

Eligibility

To be eligible for the HSBC International Business of the Year Award and the HSBC Award for Leadership in Selected Regional Markets, your company needs to meet the following criteria:

- Your business has been operating for at least two years continuously since January 1, 2010.
- Your business is registered in Canada.
- Your business is a Canadian-controlled (at least 50.1%) entity (as defined in the *Investment Canada Act*).
- To qualify for the small-to-medium enterprise category, you had revenue of C\$5 million to C\$50 million in your company's most recent fiscal year.
- To qualify for the large enterprise category, you had revenue of more than C\$50 million in your company's most recent fiscal year.
- A significant portion of your business should be generated from outside of Canada: at least 10% of your company's total revenue must have come from exports or international service contracts in each of your two most recent fiscal years.

Applicants will also be judged in part on their dedication to corporate social responsibility (see below for more details).

The HSBC Award for Leadership in Selected Regional Markets has the following additional eligibility requirements:

- To be eligible for the Leadership in Asia-Pacific Award, at least 10% of your company's total revenue must have been derived from exports to or service contracts in the Asia-Pacific region in each of your two most recent fiscal years.
- To be eligible for the Leadership in Latin America Award, at least 10% of your company's total revenue must have been derived from exports to or service contracts in the Latin American region in each of your two most recent fiscal years.

Your application will be judged by a panel of judges drawn from Export Development Canada, The Economist Intelligence Unit, Import-Export Canada, The University of British Columbia, McGill University, *Les Affaires*, *Canadian Business* and *The Globe and Mail* (the "Judges").

All applications will be reviewed by the Judges. Selected applicants may be contacted by PricewaterhouseCoopers LLP for further due diligence on the applicant firm. To be eligible for further consideration, you will be required to provide additional documentation and evidence about specific aspects of your business's financial performance over a number of years, your export activities and other representations you make. PricewaterhouseCoopers LLP will not participate in the judging. The Judges will select the winners. Award winners will be contacted by the editors of Business without Borders to be interviewed before the awards gala, which is to be held Tuesday, October 23, 2012.

Failure to comply with PricewaterhouseCoopers LLP's requests for information during the due diligence process will result in the disqualification of your entry.

HOW TO COMPLETE THIS APPLICATION

- Your CEO (or equivalent) and CFO (or equivalent) must sign the declaration at the end of this application form.
- Please make four copies of your completed application and supporting documents.
- Applications must be received by April 16, 2012. Send your application to: **Business without Borders HSBC International Business Awards**, Atn: Jared Mitchell, Awards Chairman, Business without Borders, One Mount Pleasant Road, 11th Floor, Toronto, Ontario, Canada M4Y 2Y5.
- All information supplied on this application form will be held in strict confidence by HSBC Bank Canada, PricewaterhouseCoopers LLP and the Judges. Financial information will not be disclosed publicly at any time.
- If you have any questions, please contact us via email at awards@bwob.ca or call 1-877-883-8362.

Contact Information

Legal name of company:

Operating name(s) of company:

Street address of headquarters (including suite number or floor if applicable):

City:

Province:

Postal code:

Phone number:

Website:

Name and full title of CEO (or equivalent):

Name:

Title:

CEO's (or equivalent) business contact info (phone number, email address):

Phone:

Email:

Name and full title of CFO (or equivalent)

Name:

Title:

CFO's (or equivalent) business contact info (phone number, email address):

Phone:

Email:

Name and full title of primary contact for this application:

Name:

Title:

Primary contact's business contact info (phone number, email address):

Phone:

Email:

Company Information

Year company was founded: _____

Percentage of company that is Canadian-owned: _____

Publicly traded? Yes No

For publicly traded firms, supply primary stock exchange and symbol: _____

If Private, please list the names of shareholders: _____

Primary business activity in 100 words or fewer:

Describe in 100 words or fewer your primary products or services that serve customers in foreign markets:

In which year did you begin pursuing foreign markets? _____

Financial Information

Describe your company's total revenue and, separately, your export revenue by region. Service firms should outline the value of international contracts by region.

