

# Awards Methodology

**The SP Intelligence Awards for Excellence recognise the very best in the industry - institutions that not only strive for greatness, but consistently deliver measurable impact, sustained innovation, and market-leading performance.**

What sets the SP Intelligence Awards apart is the depth, independence, and rigor of our evaluation process. Winners are not selected through popularity or superficial metrics. Instead, each participant is assessed using our proprietary, independent data, combined with detailed submissions outlining achievements, innovations, and performance over the past 12 months. This is further reinforced by the collection of consistent, comparable data across all participants, enabling a truly objective benchmarking of competing banks.

As a result, these awards are among the most difficult to win and carry one of the highest reputations in the market.

Each Award for Excellence is granted only to the participant that demonstrates clear and outstanding leadership in its category. Criteria include market share, sustained growth, relative outperformance versus peers, and the ability to adapt to evolving market conditions and client needs - particularly through meaningful innovation.

Following the submission process, our team of researchers, together with an independent jury, conducts a comprehensive and meticulous review of every entry.

Thank you for your continued support of the awards. We look forward to welcoming you to our events.

## Submission Guidelines

Each candidate **must submit** a file detailing all products sold for the award, highlighting key aspects of performance over the 12-month period from June 1, 2025 to May 31, 2026. Submissions must not exceed four A4 pages and should be sent by email to [tiago.fernandes@wsd.com](mailto:tiago.fernandes@wsd.com) by **June 20, 2026**.



# The Award Categories

## **Best Issuer**

This award recognizes the leading Issuer in Canada. The winner demonstrates excellence in innovation (number of payoffs and unique underlyings offered), performance (average return on expired/matured products), and market share (by volume) of the most structured products for the Canadian market, as indicated by SPI's league tables. The top 5 finalists will each nominate a dealer to form an independent jury, responsible for ranking the finalists based on four categories: pricing, innovation, client service (pre and post sales) and technology.

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## **Best Principal Protected Issuer**

This award recognizes the issuer of structured products that delivered the highest innovation, offered the best pricing and issued Principal Protected Notes and GICs for the Canadian market in the last year (using our SPI league tables). It's 100% data-driven, with 33% Sales, 33% number of diverse products and 34% performance of expired and matured products for the year.

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## **Best Principal at Risk Issuer**

This award recognizes the issuer of structured products that delivered the highest innovation, offered the best pricing and issued the most capital at risk notes for the Canadian market in the last year (using our SPI league tables). It's 100% data-driven, with 33% Sales, 33% number of diverse products and 34% performance of expired and matured products for the year.

## **Best Client Service**

The independent jury representing the dealers will recognize the winner in this category for their outstanding performance to investors, advisors and industry. The award winner will be decided by the ranking of the dealers for the Best Issuer award.

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## **Best Independent Dealer**

The winner of this category will be an independent dealer recognized by a jury of manufacturers for their impact in the structured products industry during the last year.

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## **Best Independent Agent**

The winner of this category will be an independent agent recognized by a jury of manufacturers for their impact in the structured products industry during the last year.

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## **Deal of the Year**

The independent jury will recognise the best deal of the year, taking into account deal significance, innovation, and financial impact.

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## **Hall of Fame**

The jury will recognize the winner in this category for their impact on the structured products industry. Any industry stakeholder can submit a candidate who will be analyzed by the independent jury considering the longevity, impact in the industry and highest ethical standards/reputation.