

Press Release

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The China Awards Programme 2011

Bank of Beijing Wins Award for the Best City Commercial Bank

- *Bank of Beijing introduced the “Open Counter” branch concept that greatly reduced waiting time, increase cross-selling of products and customer experience.*
- *The bank also placed huge emphasis on onsite branch experience, giving it the same weightage as financial performance (50% each)*
- *Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme*

Singapore, March 26th 2011 – Bank of Beijing wins the award for the Best City Commercial Bank in China for 2011. The bank received the award at The Asian Banker Gala night, held in conjunction with The Asian Banker China International Banking Convention, China’s largest annual meeting of decision makers and senior professionals in the financial services industry and the foremost forum for engaging on global and domestic themes bringing together international thought leaders and industry specialists. The Awards Night is a gathering of domestic institutions that have excelled in Retail Financial Services, Technology and Risk Management, held at the Westin Hotel (Financial Street) in Beijing on May 26th, 2011.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind in China

A stringent two-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various banks in the region is attached.

Bank of Beijing wins the Award for the Best City Commercial Bank in China

With the aid of ING, Bank of Beijing has explored the community bank approach since 2007. In 2010, the bank revamped the community bank concept that it formulated with ING in 2007 into a “Home Bank” model, which offers all segments of customers regardless of age and net-worth, a better banking experience within a home environment.

Aligned with this model, Bank of Beijing has redesigned its branches from the viewpoint of sales process optimisation. In order to reduce waiting time, improve cross-selling and give the branch a unique look and feel, Bank of Beijing introduced the “Open Counter” concept.

In this innovative “Open Counter” concept, the flow of customers is managed through a lobby assistant directing machine, which refers customers to the appropriate areas—self-service, “Open Counter” or “Closed Counter”. The “Open Counter” is dedicated to financial consulting, wealth management, insurance sales and account opening, among others. The

“Closed Counter” in compliance with regulatory requirement, handles all transactions involving cash, increasing its efficiency as time consuming transactions such as account opening and advisory are directed to the ‘Open Counter’. This greatly reduced waiting times, enhanced customer experience and improved staff quality in financial advisory.

To motivate branch managers to focus on branch experience as well, Bank of Beijing placed 50% of the performance evaluation criteria on the onsite branch evaluation, reducing financial performance weightage to 50%.

Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme

The Financial Services Industry in China is changing dramatically, and every year it looks very different from the previous year. The transformation of the industry since the early 2000 before the main institutions sought listings in the international capital markets, to what they have become today is nothing less than dramatic. They used to look to Western institutions for leadership and benchmarks in best practices. But after the global economic crisis, these same institutions found themselves leading the world in terms of capitalisation, profitability and product and process innovation, without meaningful peers against whom they can benchmark themselves on a continuous basis.

Mr Kapfer elaborated: “With this as the background, it has become even more important to keep track of the best Chinese financial institutions, where they are, the infrastructure they have invested in, their ability to scale and the risk processes they have in place to ensure that they are long term and sustainable institutions. All of these will become tested in the next banking crisis, which may well originate in the fast growing regions of today. The China Awards are designed to take stock of the annual changes taking place today. It is designed to identify winners and losers in the fierce competition between players in China for customers and market share, while making it very clear that we will also take note of the infrastructure the banks have been investing in, their risk management culture and capabilities as well as the philosophy and quality of leadership.”

This year, over 90 financial institutions and banks in China were evaluated as part of The China Awards Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst financial institutions in China today. Our assessment covered four large national banks, 13 joint stock commercial banks, 50 city commercial banks, 14 rural commercial banks and 10 foreign banks.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate product and process innovation that make an impact on bank’s business. The evaluation process involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. For more information on the ‘China Awards Programme’, the evaluation criteria and the universe of Chinese financial institutions we look into please visit our website at <http://www.asianbankerawards.com/chinaawards/index.php>

The China Awards Programme 2011

RETAIL FINANCIAL SERVICES AWARDS

Best Wealth Management Product in China

*Joint Stock Bank --***China Merchants Bank**
*City Commercial Bank—***Bank of Shanghai**

Best Internet Banking in China

*Large Scale Bank ---***ICBC**
*Joint Stock Bank –***Bohai Bank**

Best Branch Banking Initiative in China

*Large Scale Bank --***Bank of China**
*Joint Stock Bank —***Shanghai Pudong Development Bank**
*City Commercial Bank –***Bank of Beijing**

Best Mortgage Product in China

*Joint Stock Bank -***CITIC Bank**

Best Credit Card Product in China

*Joint Stock Bank –***China Merchants Bank**
*City Commercial Bank –***Bank of Jiangsu**

Best Bancassurance Product in China

*Foreign Bank -***HSBC China**

Best SME Product in China

*Large Scale Bank -***China Construction Bank**
*Joint Stock Bank –***Guangdong Development Bank**
*City Commercial Bank –***Bank of Harbin**

Best Brand Building in China

*Foreign Bank –***Citibank China**

TECHNOLOGY AWARDS

Best Core Banking Implementation in China

Shenzhen Rural Commercial Bank and Fiserv

Best E-Banking (Mobile) in China
Shanghai Pudong Development Bank

Best Trading Systems (Back Office) in China
Bank of Communications and Misys

Best HR Systems Implementation in China
StanChart and LongTop (International Winner)

Best Risk and Analytics
Shanghai Pudong Development Bank and FICO

Best Data Center Initiative
ICBC and CISCO

RISK MANAGEMENT AWARD

Best Risk Management in China
ICBC

-End of List-

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 Shanghai 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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