Total revenue of your company (\$) in your two most recent fiscal years:

2010: _____

2011: _____

Date of fiscal year-end for your two most recent fiscal years:

2010: _____

2011: _____

Revenue from exports or international service contracts (\$) in your two most recent fiscal years:

| | 2010 | 2011 |
|----------------------------|----------|----------|
| United States: | \$ _____ | \$ _____ |
| Latin America: | \$ _____ | \$ _____ |
| Europe: | \$ _____ | \$ _____ |
| Africa: | \$ _____ | \$ _____ |
| Western and South Asia: | \$ _____ | \$ _____ |
| East Asia and the Pacific: | \$ _____ | \$ _____ |

Other (specific area):

Note: If selected, you will be required to support all above financial information and provide financial statements prior to the due diligence phase.

Your Exports and Corporate Social Responsibility Practices

Outline your company's specific commitment, accomplishments and plans for trading internationally. You may attach up to two pages of material, single-spaced. Specifically, please cover the following:

1) YOUR TOP EXPORTS

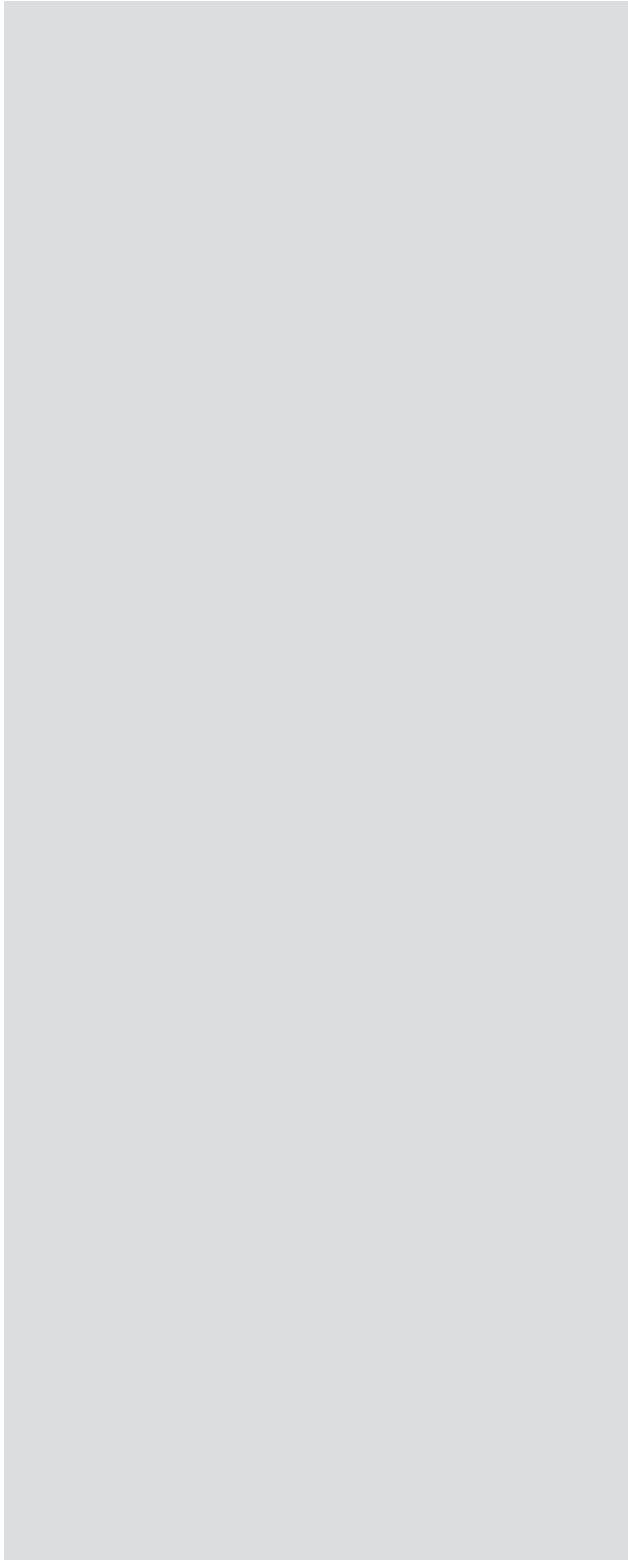
Describe up to five of the products and/or services that your company exports:

