

CFA Society Sri Lanka Capital Market Awards Sri Lanka 2025



Best Stockbroking Research Team Award – Evaluation Criteria

Each Stockbroker Research team will be evaluated on the following criteria:

1. **Breadth of coverage**, including but not limited to, the number of sectors covered and the number of companies under core coverage that include a comprehensive financial model. Under this category, the team will also be evaluated on the distinguishable types of reports produced and the number of reports issued within each of these categories. Such categories include sector reviews, economic reviews, initiation reports, company coverage, results updates, among others.
2. **Depth of coverage and quality of research**, including but not limited to, the number of different reports published under various categories, the meticulousness of research, detailed insights to the industry and company including new developments thereon, quality of valuations, and consistency of standards within each of these reports.
3. **Dissemination of reports and timeliness** including but not limited to, the number of different channels of distribution, the time-lag between a company's earnings/news release and the publication and release of a research report, and the accessibility of research reports. The timeliness of ideas (such as event-driven updates and reports) and responsiveness to investor requests will also be evaluated within this category.
4. **Forecasts and stock picking accuracy** will be evaluated based on the deviation of forecasts from actuals, the independent analysis of companies, including the number of sell-side reports issued within a period, and the publication of deviations from forecasts.
5. **Access to corporates and investor education** will be evaluated based on the number of one-on-one meetings/calls held with corporates and the number and frequency of institutional and retail investor events, including but not limited to roadshows, seminars, workshops, webinars and other outreach/educational initiatives, both locally and globally.
6. **Adoption of technology and innovation in research ideas and delivery** will be evaluated based on the use of non-standard methods of research and research dissemination. This includes leveraging advanced tools such as artificial intelligence, machine learning, or data visualisation to enhance the quality of research, its reach and impact, as well as utilising digital platforms for innovative dissemination, such as interactive dashboards, social media reels and webinars, among others.
7. **The Stockbroker research team's research practices and code of conduct will also be evaluated against the CFA institutes' Research Objectivity standards** in order to ensure that the team is able to conduct independent research and make objective recommendations. It is important to note that teams will not be penalised for not explicitly claiming compliance; instead, they will be assessed based on best practices and recommendation therein and evaluated according to these standards.
8. Teams shall also be evaluated based on its **composition, expertise, experience, professional development, and overall productivity**, to the extent applicable.