CFA Society Sri Lanka
Capital Market Awards Sri Lanka 2025

Evaluation Criteria for Best Unit Trust Award

1. Quality of disclosures and availability of information in the public domain including but not limited to an Overview of the Fund Management Company, Information of the Fund Management Team, Latest Explanatory Memorandums of each fund, Latest Annual Reports of each fund, Latest half-yearly and interim reports of each fund, Monthly Fact Sheets, publishing returns against benchmarks alongside fund manager viewpoints and commentaries.
2. Investment management, risk management and compliance processes and practices.
3. Approach to marketing, sales, client acquisitions and facilitating convenience accessibility for retail investors as well as broad-basing the investor base, including but not limited to presence online especially using digital platforms to expedite onboarding, switching and redemption, optimising multiple distribution channels, presence of various products to cater to a wide range of clients and diversify investor concentration from large institutions.
4. Risk adjusted returns against appropriate benchmarks for the period which shall be primarily based on the five-year performance of the fund against the benchmark and peers.

Evaluation Process

During the first round, judges will evaluate all the participants based on the information published in their respective websites and the information packs uploaded on the common drive.

Once you have agreed to participate in the competition you will be requested to submit the following documents on or before 20th May 2025. The CFA Society of Sri Lanka will provide a customized link to each applicant to upload the following in due course:

1. A document containing a brief description of:
   a. Investment process which would include investment policy, research, trading strategies
   b. Composition of the investment committee
   c. Organization Chart and Profiles of the Key Personnel
   d. General investor profile showing the mix between institutional and retail investors
2. Daily unit trust prices in Excel format
   a. For last 5 years for Category A
   b. Since inception of the unit trust for Category B
3. Certification from CEO that all regulatory filings were done on a timely basis and there were no violations during the year which were highlighted by the Securities and Exchange Commission

At the end of the first round, judges will short-list funds for the second round.

The second round will include a presentation to the panel of judges by short-listed finalists. The presentations will be held during the last week of May to 1st week of June 2025. The presentation would be limited to 30 minutes and will be followed by a Q&A session. The presentation should cover the following areas:

1. Client acquisition process and approach to sales and marketing
2. Investment approach including compliance and risk management processes
3. Conflict of interests and how they are managed including dependencies on key investors
4. Disclosures to clients and performance reporting mechanisms
5. Investor education process
6. Investor acquisition, onboarding and liaison process

You will need to conduct a 30-minute presentation for each submission made under the relevant categories by your company and scores of this will then be tabulated for final results.

For Judges' Feedback from last years' awards (Commendations and Areas for Improvement), refer the website: https://cfasocietysrilanka.org/cma/