2014 Investment Banking - M&A - Canada

October 2, 2014

Executive Summary:

This report provides detailed information on the Investment Banking market in Canada and includes helpful benchmark data such as:

- Important M&A relationships
- Most important factors in awarding M&A mandates
- Most important factors for Equity Capital Markets selection and
- Earning and Financial Guidance Practices.

Methodology:

Between April and June 2014, Greenwich Associates conducted interviews with chief financial officers, corporate development officers and treasurers at large Canadian corporations. Interviews were conducted with 69 executives in M&A and euqity capital markets. The data in this report is based upon aggregated results from individuals participating in the study.

Financial officers including CFOs, finance directors and treasurers, at corporations and financial institutions throughout these regions were asked about subjects such as share of fees paid, products used and selection criteria.

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