

Press Release  
Embargoed for 20 March 2009

---

**The Asian Banker Excellence in Retail Financial Services Awards 2009**

**ANZ (Australia) wins the award for Best Retail Bank in Australia, 2008**

- *ANZ (Australia) wins the award for Best Retail Bank in Australia, 2008.*
- *ANZ won the prestigious award for the 2nd successive year based on superior financial performance, sustainability and effective sales capabilities.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

**Singapore, 20 March 2009** – ANZ Australia has been named Australia's Best Retail Bank in the eighth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2009 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Grand Hyatt in Singapore on the evening of March 19<sup>th</sup>, 2009.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, 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 of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

**ANZ (Australia) wins the award for Best Retail Bank in Australia, 2008**

ANZ has won the Best Retail Bank in Australia award for the second successive year. It continued building on its strong branch network strategy by bringing better and convenient customer service to its front line.

In a challenging environment for retail financial services, ANZ was able to manage its overall retail operations including its wealth management business, better than any of its competitors. Robust back office technology and powerful risk management capabilities coupled with strong credit underwriting and a strong regional expansion drive provides a high degree of resilience for 2009.

**ANZ won the prestigious award for the 2nd successive year based on superior financial performance, sustainability and effective sales capabilities**

ANZ's total operating profit grew by 11% during the financial year 2008. ANZ clearly had the edge in terms of network productivity. It created operating profit of A\$2.58 billion per branch and A\$160,000 per employee. In addition, it maintained superior ROE in retail financial services in 2008 while re-engineering its cost agenda. Cost growth was contained and remained at levels below 50%.

On average, ANZ experienced 40% growth in retail deposits month-on-month in the 2nd half of 2008 - the highest in the industry. Together with its marginally better growth in fee income and low cost of funds brought ANZ the highest scores in the sustainability dimension. Its robust deposit capturing was further supported by a couple of key initiatives, such as the first web 2.0 savings account and the Saver Plus which is one of the best financial savings programmes in the region.

ANZ's personal financial services portfolio, which currently contributes around 45% to total income, has the best diversified loan portfolio. While mortgages remain at only 37%, ANZ has been further expanding its market share in cards.

**Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme**

"This year over 120 banks and financial institutions in 22 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today," said Philip Strause, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involves extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Strause, who has over 30 years experience as a principal consultant to leading financial institutions in North America and the Asia Pacific, 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."

### **About The Asian Banker**

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com).

For more information please contact:

Ms Ananya Dutta

Direct (Singapore): (65) 6236 6174

Mobile (Singapore): (65) 9017 7840

[dananya@theasianbanker.com](mailto:dananya@theasianbanker.com)

-Ends-