

Press Release

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Bank Central Asia awarded as Best Retail Bank and Best Mortgages Business in The Asian Banker Indonesia Country Awards Programme 2016

- **Solidified its market position by capturing more business opportunities**
- **Created a balance between innovation and a strong physical footprint**
- **Implemented a prudent approach to manage risks**

Jakarta, Indonesia July 27th 2016— Bank Central Asia (BCA) received the awards for **Best Retail Bank** and **Best Mortgages Business** for 2016 during The Asian Banker Indonesia Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Indonesia International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Indonesia, held at The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia on July 27th 2016.

Solidified its market position by capturing more business opportunities

BCA pursued other sources of growth to strengthen its market position in a challenging operational environment. The bank strengthened its house and vehicle finance products by offering attractive interest rates and relaunching its “fix-and-cap” mortgage product amidst a slowdown in the property sector in 2015. Moreover, the bank aligned its products with the latest customer trends to support its credit card business. It also entered into strategic alliances with corporate partners including the Singapore Airlines, Central Department Store, Starbucks Coffee, Cineplex 21, and Haagen Dazs.

Created a balance between innovation and a strong physical footprint

In addition, the bank consistently upgraded its product and services by using advanced technologies for the consumers’ convenience and security. It included a personal identification number (PIN) security system in its credit card products as an alternative to the conventional signature system. The bank also held the BCA Innovation Award Program to encourage the employees’ creativeness in developing innovative solutions that will help improve internal processes. While placing more efforts towards digitisation, branches still remain as the primary transaction and payment channel of BCA amidst a high volume in cash transactions.

Implemented a prudent approach to manage risks

BCA is also highly regarded for its prudence in running its business. In 2015, the bank maintained a low nonperforming loans (NPL) ratio of 0.7% for its consumer segment, and an impressive NPL ratio of 0.4% for its mortgage business. BCA’s efforts led to a higher customer base, expanding by 6% to 14 million, while posting double-digit market shares in mortgages, auto-loans, and credit cards.

The Asian Banker Indonesia Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient of these

awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

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