

Press Release

Embargoed for 13th January, 2017

TPBank was awarded the Best Auto Loan Product in Vietnam at The Asian Banker Vietnam Country Awards Programme 2017

- **TPBank leads the industry in car loan disbursements**
- **TPBank differentiates itself from other banks by making operational improvements**
- **TPBank has a huge potential for growth**

Hanoi, Vietnam January 12th 2017— TPBank was awarded the **Best Auto Loan Product** in Vietnam at The Asian Banker's Vietnam Country Awards Programme. The awards ceremony was held in conjunction with the inaugural The Future of Finance, Vietnam, an annual gathering for decision makers in the financial services industry in Vietnam, at the Pan Pacific, Hanoi, on January 12th 2017.

TPBank leads the industry in car loan disbursements

TPBank has surpassed its peers in total car loan disbursements in 2016 and its incremental outstanding balances growth showed that it was able to finance vehicles more than other competitors. In line with this, TPBank was able to capture 15% market share in terms of outstanding car loan book.

TPBank differentiates itself from other banks by making operational improvements

The bank's multi-channel focused strategy, including partnering with car showrooms and dealers, has led to the success of its auto loan product. Its loan product is easy to use, has a fast turnaround time, and offers a competitive interest rate.

TPBank has a huge potential for growth

TPBank's auto loan business has potential to grow in the future with its strategic alliances and strong distribution. It is leading its peers in the number of vehicles financed. With a 21% annual growth in revenue and a substantial contribution to its retail banking business it was leading its peers in the number of vehicles financed.

The Asian Banker Vietnam Country Awards Programme refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Vietnam. Recipients of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and comprehensive evaluation process determines the awardees.

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

Social Media Channels

- Follow @TheAsianBanker on [Twitter](#)
- [Like](#) us on facebook.com/theasianbanker
- Join us on [Linkedin](#) at www.linkedin.com/company/the-asian-banker
- Watch our videos on www.youtube.com/user/theasianbanker

For more information please contact:

Ms. Upshi Ghosh
Senior Manager, Research
Tel: +65 62366522
ughosh@theasianbanker.com

Ms. Gladys Tan
Marketing Manager
Tel: +65 6236 6532
Fax: +65 6236 6530
gtan@theasianbanker.com