

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Abu Dhabi Commercial Bank wins two awards--Best Retail Bank in the Gulf States and Best Retail Bank in United Arab Emirates for the year 2009

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- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 - Abu Dhabi Commercial Bank has been named Best Retail Bank in the Gulf States and Best Retail Bank in United Arab Emirates for the year 2009 in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, 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 of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

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Abu Dhabi Commercial Bank (ADCB) has won the Best Retail Bank award in the UAE for its continuous strong performance in 2009, gaining higher scores than the other banks surveyed in the programme, including Emirates NBD, Mashreq Bank, and National Bank of Abu Dhabi.

ADCB led the UAE banks in profitability having been less affected by the Dubai crisis and thus achieved slight profit growth and strong revenue growth above 30%. It furthermore boosted its retail deposits by almost 40%.

ADCB also deployed a new credit scoring system which helped improve both the efficiency and the effectiveness of the credit processing for retail lending products, allowing for fast turnaround times. ADCB also implemented proactive and solid risk management processes which enabled the bank to weather the Dubai crisis without large impact on the consumer banking portfolio. ADCB also saw a surge in its Islamic banking client base, registering 25,505 clients by November 2009, which is significant achievement after having only 2,534 clients when it launched a year before.

“ADCB continuously introduced new product concepts and innovative business approaches to the UAE over the last years. This, combined with a solid financial performance and excellent risk management capabilities, truly define a best practice bank for the region,” said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

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“This year over 120 banks and financial institutions in 23 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philippe Paillart, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks’ retail banking businesses that involves extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, 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.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its

incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

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