

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6508 Fax: (65) 6236 6530 www.theasianbanker.com

Press Release

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The 7th Asian Banker Excellence in Retail Financial Services Awards 2008

Abu Dhabi Commercial Bank wins two prestigious retail banking awards for its strong performance.

- *Abu Dhabi Commercial Bank wins awards for Best Customer Loyalty Programme in Asia and Best Retail Bank in the United Arab Emirates.*
- *Restructuring helps Abu Dhabi Commercial Bank become one of the most modern, customer focused and dynamic performers in the United Arab Emirates.*
- *Over 150 banks and financial institutions from 23 countries across the Asia Pacific, GCC region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

Abu Dhabi, 16 May 2008 – Abu Dhabi Commercial Bank bagged two wins at the seventh Asian Banker Excellence in Retail Financial Services Awards: *Best Retail Bank in UAE and Best Customer Loyalty Programme*. The bank received the awards at The Asian Banker Excellence in Retail Financial Services 2008 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Grande Sukhumvit in Bangkok on the evening of 16 May 2008.

About 150 senior bankers from award winning banks in 23 countries across the Asia Pacific, the Gulf region and Central Asia attended the glittering event, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker, and refereed by prominent global bankers, consultants and academics, is the most prestigious award of its kind.

- *Abu Dhabi Commercial Bank wins awards for Best Customer Loyalty Programme in Asia and Best Retail Bank in the United Arab Emirates.*

Abu Dhabi Commercial Bank's timely restructuring initiative helped the bank win awards for Best Retail Bank in the United Arab Emirates and Best Customer Loyalty Programme award in The Asian Banker Excellence in Retail Financial Services programme.

- ***Restructuring helps Abu Dhabi Commercial Bank become one of the most modern, customer focused and dynamic performers in the United Arab Emirates.***

Abu Dhabi Commercial Bank grew 23 percent in revenue, 23 percent in operating profit and 26 percent in retail deposits. It consolidated its leading position in personal loans and experienced unprecedented growth in the mortgage business. The positive results are the fruits of a restructuring strategy that has led to improved operational efficiency, asset quality, risk management, and brand image.

It has also raised the bar in Asia with its bank wide loyalty programme. It took the idea of card loyalty reward points to the next level, whereby customers can accrue reward points across channels, products and services.

Abu Dhabi Commercial Bank is now one of the most modern, dynamic and customer focused banks in the UAE, and is increasingly regarded as the standard bearer for financial institutions in that market.

- ***Over 150 banks and financial institutions in 23 countries across Asia Pacific, the GCC region and Central Asia evaluated as part of the Excellence in Retail Financial Services programme.***

"This year over 150 banks and financial institutions in 23 countries across the Asian region were evaluated as part of the Excellence in Retail Financial Services programme," said Mr Phillip Strause, chairman of the Excellence in Retail Financial Services programme and an International Resource Director for The Asian Banker.

The award evaluation process uses a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involved extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. The process also incorporates an AC Nielsen customer perception survey to gauge the strength and reputation of retail banks in the different countries.

Mr Strause, who has close to 40 years' experience working with commercial banks, investment banks, brokerage firms, insurance companies and other specialised financial institutions, further added: "The Asian Banker Excellence programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time".

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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, Beijing and Shanghai as well as representatives in London, New York, Dubai and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. For more information, please visit www.theasianbanker.com.

For more information please contact:

Mr Christian Kapfer
Research Manager

Direct (Singapore): (65) 6236 6520
Mobile (Singapore): (65) 9109 6842
ckapfer@theasianbanker.com