

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Bank of China (China) wins Best Wealth Management in China for the year 2009

- *For the second time in a row, Bank of China wins the Best Wealth Management in China for the year 2009.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Bank of China has been named China's Best Wealth Management in China in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 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 JW Marriot in Shanghai on the evening of March 18th, 2010.

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.

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Bank of China (BOC) has won the Best Wealth Management in China for the second straight year, for its strong performance in 2009, having gained higher scores than the other banks surveyed in the programme.

BOC unveiled a new version of its online banking platform in 2009, with a particular focus on lifting wealth management sales. BOC eventually added over 300,000 new clients for the year with assets worth around \$4.39bn (RMB 30bn). Its corresponding wealth management business jump underpinned the bank's 20% leap in retail fee income y-o-y.

The past year also saw BOC restructuring its wealth management and private banking units. While initially seeking the assistance of consulting firms for the project, BOC opted to do it in-house given the bank's unusual need to manage a sizeable mid- and high-end client base while continuing to build its business from the ground up.

"After integrating its wealth management and private banking units, BOC is now able to avoid business overlap, boost high end client service and better track and analyse existing and would-be clients", said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 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 23 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 Philippe Paillart, 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.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, 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.

For more information please contact:
Ms Ananya Dutta
Direct (Singapore): (65) 6236 6174
Email: dananya@theasianbanker.com

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