

Press Release

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## **Hana Bank & Finger win best mobile banking project award**

- Hana Bank partnered Finger to develop the BankBook mobile banking service to capture new customers.
- BankBook's user-friendly design offers customers an at-a-glance timeline view of their transactions and a new enhanced experience.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

**Seoul, South Korea, 24 October 2013** – Hana Bank and its technology partner Finger have been named as winners of the Best Mobile Banking Project, Korea Award for the year 2013 during The Asian Banker's inaugural Technology Implementation Awards (TIA) Korea Programme, at the Lotte Hotel in Seoul, Korea on October 22nd, 2013.

### **Hana Bank partnered Finger to develop the BankBook mobile banking service to capture new customers**

BankBook was created to expand Hana Bank's customer base via a mobile channel. To develop new avenues of marketing, as well as improve customer loyalty by providing convenience and unique services.

Hana Bank's 'BankBook', a mobile banking service on the SNS channel allowed it to start a micro overseas remittance service called 'Hana Global Pay' with 'Paypal'. By adding diverse mobile services on the SNS channel, Hana N Bank is now recognised as an advanced mobile banking brand in Korea.

### **BankBook's user-friendly design offers customers an at-a-glance timeline view of their transactions and a new enhanced experience**

Bankbook was planned in 2012 and officially launched in January 2013. Its user-friendly design offers customers an at-a-glance timeline view of their transactions. Moreover, marketing offers to customers are sent according to customers' asset status, and financial transaction patterns.

Customers reacted positively to the fun elements in the BankBook application such as its user friendly screen and donation game. "With over 70% penetration rate in Korea, the smartphone is a channel banks cannot underestimate. Interacting with generation Y customers allows Hana Bank to expand its customer pool," said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

## **Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions**

The Asian Banker Technology Implementation Awards (TIA) Korea is designed to identify emerging best practices as well as implementation goals and challenges that the industry can learn from. It is an important component of The Asian Banker's vendor selection programme which is designed to benchmark implementation best practices in the industry. Details of the programme, methodology and scorecards can be found on the Bank Technology Monitor website (<http://tech.theasianbanker.com>).

This programme uses the same criteria as The Asian Banker Technology Implementation Awards and focuses solely on the achievements in the Korean retail banking industry. For its first year in Korea, TIA received over 60 submissions from more than 30 financial institutions submitting project details for evaluation.

The country level technology implementation awards programme is being run in conjunction with the widely recognised Asian Banker Achievement Awards, introduced in 2006.

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### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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