2) EXPORT STRATEGIES AND PRACTICES

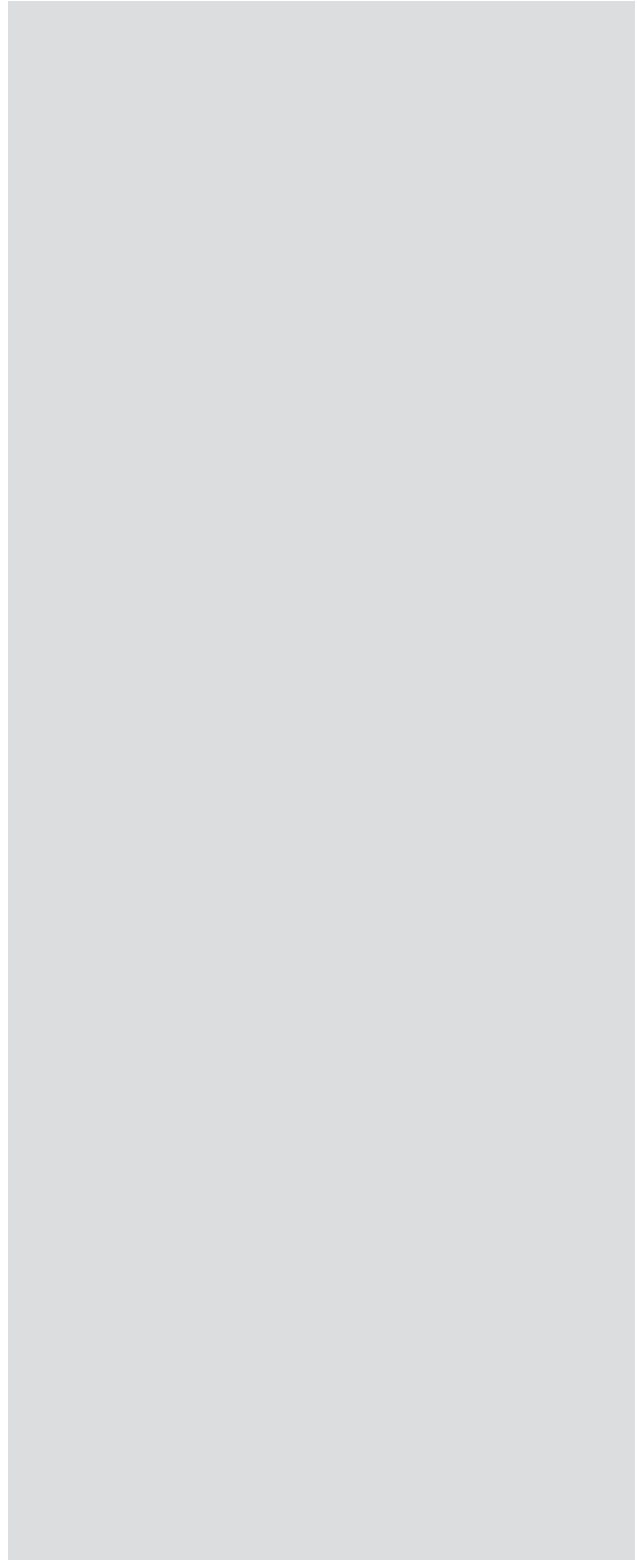
A) Describe how your company has used marketing, sales and distribution channels in order to penetrate foreign markets:

Your Exports and Corporate Social Responsibility Practices (Cont.)

B) Has your company faced any difficulties or complexities in exporting? If yes, which steps have you taken to overcome them? Please be as specific as possible:



