

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

**Standard Chartered First Bank (Korea) wins Best Deposit Product/Campaign Award for the year 2009**

- *For the first time, Standard Chartered First Bank (Korea) wins the prestigious Best Deposit Product/Campaign Award 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** – Standard Chartered First Bank (Korea) has won the Best Deposit Product/Campaign Bank 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 18<sup>th</sup>, 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.

**For the first time, Standard Chartered First Bank (Korea) wins the prestigious Best Deposit Product/Campaign Award for the year 2009**

Standard Chartered First Bank (Korea) wins the Best Deposit Product/Campaign Award for its outstanding performance in 2009, which stood out over and above its competitors. As a leading foreign player in Korea, the bank has brought its global expertise and experience in customer service into the local operation.

In 2009, SCFB launched the new "Do Dream" savings account aimed at fulfilling customer needs for Current Account & Savings Account, high interest rates and robust transactional capability along with better customer experience. The product has enhanced interest rate to reward longer-term savings and offered unconditional fee waivers.

Since its inception in 2008, “Do Dream” account has experienced sustained exponential growth through 2009. The market share in the individual savings market of SCFB almost doubled from the beginning of 2008 to the end of November 2009. Core deposits rose dramatically and average net interest margin was the highest among all 11 players we surveyed.

"The Bank's new savings account and strategic innovation guaranteed an impressive performance and market leadership in Korea, which helped SCFB to increase brand value in retail banking business", said Mr. Chris Kapfer, Head of the Excellence in Retail Financial Services 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 involve 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](http://www.theasianbanker.com).

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