

Press Release

FOR IMMEDIATE RELEASE

Hana Bank & i4unetworks win best social media engagement project award

- Hana Bank partnered i4unetworks to launch a virtual branch on a social media platform.
- Hana Bank's Facebook Virtual Branch has increased sales and the bank's brand awareness.
- 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 i4unetworks have been named as winners of the Best Social Media Engagement 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 i4unetworks to launch a virtual branch on a social media platform

Hana Bank's Facebook Virtual Branch aimed to differentiate itself from other local banks in the current competitive business environment, by building trust and expanding communication lines with its customers.

With Facebook Virtual Branch focusing on SNS channels, Hana Bank roped in i4unetworks to enable Facebook users to more easily access its banking platform through banner advertisements or social media content to acquire information about available bank products.

Hana Bank's Facebook Virtual Branch efforts resulted in increased brand awareness

Hana Bank successfully attracted customers through effective marketing efforts by providing mobile coupons with 70% more favourable foreign exchange rate on Facebook Virtual Branch. This represented combined marketing efforts among on/off-line branches. This process caused increased brand awareness as well as sales increase through SNS channel compared to other competitors.

Hana Bank was also able to more effectively introduce and match banking products to customer needs. "With the increasing volume of data available on social media platforms such as Facebook, the bank has started to leverage on the opportunity to better understand its customers and achieve the customer centricity journey to greater relationship focus," 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.

ENDS

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

For more information please contact:

Mr. Bertrand Pigeon
Senior Research Analyst
Tel: 8610 58693492
bpigeon@theasianbanker.com

Ms. Rachel Park
Business Development Manager (Korea)
Tel: (65) 6236 6518
rpark@theasianbanker.com