

Press Release

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The International Excellence in Retail Financial Services Awards 2011

ANZ Bank in Vietnam Wins Excellence in Best Mortgage Business

- ***ANZ Bank Vietnam is the sole winner in Asia for Excellence in Best Mortgage Business.***
- ***ANZ Bank has surpassed its competitors in financial performance and innovation in mortgage products with strong customer testimonies of fast turn around times and detailed customer brokerage care.***
- ***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—ANZ Bank Vietnam has been named the sole winner in Excellence in the Best Mortgage Business in 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.

ANZ Bank is the sole winner in Asia for Excellence in Best Mortgage Business

ANZ Bank has been on a promising trajectory since launching its mortgage programme in Vietnam in July 2007. They have a strong financial portfolio which shows a 60% growth in mortgage assets year-on-year and a more than 35% increase in mortgage revenues year-on-year.

ANZ bank is gaining market share, attracting, among others, the upcoming mortgage customer segment of young working professionals.

Through successfully executed marketing campaigns, ANZ Bank acquired over 60 new customers in two months with a loan volume of \$4m. ANZ Bank's mortgage product development team has also been responsible for other successful campaigns and has been endorsed by strong customer testimonials.

ANZ Bank has surpassed its competitors in financial performance and innovation in mortgage products with strong customer testimonies of fast turn-around times and detailed customer brokerage care.

ANZ Bank has improved its turn-around time significantly and is among the most prompt in the market. The bank clocks an impressive 48-hour turn-around time and loan dispersion takes a mere 3.5 working days. And while valuation used to take three days, that has been streamlined to two days. This has improved operational efficiency for ANZ Bank and enhanced the customer mortgage banking experience. With such impressive operational efficiency, ANZ bank shows promise of increasing its customer portfolio.

Chris Kapfer, head of Asian Banker Research, says: "Innovative mortgage products have given ANZ bank a competitive edge as it caters to evolving customer lifestyles and needs. ANZ is the first bank in the market to introduce the "Re-draw" feature where customers can re-draw the early repayment portion of their mortgage loans through a simple process and a quick turn-around time of 4 hours."

Customers have given strong positive feedback, including "Great team cohesion and professionalism!" as well as praising its professional broker services. ANZ bank has sophisticated broker channels where mobile sales forces go out to meet customers with the ability to initiate origination through their wireless laptops. This has improved turn-around time and enhanced customer satisfaction.

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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