

Press Release

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The International Excellence in Retail Financial Services Awards 2011

Allied Bank Wins the Award for Best Retail Bank in Pakistan

- *Allied Bank is the sole winner in Asia for the Best Retail Bank in Pakistan.*
- *Allied Bank has demonstrated its commitment in growing its retail banking business in Pakistan in 2010, through significant investments in people, infrastructure and processes.*
- *Over 170 banks and financial institutions from 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa were evaluated as part of the International Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—Allied Bank has been named the Best Retail Bank in Pakistan at the 10th International Excellence in Retail Financial Services Awards Programme. The bank received the award at The International Excellence in Retail Financial Services 2011 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri La Hotel in Kuala Lumpur on March 11th 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

Allied Bank is the sole winner in Asia for the Best Retail Bank in Pakistan.

Allied Bank's strategy in 2010 was to further develop its retail and consumer banking presence in Pakistan. It achieved this by focusing on a strong, credible team accompanied by heavy investment in infrastructure in order to set up a state-of-the-art call centre and quality service department. The financial results for the bank in 2010 were also impressive, recording growth on after tax profits of more than 14% year-on-year.

Allied Bank also spent significant efforts in rolling out its internet banking service on a mobile platform. This further simplified the entire banking experience, and any customer with access to Allied Bank's internet banking service can use their mobile phone's internet browser to

access all features on the go, 24/7. A direct payment service platform facilitating instantaneous money transfer in Pakistan has also been developed, and customers may use two modes of payments: cash or banker's cheques.

Another notable area where the bank scored high points was in its human resources strategy, where staff were motivated and committed to accomplish organisational vision and mission. In a highly competitive environment, attracting, retaining and nurturing employees and giving them a well-rounded exposure to the business was key in driving the organisation forward.

Chris Kapfer, head of Asian Banker Research, says: "With the retail banking sector in Pakistan set for a period of high growth, banks will have to scale up their presence in areas such as physical and electronic penetration, product and service offering, and most of all, be backed by superior management. Allied Bank has demonstrated its commitment in all these aspects, and was able to make the retail banking experience more enjoyable for the citizens of Pakistan."

Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were evaluated as part of The International Excellence in Retail Financial Services Programme.

"This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today" said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: "It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology."

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 the combined experience of a team of experienced researchers.

Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: "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. To stay abreast of the rapidly growing geographic scope of the programme, The Asian Banker has renamed the awards 'The International Retail Financial Services Awards' in 2011."

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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