

Press Release

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Industrial Bank of Korea & Fujitsu Korea win best branch automation project award

- Industrial Bank of Korea partnered Fujitsu Korea to expand its reach by introducing out-of-branch service capability.
- “Portable IBK” is a small-sized terminal offering the same functionality as a regular branch terminal.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

Seoul, South Korea, 24 October 2013 – Industrial Bank of Korea and its technology partner Fujitsu Korea have been named as winners of the Best Branch Automation 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.

Industrial Bank of Korea partnered Fujitsu Korea to expand its reach by introducing out-of-branch service capability

One of Korea’s nation-owned banks and ranked fifth in terms of asset size, Industrial Bank of Korea has devoted itself to financing the nation’s small and medium-sized business and supporting customers for 52 years.

In order to expand its reach to customers, Industrial Bank of Korea worked with Fujitsu Korea to develop “Portable IBK”, a small-sized terminal that bank personnel can carry, to visit where customers are.

“Portable IBK” is a small-sized terminal offering the same functionality as a regular branch terminal

Equipped with the same functionality as regular branch terminal including bankbook printer, ID card scanner and IC card issuing machine, “Portable IBK” is a new delivery model empowered by information, communication and technology.

“Portable IBK” provides full access to the bank’s customer database, product information and central control. Using wireless 3G/LTE networks, along with tablets, ID card scanner, and print identification, this innovation truly extends the reach of Industrial Bank of Korea. “By developing such a tool, Industrial Bank of Korea has been able to provide banking services and advice to both the isolated and handicapped population thus taking another step towards customer centricity. By creating a special relationship, IBK ensures customer loyalty,” said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

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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

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