

PRIVATE BANKER INTERNATIONAL

Private Banking Germany Awards 2018
Awards Information Pack

The inaugural Private Banking Germany Awards 2018 will take place on 24th April at the Villa Kennedy Hotel in Frankfurt, Germany.

This year companies can nominate in 9 categories. Full details of this year's categories and criteria can be found on the following pages.

Nominations are now open – deadline for entries is 5pm GMT on Friday 2nd February.

Send your completed nominations to PBG18awards@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 our Editor – Ronan McCaughey – ronan.mccaughey@verdict.com.uk

Good luck in your submissions!

Outstanding Family Office Proposition in Germany

Suggested performance to include (where possible):

- Client assets under management
- Net new money
- Number of private clients
- Number of advisors/relationship managers
- Annual staff retention rate
- Please expand on your specific business model as well as retention strategy in Germany
- Please expand on the other strengths that enable your institution to excel and stand out in the German family offices market (in no more than 250 words)
- Please expand on the important new initiatives you have launched in 2017 that strengthens your value proposition

Outstanding UHNW Offering in Germany

Celebrating an institution that is extending its product proposition effectively and successfully to satisfy the needs of the ultra high net worth clientele

Suggested performance to include (where possible):

- Number of private clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why?
- Please describe the competitive environment for this proposition, referring to similar peer initiatives, and describe why this offering stands out
- How do you plan to develop the service capability in the future?

Outstanding Wealth Management Technology Provider in Germany - middle and back office (Vendor)

Celebrating a company that is making a real contribution to the efficiency and customer-centricity of the German wealth industry through successful middle and back-end technology offerings

Suggested performance criteria for the region to include (where possible):

- Number of clients
- Percentage of new clients in past 12 months
- Number of advisors/relationship managers/private bankers
- Please describe your institution's wealth management technology platform and why it deserves this award? When was this platform launched and how have you developed this service in 2017?
- Kindly expand on what makes this technology platform stand out from its competitors

Excellence in Customer Experience (Technology Provider)

This award recognises software and technology solution providers that enable private banks, family offices and wealth managers to offer a first-class customer experience to their clients.

- The provider should be able to demonstrate how their technology / software solution has improved the client's private banking / wealth management experience.
- An example could be speeding up the process for the client.
- The judges will particularly be looking for evidence that the software or technology innovation has improved the customer experience, for example, by increasing customer satisfaction scores.

Outstanding Front-End Digital Solutions Provider (Vendor)

Celebrating a company that is making a real contribution to the efficiency and customer-centricity of the German and European wealth industry through successful front-end digital offerings

Suggested performance criteria for the region to include (where possible):

- Number of clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why? When was this product launched and how have you developed this service in 2017?
- Kindly expand on what makes this product stand out from its competitors
- Client recommendations/ successful case study

Outstanding Boutique Private Bank in Germany

Celebrating the best among the smaller-sized, boutique private banks that are successfully serving wealthy clients in Germany

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on how being a boutique private bank is an advantage for you
- Please expand on your specific business model and client acquisition as well as retention strategy
- Kindly mention other strengths that enable your institution stand out in Germany

Outstanding Private Bank – Germany - International Players

Celebrating the best among the private banks in Germany that are successfully serving international wealthy clients

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on your specific business model and international clients acquisition as well as retention strategy in Germany
- Please expand on the other strengths that enable your institution to excel and stand out

Outstanding Private Bank – Germany- Domestic Players

Celebrating the best among the private banks in Switzerland that are successfully serving domestic wealthy clients

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on your specific business model and domestic clients acquisition as well as retention strategy in Germany
- Please expand on the other strengths that enable your institution to excel and stand out

Outstanding Legal Provider

This award recognises the stand-out legal services firm which is contributing to the growth and development of the private banking and wealth management sector in Germany

- Stand out legal service providers in this category are leading debate and challenging the status quo, as well as offering a top class service and experience for their clients.
- Private banking and wealth management must be a core discipline and be a real focus for the firm.
- The judges will consider the following points:
- Team focus – Does it have a specialised private banking and wealth management legal team?
- Thought Development – is the firm proactive in challenging and informing the industry?
- Does the law firm have a strong and growing market reputation in the private banking and wealth management market?
- Can the firm demonstrate consistently strong client satisfaction and is it innovating new ways to improve the client experience?