

Press Release

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Bank for Investment and Development of Vietnam JSC awarded Best Retail Bank and Mortgage Product of the Year at The Asian Banker Vietnam Country Awards Programme 2018

- **BIDV applied a strong and consistent retail banking strategy in 2017**
- **The bank transformed customer experience through digital initiatives**
- **The bank showed long-term leadership in mortgages**

Hanoi, January 12th 2018 – Bank for Investment and Development of Vietnam JSC (BIDV) was awarded Best Retail Bank and Mortgage Product of the Year at The Asian Banker Vietnam Country Awards Programme 2018. The awards ceremony was held in conjunction with The Future of Finance, Vietnam, an annual gathering for decision makers in the financial services industry, at the Meliá Hotel, Hanoi, on January 12th 2018.

BIDV applied a strong and consistent retail banking strategy in 2017

The bank became more competitive by continuously improving its products and service quality, as well as reducing cost. It has strategically developed its business around synchronisation, professionalism, modernity and efficiency. As a result, the bank enjoyed a double digit increase in assets, revenue and profit. Moreover, it maintained prudence in line with its asset growth as reflected by lower non-performing loans.

The bank transformed customer experience through digital initiatives

BIDV boosted its digital and information technology capabilities by using an omni-channel platform and upgrading its e-banking services. It also strengthened cooperation with financial technology players, such as mobile wallet companies, that allowed it to offer various services including MOMO, VTC Pay, ZaloPay, VED, and Payoo. These initiatives resulted in higher customer base for the bank, which reached over nine million, whom 70% are active digital users.

The bank showed long-term leadership in mortgages

The bank exhibited a sustainable and solid home loans business supported by strong strategy and competitive rates. BIDV curated its products and campaigns for different customer segments. In the first nine months of 2017, outstanding loans grew by a double-digit rate, allowing the bank to capture a larger market share.

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

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