

2021 II RESEARCH EUROPE METHODOLOGY

Trading & Execution(including UKSMID) & Emerging EMEA

Institutional Investor



WHO WE ARE

Institutional Investor Research (II Research) is recognised as the leading provider of independent performance validation and a source of qualitative market intelligence for Corporates and Investment Professionals globally.



GOLD STANDARD

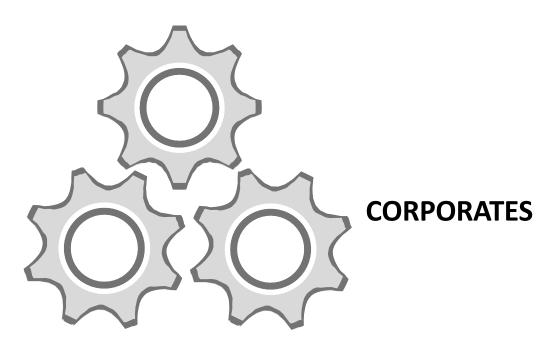
of market intelligence for Equities, Fixed-Income and Corporate Executive Team performance.

RESEARCH - RANKINGS - DATA - INSIGHTS

In-depth data allows firms to refine business models using independent and comprehensive feedback.

BUY-SIDE

SELL-SIDE





WHAT WE DO

II Research produces unique insights and actionable data, based on annual performance and market penetration assessments across 10 different global markets and key capital market players.

Independent Data-driven Insights

The research data:

- Independently captures evaluations of companies, brokers and executives from investment managers, broker firms and corporate issuers
- Delivers detailed peer-to-peer comparative analyses every year.

The feedback helps inform strategic decision making and improve resource and process management.



TRADING & EXECUTION

In 2021, we are migrating the Trading & Execution vote across to our new voting portal.

- ✓ More concise ballot, allowing buy-side traders to cherry-pick relevant categories
- ✓ Enhanced voting experience on a new portal
- ✓ Attribute based voting for pan-region categories
- ✓ Country specific trading & execution categories for local brokers



Sample Ballot

Opens: 4th Mar 2021 Closes: 7th May 2021



Polling

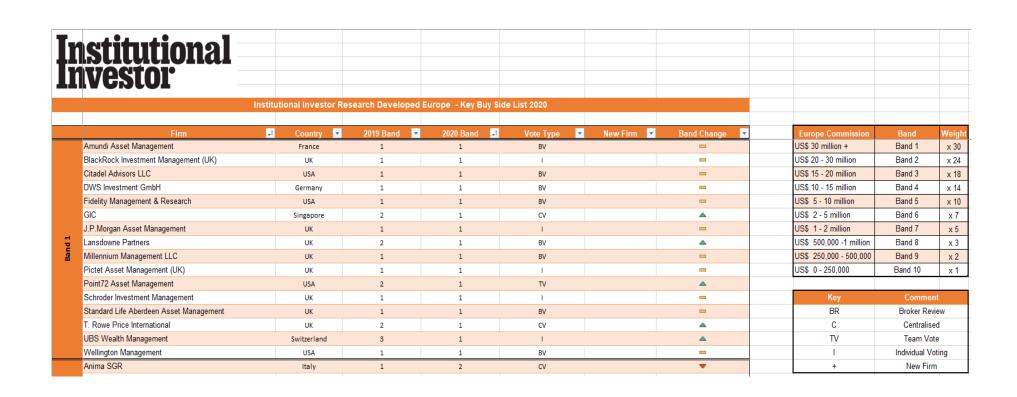
Opens: 12th Apr 2021 Closes: 7th May 2021

