

Press Release

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The International Excellence in Retail Financial Services Awards 2011

Maybank Malaysia Sweeps Two Awards—Best Retail Bank in Malaysia and Best Deposit Liability Business

- *Maybank Malaysia is the sole winner in Asia for two awards—Best Retail Bank in Malaysia and Best Deposit and Liability Business.*
- *Maybank Malaysia has achieved a market winning deposit and liability business with outstanding customer reach-out and an innovative focus on customer needs.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—Maybank Malaysia has been named sole winner in both the Best Retail Bank in Malaysia as well as the Best Deposit and Liability Business by the 10th 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 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.

Maybank Malaysia is the sole winner in Asia for two awards—Best Retail Bank in Malaysia and Best Deposit and Liability Business.

Maybank has undergone an ambitious transformation in the last few years which has brought it to the top of the country's retail banking industry. Its retail banking arm has morphed into a community financial services centre or One Stop Shop, offering SME and auto financing services under the same roof. Previously, customers had to go to specific business centres to service their different financial needs. In the same vein, Maybank Malaysia has also enhanced

their mobile banking services to allow customers to access all-in-one services, including account summary, balance inquiry, fund transfer to own or registered third party, and credit card payment services, on the go.

Chris Kapfer, head of Asian Banker Research, says: “Maybank Malaysia has taken serious steps in enhancing customer retail experience through sophisticated CRM systems, e-channel integration and customer reach-out.” He adds: “It has one of the most advanced CRM systems, powered by a strong analytical engine. It has also recently implemented events-based marketing which promotes marketing based on customer behaviour.” The bank is transforming its sales focus from “product push” to “advisory role” and has succeeded in strengthening the relationship between bank and customer.

Maybank’s transformation also involved other initiatives aimed at improving the customer experience and customer centricity. For example, Maybank’s Electronic Bill Presentment and Payment (EBPP) programme strengthened Maybank’s position as the leading internet banking portal and became one of the cornerstones of the bank’s transformation into a virtual bank. EBPP consolidates bills and statements from third parties, such as payee corporations, thus providing a comprehensive bill payment service for customers.

Maybank Malaysia has achieved a market winning deposit and liability business with outstanding customer reach-out and an innovative focus on customer needs.

Maybank Malaysia successfully reached out to its target segment of young professionals with accessible premier options, rewards and benefits and has managed to keep its lead in low-cost deposits, with over 22.9% of market share. Moreover, its leading internet banking platform is able to offer the varied and convenient electronic options so crucial to this market sector.

In a winning contrast to other banks, Maybank Malaysia is the only bank that offers a loyalty bonus as a permanent feature of their premier accounts. This has been successful in attracting new customers while encouraging the upgrading of existing customer accounts.

One of the winning features of Maybank Malaysia’s premier account is that it offers account holders the convenience of a checking facility with a combination of online features and personal insurance coverage.

Chris Kapfer, head of Asian Banker Research, says: “The bank has strategically increased its network coverage, enabling a customer to shop at over 29 million VISA and Mastercard-approved outlets worldwide. Further, a customer has access to over 400 branches and a full-fledged 24/7 call centre for service and enquiries.”

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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