

Press Release

Embargoed for 10th May, 2016

Southeast Asia Joint Stock Commercial Bank(SeABank)wins Best Auto-loan Product in Vietnam Award for 2016

- **Positive impact on market share and revenue**
- **Customer-centric approach in autoloan products**
- **Improved channel, pricing and packaging strategy**

Hanoi, Vietnam May 11th 2016—**Southeast Asia Joint Stock Commercial Bank(SeABank)** was awarded for **Best Auto-loan Product** 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.

Positive impact on market share and revenue

SeABank was able to sustain its share in the autoloan market in Vietnam. Autoloan products provided the bank with high revenue and returns, increasing year by year, while keeping delinquency rate to a low 1.4%.

Customer-centric approach in autoloan products

The bank was recognised for its deep understanding of customers' demands by extensively searching and studying their needs through various platforms including surveys. SeABank ensures it provides customer easy and efficient services by enabling better feedback mechanisms.

Improved channel, pricing and packaging strategy

The bank also employs effective channel strategies through its partners, lessening costs and increasing channel distribution efficiency. Preferential interest rates are also applied depending on the segmentation of customers or period of loans.

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. A stringent three-month-long evaluation process determines 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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