

**RANKING AND STUDY:  
"Most Sustainable Latin American Mid-Cap Banks 2008"**

**The leading ranking and study on the mid-cap banks best at sustainability, governance, social responsibility in Latin America**

**The Top-20 Ranking: Where is your bank ranked?**

Ranking 2008		
	Bank	Score
1	Bicbanco-Brazil	64,24%
2	Mibanco-Peru	60,00%
3	Pine-Brazil	53,64%
4	ABC-Brazil	52,73%
5	Bisa-Bolivia	49,09%
6	Discount Bank-Uruguay	47,27%
7	República Oriental del Uruguay	46,06%
8	Supervielle - Argentina	43,94%
9	Banesco-Venezuela	43,33%
10	Mercantil-Bolivia	38,48%
11	Safra-Brazil	37,27%
12	Ciudad de Buenos Aires	28,79%
13	Bancaribe-Venezuela	27,88%
14	Credicoop-Argentina	24,85%
15	Da Amazônia-Brazil	24,55%
16	Interbank-Peru	19,39%
17	Nuevo Comercial-Uruguay	19,39%
18	BBM-Brazil	16,06%
19	Hipotecario del Uruguay	13,94%
20	Mercantil-Brazil	12,73%

The mid cap banking sector in Latin America is among the most dynamic in the world, as these banks expand into growing markets and are taking advantage of opportunities to snatch market shares from their blue chip competitors. Developing sustainability and areas covered by this term, such as ethics, social responsibility, corporate governance and transparency, is central to banks' competitive strategies. Good ethics and sustainability mean better management and higher levels of confidence among customers and key stakeholders, who still recall the often crisis-ridden histories of many smaller, private Latin banks.

**Another M&E/LatinFinance joint venture**

Management & Excellence (M&E) and LatinFinance (LF) have a long-standing and meanwhile well-known partnership. M&E and LF have been releasing several studies annually for years, including covering the most sustainable/ethical big banks in Latin America (August), countries and oil companies.

The results of this first study on the most sustainable mid-cap banks in Latin America will be published in the LatinFinance May 2008 edition and in various finance media throughout Latin America, the USA and Europe.

**Banks are compared according to 330 accepted standards...**

...in the areas of sustainability, corporate governance, sustainability, corporate social responsibility and transparency.

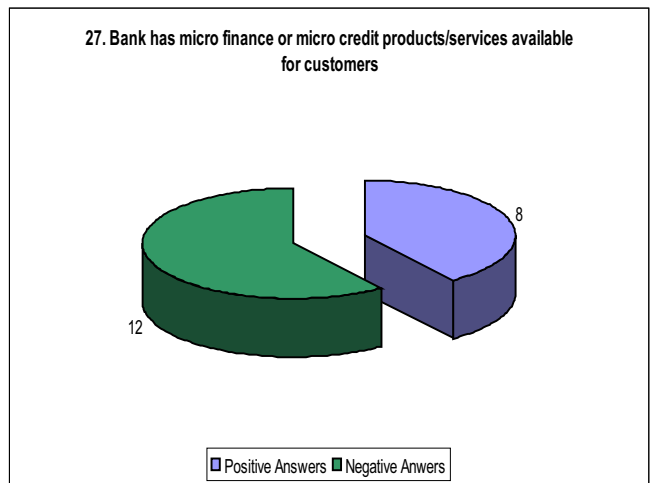
The 330 points are not random. They are standards accepted in the banking business or mandated by regulators or stock exchanges. The study objectively shows exactly which banks comply with which criteria. Their final score is of their compliance/performance in the most updated sustainability and related points.



**What the study contains:**

The top 20 banks from Argentina, Bolivia, Brazil, Perú, Venezuela, Uruguay are ranked and compared in over 70 individual charts covering such areas as:

- 8 types of financial data you should have to be transparent
- 12 areas of productivity measurement systems on HR performance, customer satisfaction, product quality...
- 20 points your code of ethics/conduct should include
- 17 kinds of economic and financial information
- 20 categories of environmental, management and compliance data
- 3 pillars needed to fulfilled Basel requirements
- 8 criteria of good crisis management
- 14 topics a website should have such as a corporate governance policy or their executives' data



Ranking of the Best Criteria in Ethics	Score
Major strikes by personnel anywhere in the Bank	100%
Significant litigation by personnel against the Bank or management (more than 1% of net income)	100%
Significant litigation by other institutions against the Bank (more than 1% of net income)	100%
Extraordinary probes by national or international regulators (SEC) against Bank	100%
Bank was prosecuted for bribery or favoritism	95%
Major negative publicity about ethically related issues of the Bank	95%
General values	90%
Confidentiality of bank and customer information	65%
Confidentiality of information	65%
Customer relations	60%
Conflicts of interest	50%
Corruption	50%
Bribery	50%
Insider trading	50%
A disciplining system is in place and has been activated for those who violated the code	50%
Money laundering	45%
Code of conduct is mandated by senior management	45%
Defined processes down the line and into all areas of the Bank insuring that the values are communicated	40%
There is an internal institution/process to enforce and monitor adherence to the code of conduct	40%
Discrimination	35%
Business Partners	35%
Purchases of bank assets by bank employees and directors	30%
Suppliers	30%
Outside directorships	25%
Environment	25%
Health & safety	25%
A third party monitors the adherence and enforcement of the code of conduct	25%
Whistle blowing	20%
Dealings with subsidiaries	20%
Government	15%

## What is Sustainability & Co.?

- Ethics: codes of ethics, scandals
- Sustainability: HR, good management
- Corporate Social Responsibility: community programs
- Corporate Governance: management structures, regulations
- Transparency: Reporting, openness

## Sustainability, corporate responsibly impact image most:

A growing pool of studies among executives and the public show that sustainability, social responsibility and related fields impact your company's image the most.

For example, a study in 26 countries involving 25,000 people showed that 60% cite labor practices, business ethics, responsibility to society, environmental issues influence their views of companies more than brand reputation and financials ([www.mori.co.uk](http://www.mori.co.uk)).

## How this study was prepared:

We compiled the 330 accepted standards, put them into a questionnaire and asked the largest and best Latin American banks to self-audit themselves, fill out the questionnaires and return them to us. All points are equally weighted. More important areas are covered by several points. Each bank received percentages and is accordingly ranked in 5 categories (e.g. sustainability, corporate governance), ranked overall (total of all points), and in each of over 60 sub-topics.

## Costs:

The regular price for the study is €3,000 delivered within 1 day upon receipt of your order as a pdf document.

## M&E: leading in research and ratings in Latin America:

Management & Excellence SA in Madrid has analyzed, ranked and rated more companies in Latin America than perhaps any other company in the area of sustainability and related fields. In this and several other studies, M&E is partnered with Latin Finance magazine. In addition, M&E has a formal partnership with Grow Associates in Brazil and Accion RSE in Chile. M&E works closely together with leading media such as Valor Economico (Brazil), El Mercurio (Chile), Mundo Ejecutivo (Mexico). M&E issues individual sustainability RATINGS (AAA, AA, A...) in sustainability and related fields valid for 3 years worldwide.

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