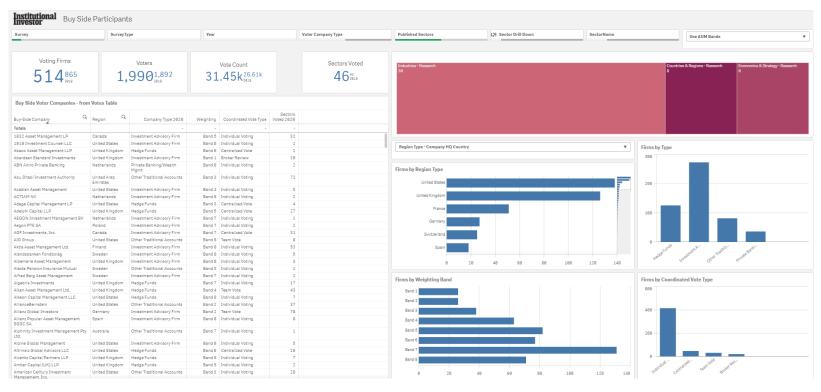


PARTICIPATION

PARTICIPATION/BAND LISTS

- Before each survey, we will share the list of buy-side institutions that will be invited to participate in the survey. This list will
 include the current commission band, the weights and vote type (centralised or individual).
- This information will be based on market intelligence from several sources, including the previous year's survey.
- Feedback will be encouraged from participating sell-side firms on the proposed band lists and weightings. The weightings
 will be adjusted on the basis of this feedback, participant responses during the survey, and market intelligence.
- The final proposed list will be distributed to sell-side firms that purchase the data, after the survey has closed.







QUALIFICATION OF PARTICIPANTS

The table below shows guidance on regional minimums. Please note all minimums apply to the regional equity or fixed-income numbers, not total.

	COMMISSIONS
Equity Surveys	All Institutions (US\$)
America Research	250K
Asia Research	200K
Developed Europe Equities Research	250K
Japan Research	100K
Emerging EMEA Research	100K
Latin America/Brazil Research	100K
China Research	100K

	AUM			
Fixed Income Research Team Surveys	Traditional Accounts (US\$)	Hedge Fund (US\$)		
America Fixed-Income	750M	100M		
Europe Fixed-Income	750M	100M		
Other Regional Fixed-Income	750M	100M		

Firm Criteria:

- Recognised Investment Institutions
- Minimum Commission Wallet: US\$100K

Individual Eligibility:

Role: Trader or Hedge Fund PM



METHODOLOGY

TRADING & EXECUTION

Background

Trading & Execution has previously been polled on a separate platform and launched a week after the Research Team Survey. In order to enable more efficient data processing and integration with other elements of the survey, the Trading & Execution elements will appear in the new ballot alongside Sales, Corporate Access and Research as a Voting Area at the first level of voting and as a category in each country or region.

REGIONAL TRADING & EXECUTION

Voting Areas

High Touch Sales Trading

Access to Block Liquidity

Access to Small- & Mid-cap Liquidity

Maintaining Order Anonymity

Minimize Market Impact

Quality of lols

Service Quality

Portfolio/Program Trading

Client Service Quality & Support

Global Market Access

Index & Portfolio Research

Pre and Post Trade

Reliability of Settlement/Back Office

Electronic Trading

Algorithm Customization

Algorithm Performance

Market Access & Transparency

Service Quality & Support

Transaction Cost Analysis

Delta One/ETF

Access to Differential Liquidity

Price Improvement

Derivatives Research (2)

Derivatives Sales (2)

(2) Only Developed Europe

Benelux Iberia Nordics France Italy Switzerland Germany Russia (1) UK & UK SMID (1)

(1) Separate voting area

Methodology

- Select the voting area first, then the attribute.
- Search for the firm within each attribute. Voting is at the firm level only.
- Rate from 5 (excellent) to 1 (average).
- Vote for up to 7 firms for each attribute: 2 x 5, 2 x 4, 1 x 3, 1 x 2, 1 x 1.
- Within **Country** categories, only rate overall Trading & Execution (5-1).
- Add comments for additional colour.

Results

- Regional results will be aggregate of votes across all attributes.
- Each voting area and country result will be published separately.
- Within each country, result will contribute to best broker.



PUBLISHED RESULTS

We will publish Top 3 placed firms and Runner Up in the following categories:

Developed Europe

Best Developed Europe Trading & Execution Firm Best Developed Europe High-Touch Trading Team Best Developed Europe Program/Portfolio Trading Team Best Developed Europe Electronic Trading Team Best Developed Europe Delta One/ETF Trading Team

Derivatives Research **Derivatives Sales**

Emerging EMEA

Best Emerging EMEA Trading & Execution Firm Best Emerging EMEA High Touch Trading Team Best Emerging EMEA Program/Portfolio Trading Team Best Emerging EMEA Electronic Trading Team Best Emerging EMEA Delta One/ETF Trading Team

Best Firm at Providing Russia Trading & Execution

Countries

Best Trading & Execution

- Benelux
- France
- Germany
- Iberia
- Italy
- Nordics
- Switzerland
- UK
- UK SMID

Subscribers to the data will also receive full breakdowns of all attribute vote data by geography, firm band, type and region.



