

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

**Qatar National Bank wins the award for Best Retail Bank in Qatar, 2008**

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- *Qatar National Bank won this prestigious award for the 2nd time, having maintained its market leadership in a challenging environment.*
- *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** – Qatar National Bank has been named Qatar'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.

**Qatar National Bank wins the award for Best Retail Bank in Qatar, 2008**

Qatar National Bank (QNB) has won the Best Retail Bank in Qatar award for the second time, having gained higher scores than the other banks surveyed in the programme, including Commercial Bank of Qatar and Doha Bank.

QNB led the contenders in nine out of the ten categories and dominated the whole sector. The bank grew its value of franchise with consumer deposit growth of 10% and personal loan growth of 31%.

One of main focus areas of the bank was customer relationships. By introducing innovative products and services, the bank tried to maintain its market leadership in the retail business.

QNB introduced a centralised customer feedback and resolution process, which resulted in more efficient and customer friendly processes. Card security was enhanced with the implementation of chip based cards, which the bank can now issue.

QNB improved its distribution channels with its new mobile phone banking and an expanded branch and ATM network. The branches were improved with branch automation system to increase teller efficiency. This is complemented by data warehousing to better serve retail customers and optimise sales efforts. Sales were also improved with an increased direct sales agent force. Comprehensive training was provided for customer relationship officers and branch representatives.

**Qatar National Bank won this prestigious award for the 2nd time, having maintained its market leadership in a challenging environment**

In 2008 QNB's retail banking dominated the banking sector once again. With sustainable growth in profits and deposits in the first nine months of 2008, the bank maintained its market leadership.

QNB's premium banking was enhanced with the launch of VIP Fast Track. This suite of service enhancements offers improved service and turnaround times for loans and credit cards. In addition, the scope of premium banking was extended to five locations, which boosted accessibility and reach.

The bank also paid attention to the development of human resources, especially for Qatar people. A learning and training centre was established to address and meet all future training and human resources development needs.

The bank launched several marketing campaigns to promote credit cards and increase their usage. The 'Easy Life' campaign was very successful in increasing its internet banking and SMS banking customers.

**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).

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