

Press Release

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Emirates NBD wins The Best Retail Bank in the United Arab Emirates and the Best Retail Bank in the Middle East awards for 2015

- **Awards in recognition of focus on customer experience and innovation**
- **Recorded impressive growth in 2014 with revenues hitting an all-time high for retail banking**
- **Retail banking division grew at a faster rate than the market in key product groups in 2014**

Singapore, March 19th 2015—Emirates NBD won the Best Retail Bank in the United Arab Emirates and Best Retail Bank in the Middle East awards for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella on March 19th, 2015.

Emirates NBD received the awards in recognition of its impressive financial performance in 2014. The Retail Banking and Wealth Management division recorded an all-time revenue growth to reach AED 5,621 million (\$1.5b). Commission and fee income have become a major source of revenue and account for more than a third of all income. The bank built up additional liquidity in 2014 through low cost current and savings accounts. Deposits grew 12 per cent in 2014 to reach AED 113.5 billion (\$31b), growing at a faster rate than the market.

During 2014, Emirates NBD continued to shine in a competitive market place, and has distinguished itself as a market leader with all-round impressive performance across parameters. The bank's first to market innovations such as the 'Shake n' Save', a gamified mobile application to promote a savings culture in the UAE; instant remittance tool DirectRemit; and MePay, a free peer to peer money transfer platform, have strengthened its position as an innovator in the retail banking space.

In addition to the Best Retail Bank awards, Emirates NBD also won the 'Best Automobile Lending Business' award for 2015. In the past few years, Emirates NBD has differentiated itself by achieving customer satisfaction through a competitive turnaround time. Its enhanced process attracted new customers that have greatly boosted the bank's market share in the region. Through process engineering where the bank reviewed and revamped all existing process flows using a LEAN approach, which helped the bank improve turnaround time by up to 70 per cent.

About 200 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.

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, Beijing and Dubai 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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