excess of £20M (but not always in Sterling)
- Frequently deploys bespoke or one off solutions to solve clients' needs
- Works across product or sector divisions to provide effective products (e.g. use of capital markets, export finance techniques, project finance techniques, etc)
- Will frequently look at transactions involving one or more non-UK jurisdictions (e.g. marine, rail, aerospace, infrastructure)
- Does not necessarily have the word "leasing" in its title but uses the risk and structural approach of the sector

Middle Ticket Corporate Finance Provider

To qualify for this award, lessors must be writing business in the £5M to €20m range. In this sector, asset knowledge, risk appreciation, skilled structuring and commitment to the sector are all important features.

Judges will consider:

- Demonstrable commitment to the middle ticket sector as shown by sustained and growing business volumes over time
- Asset or sector specialisation where true expertise has been created
- Evidence of creative product or service approaches. This could be shown in how other products or services have been combined into an asset finance product (e.g. export finance, EIB or similar funding programmes etc.)
- Commitment to the middle ticket sector that spans geographic boundaries
- Commitment to developing the skills and capability to grow the middle ticket asset finance product

Innovation in Lending

This award is meant to recognise a policy, product or lending related site or application that pushes the envelope on how commercial lessors relate to their customers. Not designed simply for 'e-signatures' or a back-room platform change, this award must impress the judges with its technological expertise and its novelty.

Judges will consider:

- The judges must understand, through a convincing narrative, about the genesis of the product or site, and about how it is new or differentiates itself from previous digital innovations.
- Evidence must be provided on how the innovation improves the customer experience, or allows an improvement on costs, speed of transaction or response and communication.
- Evidence of commercial advantage through the innovation is encouraged.
- Potential developments as well as implemented innovations qualify; eg regarding data quality, the use of block chain/distributed ledger technology in the areas of document and asset verification could qualify, as much as a client facing site or direct platform innovation, or an efficiency in the speed of service.

Diversity & Inclusion Award

The Diversity and Inclusion Award winner will demonstrate an exceptional understanding of diversity and inclusiveness beyond the call of duty as represented by the following criteria:

- Enhances inclusion through positive communication between persons of different backgrounds
- Develops innovative methods for increasing and valuing diversity through wide-ranging activities
- Demonstrates outstanding efforts to promote an environment free from bias and discrimination
- Organizes, creates and facilitates various academic or community events promoting diversity, respect, and inclusiveness.

Future Chief Executive

The Future Chief Executive of the Year category will recognise someone under 40 years of age in 2017 has demonstrated the depth of their talent and the breadth of their expertise in the corporate/commercial lending industry. The winner will be someone who peers recognise as being a pivotal member of the team (and company), and with a stellar trajectory across their career path.

Chief Executive of the Year

This prestigious award goes to an individual who is helping to build and to shape the lending industry, their contribution will be driving new developments and they will have successfully steered companies and mentored colleagues through challenges. Strategic leadership within their organization will be a key factor of their working ethic, and they will be a top influencer among their peers, and with the wider business community. The Chief Executive of the Year award recognizes talent, tenacity and the winner will be a driving force within the industry.