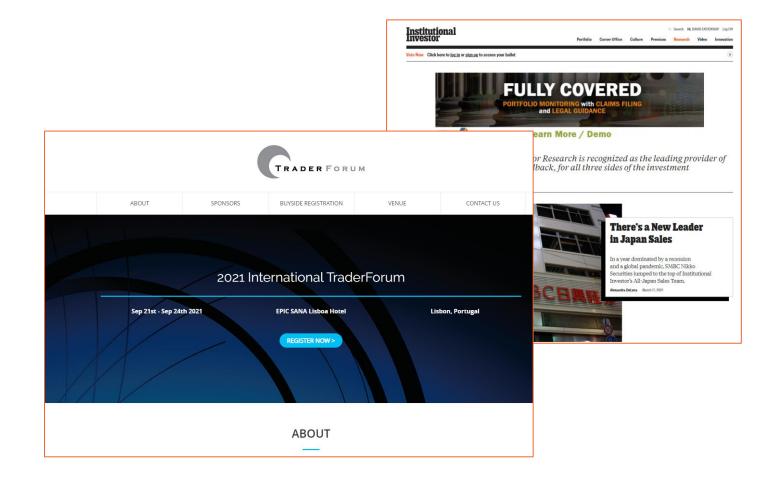
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Distributed to Industry and Trade journals





METHODOLOGY: FIRM RATINGS

Firm Ratings:

One voter in an attribute

Voter 1

Rating	Firm	Points	
5	Broker A	5	l –
5	Broker B	5	
4	Broker C	4	*
4	Broker D	4	
3	Broker E	3	
2	Broker F	2	
1	Broker G	1	

Firm Ratings:

Two voters at the same firm, voting in the same attribute

Voter	1	Voter	2
VOLCI	_		

Rating	Firm	Firm
5	Firm A	Firm B
5	Firm B	Firm D
4	Firm C	Firm A
4	Firm D	Firm E
3	Firm E	Firm C
2	Firm F	Firm F
1	Firm G	Firm G

Firm	Sum of Ratings (Voter 1 + Voter 2)	% of Total (Sum divided by Total)	Final Point Total (% multiplied by 24)
Firm A	9	19%	4.5
Firm B	10	21%	5
Firm C	7	15%	3.5
Firm D	9	19%	4.5
Firm E	7	15%	3.5
Firm F	4	8%	2
Firm G	2	4%	1
Total	48	100%	24

Ratings are converted to a score and totaled for every sell-side firm receiving a vote. Each sell-side firm's percentage of the total sum is calculated. This percentage is multiplied by 24 points, to determine how many unweighted points each sell-side firm will receive. The points are then multiplied by the Commission or AUM of the weighting of the firm.

^{*} Each firm rating is converted to a score, for a total of 24 points. The points are then multiplied by the Commission or AUM of the weighting of the firm.

METHODOLOGY: FIRM RATINGS

Firm Ratings: One voter with three ratings

Vote	r	
VULE	1	_

Rating	Firm	
5	Firm	Α
4	Firm	В
2	Firm	С
1		

Firm	Sum of Ratings (Voter 1 + Voter 2)	% of Total (Sum divided by Total)	Final Point	Total
Firm A	5	45%	5	
Firm B	4	36%	4	
Firm C	2	18%	2	
Total	11	100%	11.0	

Because the total sum of ratings is less than 24 points, the percentages are multiplied by the total sum of ratings (11) rather than 24.

Firm Ratings: Multiple voters at the same firm, voting in the same attribute

	Voter 1	V2	V3	V4	V5	V6	V7	V8	V9	V10
Rating	Firm	Firm	Firm	Firm	Firm	Firm	Firm	Firm	Firm	Firm
5	Firm A	Firm H	Firm I		Firm A	Firm C				
5	Firm B	Firm B				Firm C	Firm D	Firm B	Firm F	Firm E
4	Firm C	Firm D								
4	Firm D	Firm A			Firm H		Firm C	Firm F		Firm A
3	Firm E	Firm E			Firm E		Firm F			
2	Firm F	Firm C			Firm C			Firm C	Firm C	Firm F
1	Firm G	Firm F		Firm I	Firm G					Firm G

Firm	Sum of Ratings (Voter 1 + Voter 2)	% of Total (Sum divided by Total)	Final Point Total (% multiplied by 24)
Firm A	38	27%	6.5
Firm B	15	11%	2.6
Firm C	26	18%	4.4
Firm D	13	9%	2.2
Firm E	14	10%	2.4
Firm F	17	12%	2.9
Firm G	3	2%	0.5
Firm H	9	6%	1.5
Firm I	6	4%	1.0
Total	141	100%	24

Ratings are converted to a score and totaled for every sell-side firm receiving a vote. Each sell-side firm's percentage the total sum is calculated and multiplied by 24 points to determine how many unweighted points each sell-side firm will receive. The points are then multiplied by the Commission or AUM of the weighting of the firm.



