

## Press Release

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### The International Excellence in Retail Financial Services Awards 2011

## Chinatrust Commercial Bank (CTCB) Wins Two Awards—Best Retail Bank in Taiwan and Best Application of Data Analytics

- *CTCB is the sole winner in Taiwan for two awards—Best Retail Bank in Taiwan and Best Application of Data Analytics.*
- *CTCB has leading market share in retail banking and has innovatively focused on customer value management and integrated retail risk concepts to enhance customer relationship building.*
- *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 11<sup>th</sup> 2011**—CTCB has been named the Best Retail Bank in Taiwan and also won the award for Best Application of Data Analytics in the 10<sup>th</sup> International Excellence in Retail Financial Services Awards Programme. The bank received the awards 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 11<sup>th</sup> 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.

***CTCB is the sole winner in Taiwan for two awards—Best Retail Bank in Taiwan and Best Application of Data Analytics.***

CTCB is a leader in retail financial services with particular strength in areas such as credit cards in force, credit card sales volume and alternative channels.

In 2010, CTCB launched a comprehensive transformation programme with its “One Bank” concept. CTCB consolidated resources from various product divisions in retail banking and, in co-operation with institution banking, offered customers a more professional financial service

experience. The consolidation involved data of some six million retail customers and was of particular benefit to SME banking and cross-selling.

As part of its customer retail initiatives, CTCB increased its coverage and features in mobile banking. In January 2010, CTCB started working toward creating a friendly and convenient transaction environment and by November 2010, mobile banking channel volumes soared, attracting over 100,000 subscribers. Some of the winning mobile banking features include integral functionality, friendly user interface, and easy-to-understand screen design—all of which have been rated by customers to be by far the best among competitor banks.

CTCB also focused on improving asset quality and provision adequacy to the calibre of top banks. It also made significant inroads into Taiwan's wealth management—as at November 2010, the bank's market share of VIP clients with more than \$100,000 of investable assets was 18%, making CTCB the market leader.

***Chinatrust Commercial Bank has leading market share in retail banking and has innovatively focused on customer value management and integrated retail risk concepts to enhance customer relationship building.***

In 2010, CTCB launched its customer value management initiative—it impressively consolidated six million retail customers' data into a single warehouse and developed three new business strategies to target customer relationship building.

CTCB is the market leader in terms of VIP clients, cards in force, amount of VIP assets under management, and liability under management. To strengthen their market position, sales volume in wealth management and lending products grew by over 50%.

CTCB has progressed in retail risk management by strategically building up a customer centric one-bank concept. Chris Kapfer, head of Asian Banker Research, says: "CTCB is the first bank in Taiwan to include more comprehensive systems in risk prevention such as integrating both secured and unsecured products to set up customer level loan review policies. Undoubtedly, CTCB is the first bank to build a professional, caring and trustworthy culture to assist customers through financial hardship."

**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](http://www.theasianbanker.com)

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