

Press Release

Embargoed for publishing on March 12<sup>th</sup> 2011

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**The International Excellence in Retail Financial Services Awards 2011**

**Qatar National Bank (QNB) Wins the Award for Best Retail Bank in Qatar**

- *QNB wins the Best Retail Bank in Qatar Award.*
- *QNB has further enhanced its mobile and e-channels offerings to support the everyday customer's need to bank on the move with a seamless 24/7 service.*
- *Over 170 banks and financial institutions from 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa were evaluated as part of the International Excellence in Retail Financial Services programme.*

**Singapore, March 11<sup>th</sup> 2011**—QNB has been named the Best Retail Banker in Qatar at the 10<sup>th</sup> International Excellence in Retail Financial Services Awards Programme. The bank received the award at The International Excellence in Retail Financial Services 2011 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 Shangri La Hotel in Kuala Lumpur on March 11<sup>th</sup> 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

***QNB wins the Best Retail Bank in Qatar Award***

QNB demonstrated outstanding financial performance in strained economic times, with total assets growing 25% year-on-year. Other noteworthy financial highlights include total customer deposits and unrestricted investment accounts increasing by over 30% year-on-year.

***QNB has further enhanced its mobile and e-channels offerings to support the everyday customer's need to bank on the move with a seamless 24/7 service.***

QNB is the only bank in Qatar that offers mobile payment services—to be used as a substitute for transactions that currently require payment by cash, cheque or credit card. A recent upgrade

includes merchant transactions as a part of the bank's eazypay solution. Customers can now complete consumer transactions with merchants via mobile phones, adding flexibility to a solution which already allows customers to transfer funds to friends and family using their mobile phones.

Moreover, QNB has entered into a partnership with Qtel, the country's largest telecom provider, to offer real-time payments via its ATMs to all Qtel customers. The bank's ATM network also supplements Qtel's existing self-service kiosks across the country. QNB is the only bank that offers such a wide range of real-time payment channels to Qtel customers. In addition, the bank also accepts payments via ATMs regardless of whether customers use QNB accounts or any other bank's cards to complete these transactions.

These initiatives are part of the phased integration of QNB's various e-banking channels to support the everyday customer's need to bank on the move and have access to not just traditional banking services but also to essential payment solutions round the clock.

The bank also launched the first MasterCard Titanium card programme in Qatar offering a host of benefits, such as insurance packages, extended warranty options and a growing airport lounge access programme. The card is targeted at the upwardly mobile and financially confident young consumer, and is designed to recognise the cardholder's willingness to stand out from the crowd. In addition, cardholders can accumulate air miles within the Qatar Airways loyalty programme.

## **Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were evaluated as part of The International Excellence in Retail Financial Services Programme.**

"This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today" said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: "It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology."

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 involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: "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. To stay abreast of the rapidly growing geographic scope of the programme, The

Asian Banker has renamed the awards ‘The International Retail Financial Services Awards’ in 2011.”

## **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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