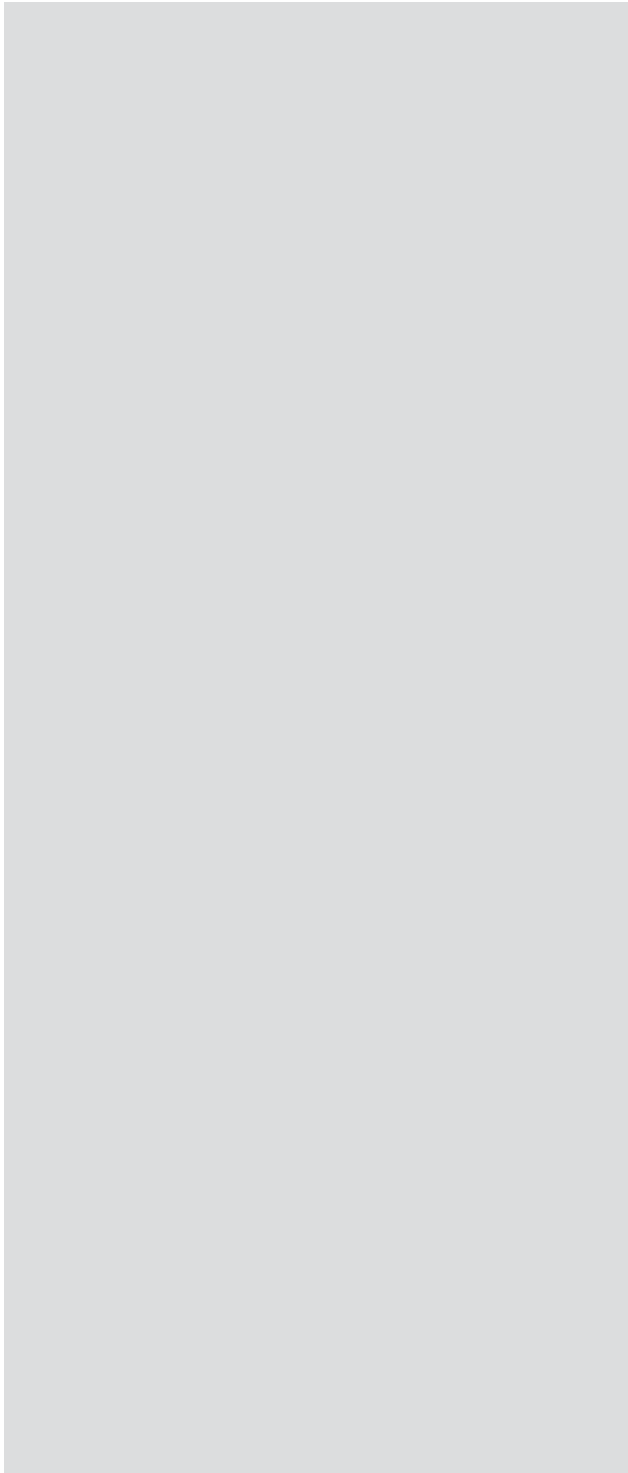
C) Have you exported to any emerging markets that are difficult to operate in? If yes, how have you responded to the challenges you faced? Please be as specific as possible:



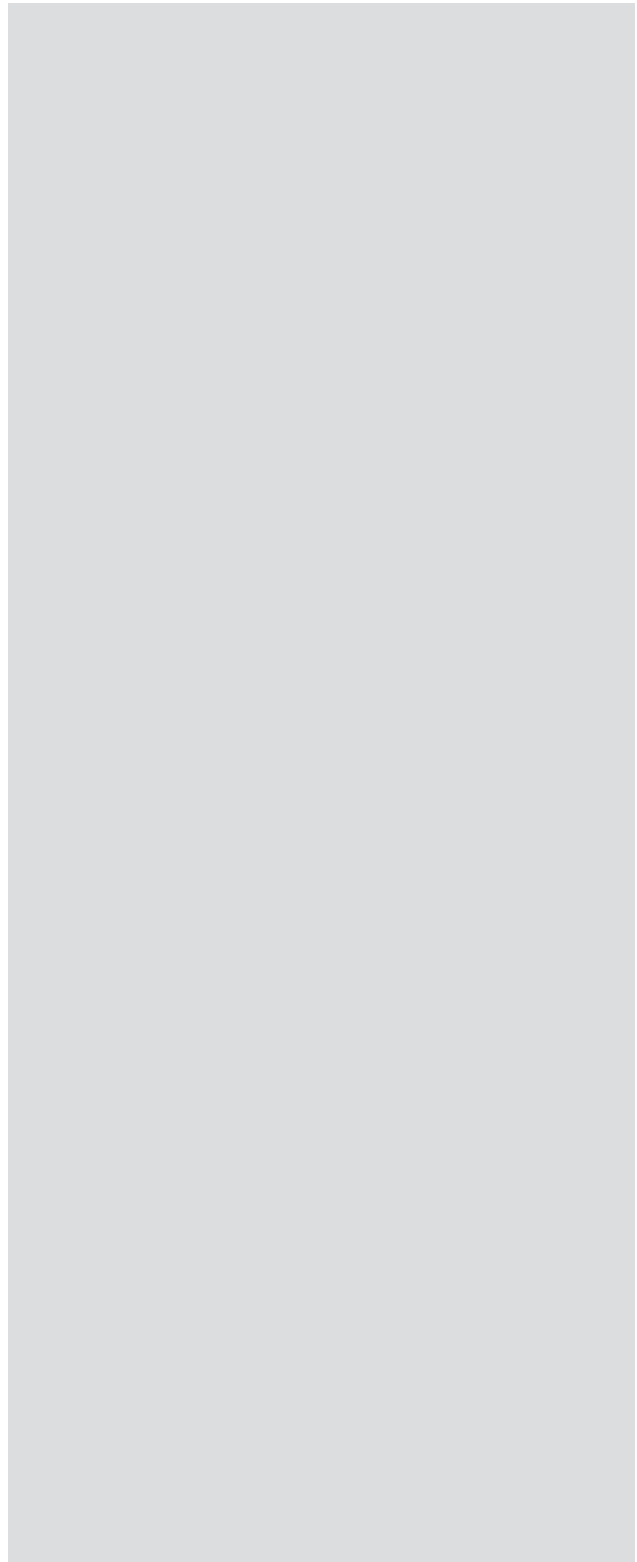
Your Exports and Corporate Social Responsibility Practices (Cont.)

