

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

**Bank Central Asia (Indonesia) wins the award for Best Retail Bank in Indonesia, 2008**

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- *Bank Central Asia won for the sixth successive year the prestigious award for showing strong growth in its retail core funding during the current crisis on the back of its strong network reach and conservatism.*
- *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** – Bank Central Asia has been named Indonesia'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.

**Bank Central Asia wins the award for Best Retail Bank in Indonesia, 2008**

Supported by its extensive distribution network of 844 branches and 6000 ATMs and decades of experience in transactional banking, Bank Central Asia (BCA) advanced its market share in customer deposits since beginning 2006 until end of 2008 by 2% to 13%. Compounded annual growth rates between 2006 and 2008 for core retail deposits was 11%. Bank Central Asia has the best low cost deposit structure in the market. It also witnessed significant growth in electronic banking transactions and internet banking.

Its mortgage and vehicle loans drove consumer loans to 55% y-o-y during the first nine months of 2008. Outstanding balances for mortgages rose 42%, further increasing its market share to 8.6%.

Healthy fee income growth, growing margins and lower operating expense led to BCA scoring highest points in the field of sustainability.

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BCA realised significant higher growth in retail financial services driven by vehicles and mortgage products, a healthy fee income generation and strong customer growth of 28%. Among all banks in Indonesia, BCA effectively managed their franchise and core deposit funding more successfully and maintained profitability in retail financial services. The bank has shown strong retail core funding capabilities during the current crisis on the back of its strong network reach and conservatism.

"In 2008, the bank has shown that it can continue its absolute leadership in retail financial services. With its wide network reach and transactional services, strong interest and fee income growth and further inroads into the mortgage and deposit market, it has built a significant franchise in core product categories which is unrivalled by its peers. Its combined strength of branch and electronic channels coupled with its excellent deposit product range also helped the bank to grow its low cost funding base," said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

**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 Asia 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 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 in Retail Financial Services 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).

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