



Brian Chin, CEO of the investment bank at Credit Suisse



David Miller, head of capital markets and advisory at Credit Suisse

INVESTMENT BANK OF THE YEAR WINNER: CREDIT SUISSE

This year's winner of the 'Investment Bank of the Year' title has impressed across the board. Not only did Credit Suisse excel in its winning categories of equity derivatives and securitisation, but across numerous other categories, including initial public offerings (IPOs), syndicated loans and technological innovation, where it would also have been a worthy winner.

Brian Chin, CEO of the investment bank at Credit Suisse, says: "In a year that has seen unprecedented market volatility, coupled with challenges to standard operating environments, Credit Suisse has proven the resilience and credibility of its business model — one that is versatile and always ready to serve its clients. We delivered outperformance in the first half of 2020, continuing to trade record volumes, gain market share and maintain connectivity to clients."

Across equity capital markets, structured product categories, loans and more, Credit Suisse has demonstrated its ability to provide an excellent service for its clients, and be a powerhouse for issuance and getting deals done in highly challenging market circumstances. Whether through the creation of new investment strategies in equity derivatives, its ability to handle non-conventional securitisation deals or, within IPOs, its leadership in the fast-developing market for special purpose acquisition companies, its commitment to innovation in everything it does is clear.

Mr Chin adds: "Credit Suisse's investment bank is continuously evolving in line with changing client and market dynamics, and focused on maintaining leadership positions in our strategic businesses. Through increased collaboration we seek to enhance thought leadership, broaden client service efforts and ultimately grow revenue opportunities. The investment bank integration, expansion of our environmental, social and governance (ESG) capabilities, and our focus on advancing technology and data offerings will be at the forefront of our plans going forward to optimise the business."

Technologically it has also pushed the bounds, creating powerful systems that have supercharged its capabilities, such as its ground-breaking contact management and customer relationship management system. The solution, known as the 'Inferred Model', runs passively in the background of Credit Suisse's network to capture banker-client interaction data and contact info, and pro-

mote the right outreach at the right time from the banker with the strongest client relationship, while also complying with all relevant data protection regulations.

The system, introduced in autumn 2019, has already had a major impact, unlocking relationship insights that previously remained with individual teams or bankers, delivering a fully governed database of client contacts, and providing bankers with expanded capabilities to collaborate with one another to win deals.

It has also been making its mark on sustainability through its impact advisory and finance department. The department, which has a highly influential role within the bank, acts as an 'umbrella', providing overarching expertise, driving product development and directing sustainable finance efforts across Credit Suisse globally. It continues to advocate for the growth of impact investing, where positive social impact is placed on a par with achieving financial returns, and acts as a thought leader on the development of standards and sustainability frameworks.

At the heart of Credit Suisse's approach to ESG is that, while sustainable finance is a crucial growth area, expanding activity should not be at the expense of diligence, standards and transparency. A prime example of this approach is its project with the Climate Bonds Initiative to develop a new framework for so-called 'transition bonds'. The framework provides a roadmap for leveraging the global capital markets to accelerate the corporate transition to a sustainable and low-carbon economy, from 'brown to green'. If the right approach for transition bonds can be found, they have the potential to make a powerful impact, uniting the ambitions of investors looking for greater sustainable opportunities with those of corporate issuers seeking to transition, but that are currently shut out of green bond markets.

In short, Credit Suisse ticks all the boxes of what a modern investment bank should be focused on.

David Miller, head of capital markets and advisory at Credit Suisse, says: "Our long-term, committed, and innovative approach is what differentiates Credit Suisse, and our success is seen across different product areas and client types. We have reopened capital markets and shored up liquidity for our diverse client set." >>