

## Press Release

Embargoed for publishing on March 12<sup>th</sup> 2011

---

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

#### Demir Bank Wins the Award for Best Retail Bank in Kyrgyzstan

- *Demir Bank is the sole winner in Asia for the prestigious award in Best Retail Bank in Kyrgyzstan*
- *Demir Bank has recorded impressive results in 2010, and led the way in introducing and implementing best practices in retail banking in Kyrgyzstan.*
- *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** – Demir Bank has been named the sole winner for Excellence in Retail Banking in Kyrgyzstan at 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.

#### *Demir Bank is the sole winner in Asia for the prestigious award in Best Retail Bank in Kyrgyzstan*

Demir Bank's has had recorded impressive results in 2010, offering a wealth of banking products and services to the people of Kyrgyzstan. By leveraging on a full suite of technological capabilities, the bank has been able to develop partnerships with renowned international banks.

The bank has also outperformed its peers in offering superior products and services to individuals in the rising economy of Kyrgyzstan, such as safe boxes and internet banking facilities. Real-time information on customer's account balances and the ability for customers to retrieve transaction records are some of the impressive highlights that the bank has achieved most recently.

Chris Kapfer, head of Research at the Asian Banker says "This is the first time that the Asian Banker has introduced the excellence in retail financial services to Kyrgyzstan. It is indeed an honour for us to be able to recognize the efforts of Demir Bank. We are confident the Demir Bank will continue to be a market leader in Kyrgyzstan for the foreseeable future."

**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)

For more information please contact:

Mr Thomas Zink

Tel: (+65) 6236 6535

[tzink@theasianbanker.com](mailto:tzink@theasianbanker.com)

-Ends-