VOTING GUIDE

VOTING PROCESS



Survey: Select the Survey that the voter wishes to assess (e.g. Developed Europe or Emerging EMEA). (1) (Eligible voters can vote in both surveys)



Category: Select the Voting Area that the voter wishes to assess. i.e. **Regional** (Developed Europe Trading & Execution or Emerging EMEA Trading & Execution) or **Country** (Benelux, France, Germany, Russia etc.)



For **Regional:** Select the Attribute that the voter wishes to score (e.g. Quality of lols) and search for the firm. (2)

For Country: Select Trading & Execution and search for the firm.



Firm Vote: Star rating. Rate up to 7 sell-side providers in each sector. Rating 1 (Average) to 5 (Excellent).

2 x 5 rating 2 x 4 rating 1 x 3 rating 1 x 2 rating 1 x 1 rating



Comments: Voters are invited to comment on the services for each firm (II reserves the right to edit).

Notes:

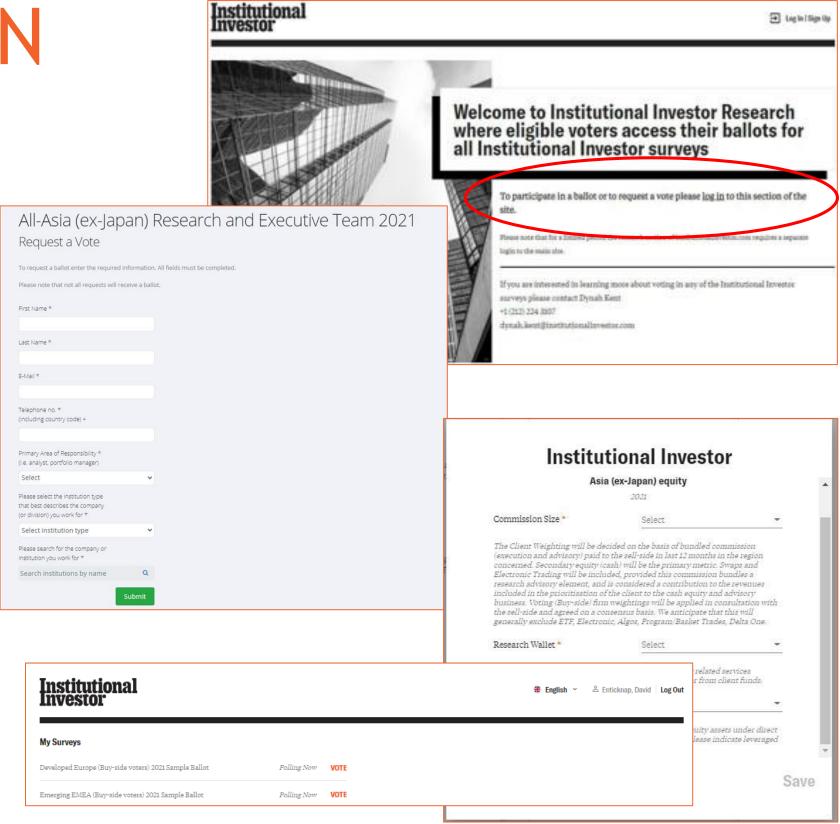
- 1) Eligible voters can vote in both surveys.
- 2) There are no limits to the number of attributes or countries in which a voter can participate.