3) CREATIVITY, PROBLEM-SOLVING OR INNOVATION IN EXPORTING

A) Has your company taken any uncommon approaches to exporting that have proven to be effective?
Please describe this:

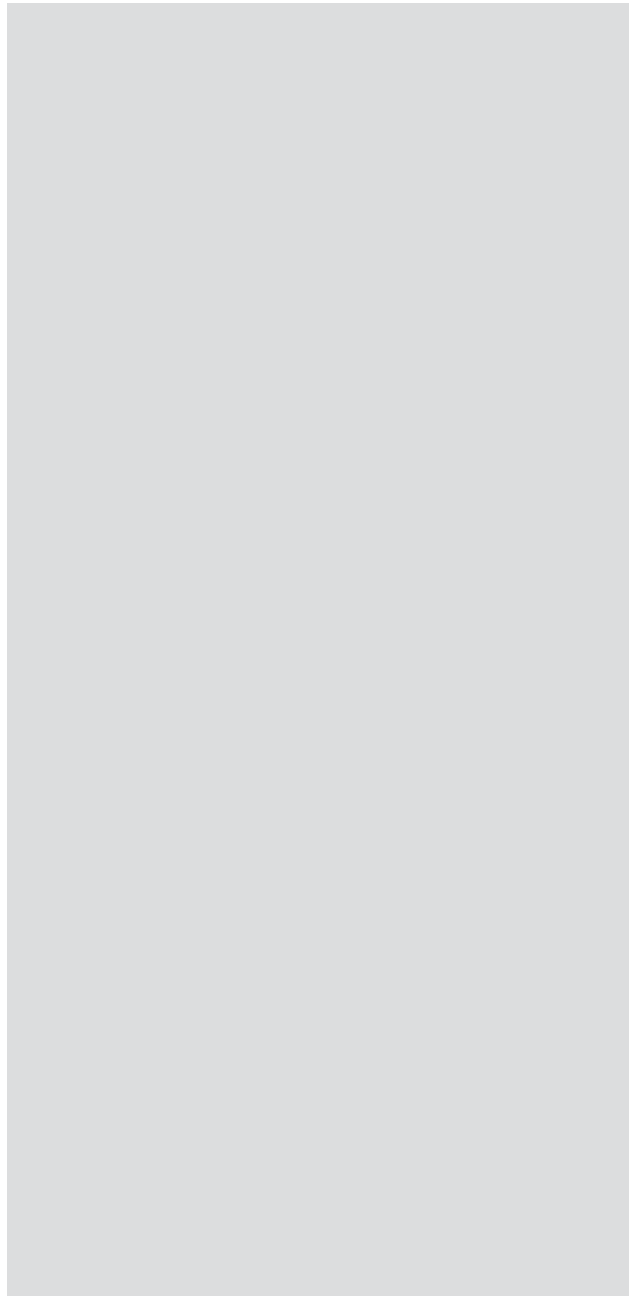


B) Has your company developed any new ways to generate foreign revenue that have proven to be effective?
Please describe this:



Your Exports and Corporate Social Responsibility Practices (Cont.)

