

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315  
Tel: (65) 6236 6508 Fax: (65) 6236 6530 www.theasianbanker.com

## Press Release

Embargoed until 16 May 2008

---

### The 7<sup>th</sup> Asian Banker Excellence in Retail Financial Services Awards 2008

#### ANZ wins Best Retail Bank in Australia award

- *ANZ wins the Best Retail Bank in Australia 2008 award for its performance in 2007.*
- *ANZ sets the pace for Australia's retail banks thanks to its remarkable results in profitability, branch productivity and deposit growth.*
- *Over 150 banks and financial institutions from 23 countries across the Asia Pacific, GCC region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

**Melbourne, 16 May 2008** – ANZ has notched up a major accolade at the seventh Asian Banker Excellence in Retail Financial Services Awards: *The Best Retail Bank in Australia*. The bank received the award at The Asian Banker Excellence in Retail Financial Services 2008 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Grande Sukhumvit in Bangkok on the evening of 16 May 2008.

About 150 senior bankers from award winning banks in 23 countries across the Asia Pacific, the Gulf region and Central Asia attended the glittering event, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

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

- *ANZ wins the Best Retail Bank in Australia award.*

ANZ's retail strategy based around convenience, simplicity and responsibility has helped it race ahead of rivals in key measures such as profitability, branch productivity and deposit growth.

- *ANZ sets the pace for Australia's retail banks thanks to its remarkable results in profitability, branch productivity and deposit growth.*

Australia's second largest retail bank is the best performer in 2007, with earnings up 16% and market leading ROE and ROA numbers in the retail space. Despite its remarkable expansion, the bank has kept its costs under control and has maintained an edge in cost efficiencies over its rivals. The launch of its premier banking proposition in the market also reinforced the bank's robust fee generation capabilities. ANZ's efficient distribution network generated a

strong core deposit pool and more than 100 000 new customers in 2007. It made clear progress in re-engineering and simplifying branch processes to reduce the variation in customer experience. The greatest achievement probably is in raising branch productivity above that of its closest rivals.

ANZ has competent programmes for corporate social responsibility, employee diversity and employee training and development. The bank demonstrated competence in human resource management by significantly reducing absenteeism in the past year.

- *Over 150 banks and financial institutions in 23 countries across Asia Pacific, the GCC region and Central Asia evaluated as part of the Excellence in Retail Financial Services programme.*

"This year over 150 banks and financial institutions in 23 countries across the Asian region were evaluated as part of the Excellence in Retail Financial Services programme," said Mr Phillip Strause, chairman of the Excellence in Retail Financial Services programme and an International Resource Director for The Asian Banker.

The award evaluation process uses a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involved extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. The process also incorporates an AC Nielsen customer perception survey to gauge the strength and reputation of retail banks in the different countries.

Mr Strause, who has close to 40 years' experience working with commercial banks, investment banks, brokerage firms, insurance companies and other specialised financial institutions, further added: "The Asian Banker Excellence programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time".

- Ends -

## **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, Beijing and Shanghai as well as representatives in London, New York, Dubai and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. For more information, please visit [www.theasianbanker.com](http://www.theasianbanker.com).

For more information please contact:

Mr Christian Kapfer  
Research Manager

Direct (Singapore): (65) 6236 6520

Mobile (Singapore): (65) 9109 6842  
[ckapfer@theasianbanker.com](mailto:ckapfer@theasianbanker.com)