VOTING - REGISTRATION

https://voting.institutionalinvestor.com

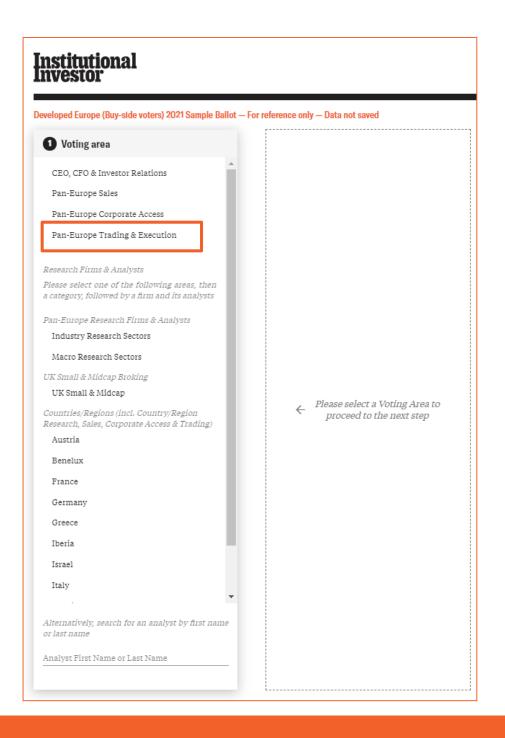
- First time users can sign up with their professional email address using the link on the page. An email will be sent to verify their email address.
- New users can request a ballot after verifying their email address. They will be asked complete basic information about their firm and job title. Requests will be reviewed to determine eligibility. If approved, they will be able to see the survey under 'My Surveys'.
- Eligible voters will be able to see the survey when it is open.
- Voters are asked for the approximate AUM, commission and research wallet for their firm.



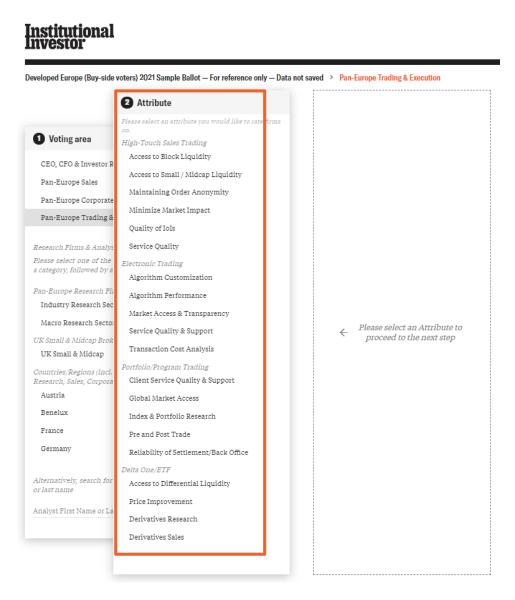


VOTING (DEVELOPED EUROPE) - Regional

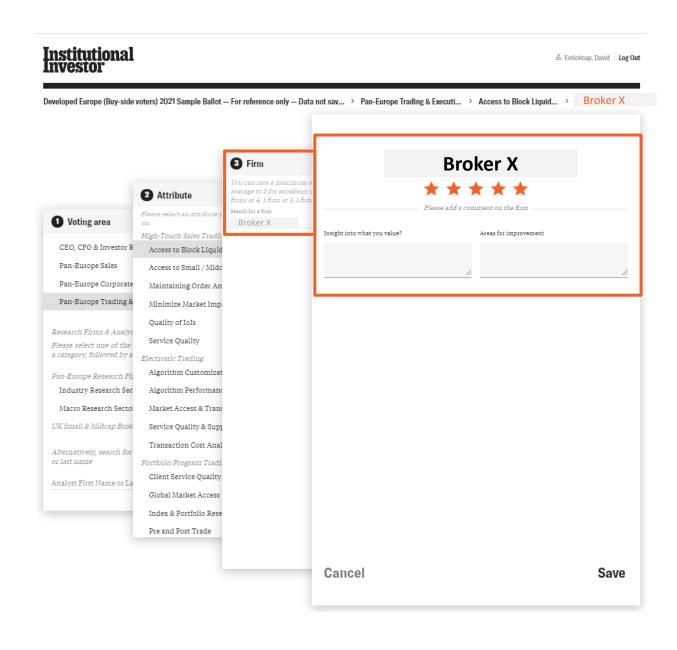
Choose Voting area:



6 Select Attributes:



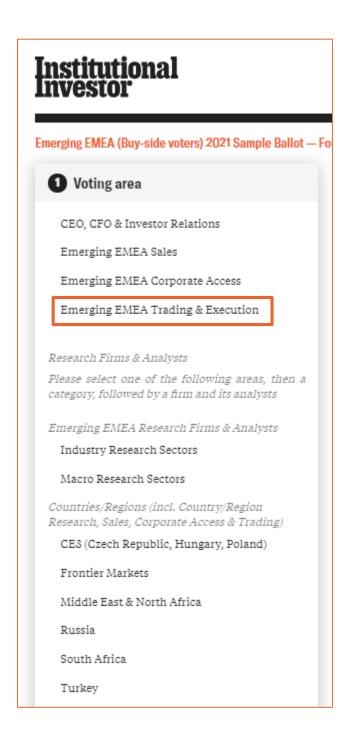
Search for the firm and rate from 5 (excellent) to 1 (average). Add comments if required.

