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Press Release

FOR IMMEDIATE RELEASE

Shinhan Bank is the Best Retail Bank in Korea for 2012

- Shinhan Bank managed to achieve a balanced growth in profitability, portfolio growth as well as risk
- The bank embarked on a successful loan and deposit portfolio restructuring
- The bank expanded the customer basis in three major markets – mass affluent, office workers, and self-employed customers

Seoul, March 22nd 2013—Shinhan Bank has been named as the winning bank of the Best Retail Bank in Korea Award for the year 2012 during the 12th International Excellence in Retail Financial Services. The bank received the award at The International Excellence in Retail Financial Services 2013 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 Westin Chosun, Seoul, South Korea on March 22nd 2013.

Shinhan Bank placed emphasis on portfolio restructuring and bad debt reduction, which are fundamental strengths. The bank also struck a strategic alliance with the National Police Agency in Korea, giving the bank a five-year exclusive right to provide the agency's 100,000-strong police force with primed-rated unsecured loans and mortgages. As of November 2012, the bank gained 35,000 new policemen customers.

The bank has made marked developments in terms of technology and multi-channel implementations, with the recent launch of its Smart Banking Centre and the introduction of a new internet and smartphone banking system in 2012.

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.

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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Evaluation Criteria for Excellence in Retail Financial Services Programme

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

“We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition.”

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank’s strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at www.theasianbanker.com.

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