

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 7th Asian Banker Excellence in Retail Financial Services Awards 2008

Bank Central Asia wins Best Retail Bank in Indonesia award

- *Bank Central Asia wins the Best Retail Bank in Indonesia 2008 award for its performance in 2007.*
- *Bank Central Asia has emerged as Indonesia's most efficient, consistent, and profitable bank in the face of stiff domestic competition.*
- *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.*

Jakarta, 16 May 2008 – Bank Central Asia has notched up a major accolade at the seventh Asian Banker Excellence in Retail Financial Services Awards: *The Best Retail Bank in Indonesia*. 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.

- *Bank Central Asia wins the Best Retail Bank in Indonesia award.*

For the fifth year running, Bank Central Asia topped its domestic competitors to win the country award in Indonesia. Building on a well-established and highly automated transaction network, Bank Central Asia's strong overall profitability overshadowed the financial performance of most of its competitors.

Currently the largest transaction bank in Indonesia, Bank Central Asia is supported by integrated distribution channels that enable customers to do their banking in a variety of ways. It has also begun focusing on better segmentation and targeting of its most profitable segments, a move which prepares Bank Central Asia well for the next level in retail banking.

- ***Bank Central Asia has emerged as Indonesia's most efficient, consistent, and profitable bank in the face of stiff domestic competition.***

Bank Central Asia's powerful franchise and brand image as Indonesia's foremost retail bank enables it to tap into a vast pool of low-cost funds from retail depositors. The resulting wide net interest margin enables the bank to be flexible and versatile in both favourable and adverse market conditions and maintain market share without jeopardising profitability. Bank Central Asia also operates on a much leaner cost structure than its competitors while keeping its bad loans ratio at a minor fraction of those in other Indonesian banks.

- ***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.

For more information please contact:

Mr Christian Kapfer
Research Manager

Direct (Singapore): (65) 6236 6520
Mobile (Singapore): (65) 9109 6842
ckapfer@theasianbanker.com