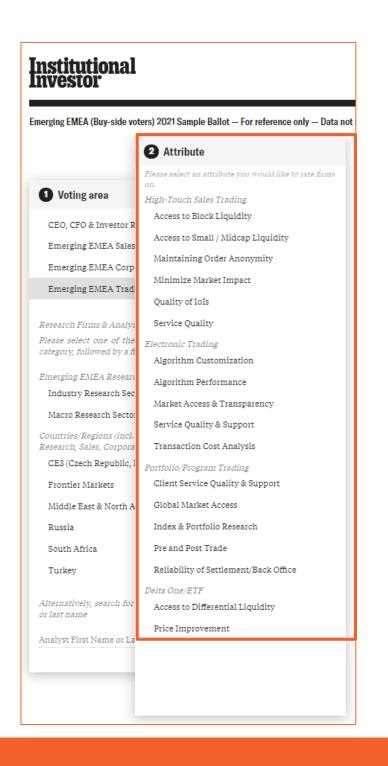


VOTING (EMERGING EMEA) - Regional

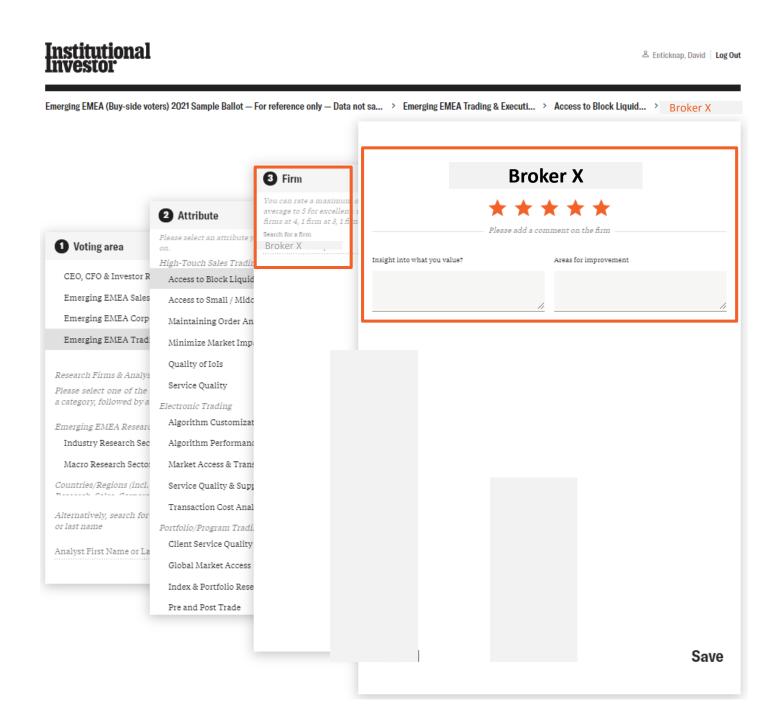
Select Voting Area:

6 Select Attributes:





Search for the firm and rate from 5 (excellent) to 1 (average). Add comments if required

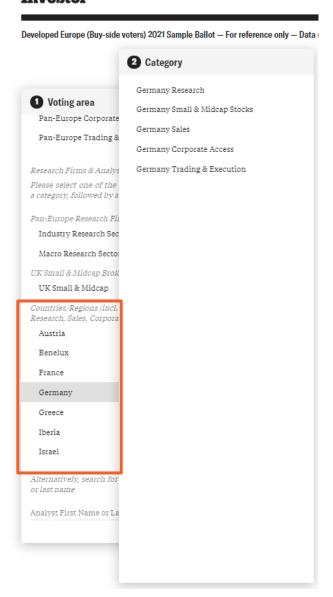


VOTING (COUNTRY/REGION)

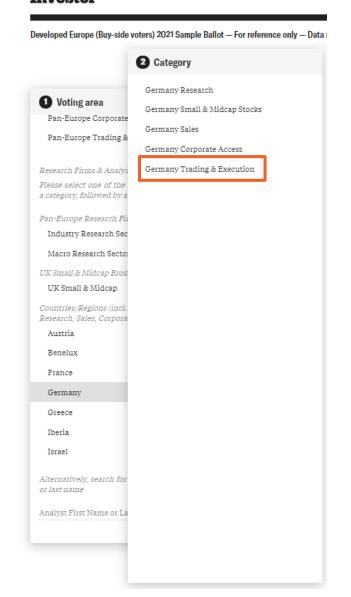
5 Select Country:

