2015 U.S. Large Corporate Banking Rankings

February 5, 2016

Executive Summary:

The top service providers (brokers, dealers or banks) for each set of rankings information will be displayed in order of estimated share (or market penetration). All of these rankings are based upon responses received by Greenwich Associates in a market study. Service providers that receive the most responses in a study become eligible for an estimated penetration calculation, and the top 5 are displayed in this report.

Methodology:

Greenwich Associates conducted its annual U.S. Large Corporate Banking Study. We interviewed 790 financial professionals at buyside institutions either in-person or by telephone. We asked study participants to evaluate the services they receive from their banks and to report on important market practices and trends. The responses you and your peers provided to this study were aggregated, analyzed and compared to provide you with this rankings information.

Greenwich Quality Stars are based upon a proprietary Greenwich Associates methodology for quality assessment and an associated Stars assignment that is made based upon a normal distribution. Stars are assigned on a scale of 5–1 (highest score is 5). Service providers with Greenwich Quality Stars of 3 or more are shown in this report.

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