

Press Release

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Saigon-Hanoi Commercial Joint Stock Bank (SHB) wins Best Deposit Product and Brand Initiative in Vietnam Award for 2016

- **Customers at the core of its products and services**
- **A competitive deposit offering through the “Multi-Benefit Savings” deposit product**
- **Strengthened SHB’s brand through a strategic partnership with FC Barcelona**

Hanoi, Vietnam May 11th 2016—Saigon-Hanoi Commercial Joint Stock Bank (SHB) was awarded for **Best Deposit Product** and **Best Brand Initiative** in Vietnam for 2016 during The Asian Banker’s first Vietnam Country Awards Programme. The awards ceremony was held in conjunction with the prestigious Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the JW Marriott, Hanoi, Vietnam on May 10th 2016.

Customers at the core of its products and services

A key success factor for SHB is its customer-centric business philosophy. In developing its products and services, the bank takes into account the demands of the market. Thus, it is able to provide customers with relevant products and deploy services that offer prominent features to its clients, as proven by its deposit product and brand initiatives.

A competitive deposit offering through the “Multi-Benefit Savings” deposit product

Through the bank’s “Multi-Benefit Savings” deposit product, the bank was able to grow its retail deposit size by 32.4% in 2015, far surpassing the overall average deposit growth rate of 14% of Vietnam’s banking system. The competitiveness of the bank’s deposit product is defined by its high interest rate, low minimum deposit requirement, and flexible terms.

Strengthened SHB’s brand through a strategic partnership with FC Barcelona

SHB is the first Vietnam bank to enter into a strategic partnership with one of the world’s top football clubs, FC Barcelona. By launching a co-branded credit card and debit card, the bank is expecting to issue a total of 20,000 affinity cards in the first year, with a growth rate of 150% per year throughout the whole partnership term.

The Vietnam Country Awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in the country. A stringent three-month-long evaluation process determined the winners from across Asia Pacific, Middle East, and Africa. The winners are honoured at a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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, Manila, 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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