6 Select Trading & Execution:

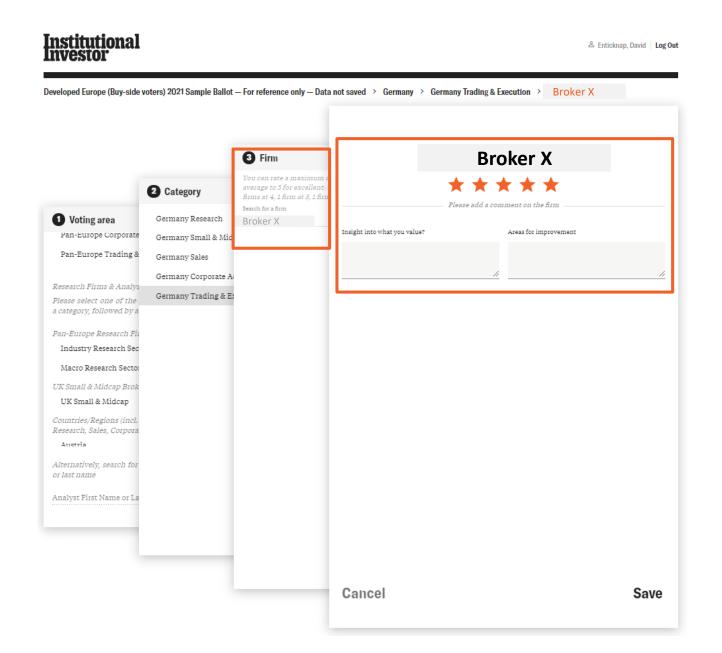
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Search for the firm and rate from 5 (excellent) to 1 (average). Add comments if required





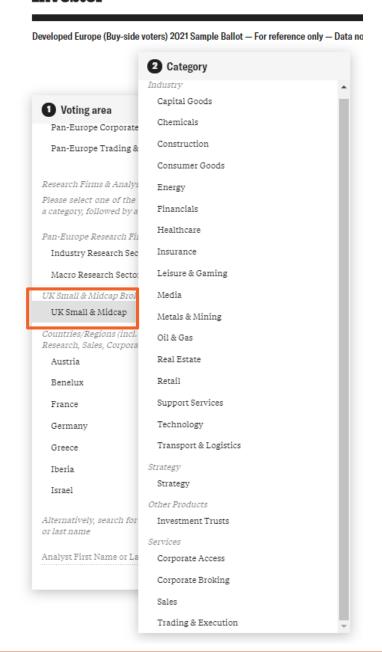
VOTING (UK SMID)

5 Select UK Small & Mid Cap:

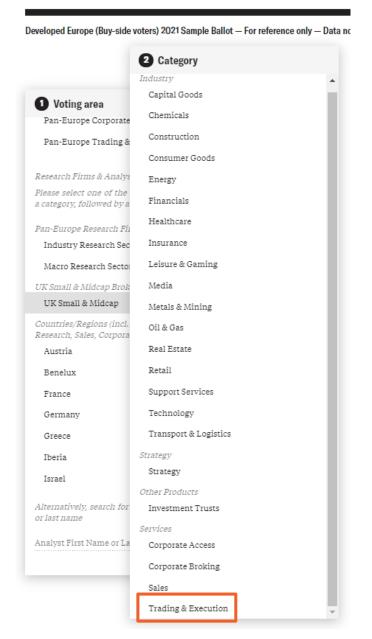
6 Select Trading & Execution:

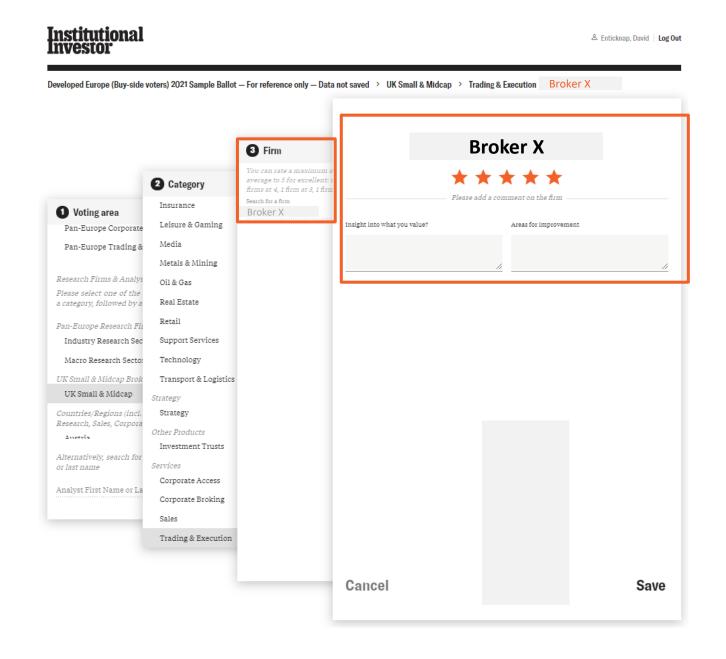
Search for the firm and rate from 5 (excellent) to 1 (average). Add comments if required