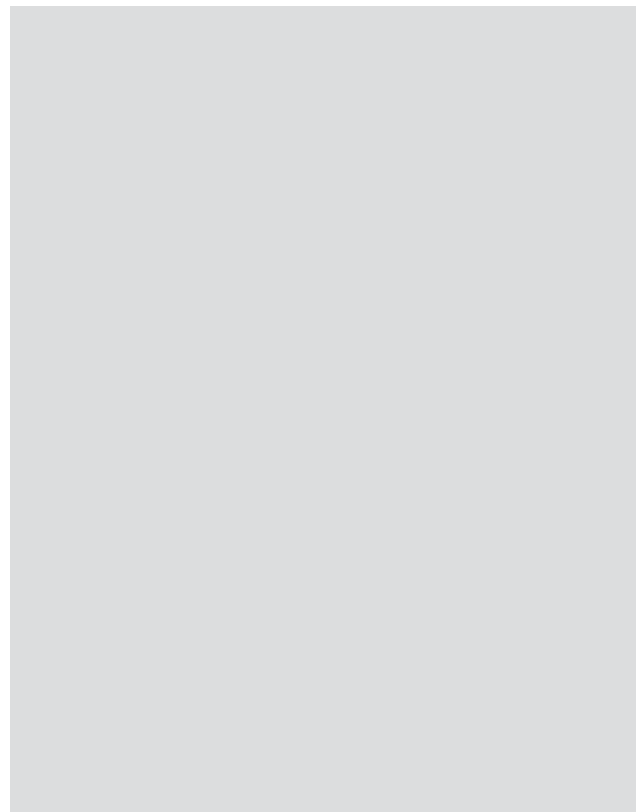
C) Has your company demonstrated creative thinking, persistence or daring in overcoming any exporting challenges? Please describe this:



4) CORPORATE SOCIAL RESPONSIBILITY

Describe your company's support of corporate social responsibility initiatives. You may wish to focus on any or all of the following topics, or on others that you believe showcase your company in this area:

- Sustainability, both in your domestic business operations and while working with your trading partners overseas
- Diverse recruitment and promotion policies, or any other socially responsible employment policies
- Innovative human resources policies, including work life balance programs
- Charitable giving and community involvement



In addition you may attach up to five pages of clippings from recognized print, electronic or online media as well as testimonials.

Please make four copies of your completed application and supporting documents. **The deadline for receipt of your application is April 16, 2012.**

These awards are offered by HSBC Bank Canada.

Awards and prizes must be accepted as offered. Awards and the prizes are not transferable or convertible to cash. HSBC Bank Canada reserves the right to make substitutions in the event of non-availability of any prize or any component thereof. Terms and conditions may apply to the receipt of any prize, including the use of the awards logo. A copy of the applicable terms and conditions will be provided to each of the finalist companies, prior to the announcement of the winning companies. HSBC Bank Canada reserves the right to cancel this awards program, or any component thereof, at any time for any reason whatsoever. By participating in this awards program, applicants unconditionally agree to be bound by the decisions of HSBC Bank Canada in any way relating to this awards program, as may be determined by HSBC Bank Canada at its sole discretion, which will be final and binding in all respects.

Winners will be announced on www.bwob.ca in October 2012.

DECLARATION BY CEO (or equivalent) and CFO (or equivalent)

To the best of my knowledge, neither _____ (the "Company") nor I have ever violated any federal, provincial or local laws or regulations, including federal or provincial banking or securities laws or regulations. Further, neither the Company nor I have ever been the subject of a criminal complaint or investigation, prosecution or charge by a government or regulator, professional disciplinary body, or stock exchange.

Name of CEO (or equivalent) [please print]

Name of CFO (or equivalent) [please print]

CEO's (or equivalent) signature

CFO's (or equivalent) signature

Date

Date

BEING CONTACTED BY HSBC

Please indicate here if you would like HSBC to contact your company about your business banking needs. Yes No

If yes, please indicate contact information below so HSBC can contact you:

Same contact information as above Yes

OR

Contact's name:

Contact's title:

Contact's phone number:

Contact's email address:

Preferred contact method: Phone Email