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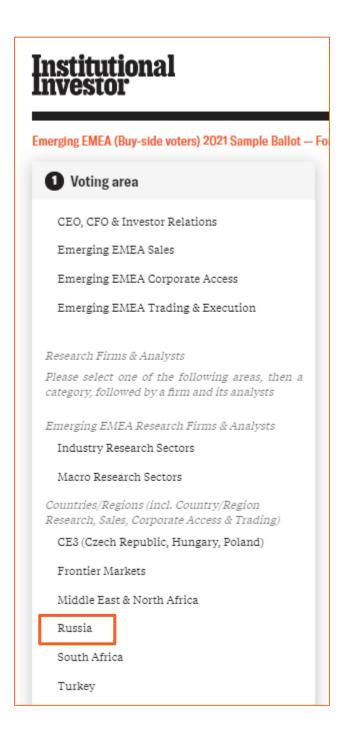




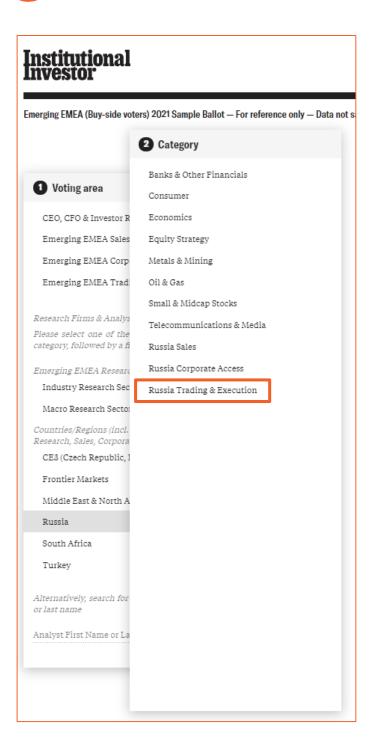


VOTING (Russia)

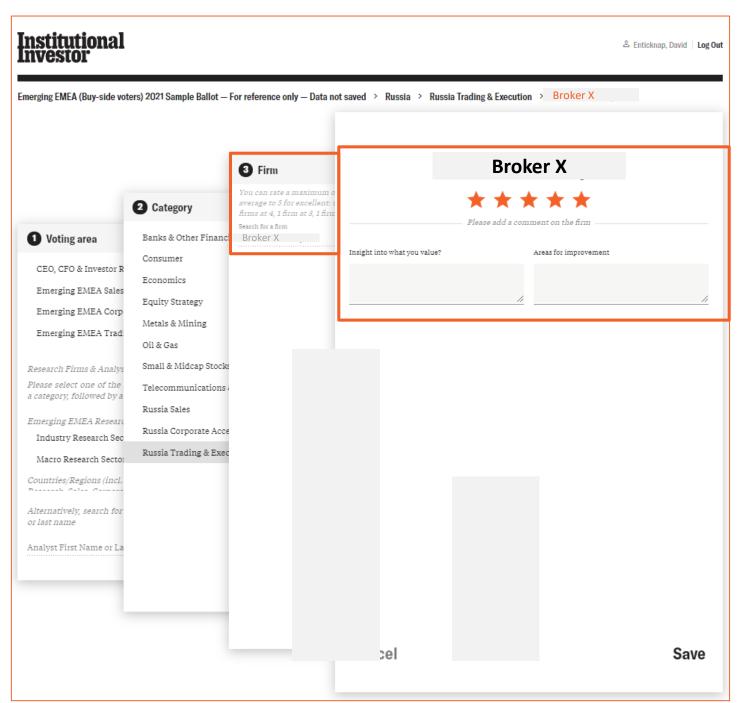
5 Select Russia:



6 Select Attributes:



Search for the firm and rate from 5 (excellent) to 1 (average). Add comments if required





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