

Press Release

FOR IMMEDIATE RELEASE

ANZ Bank Singapore wins Best Deposit Product award for 2014

- **The bank's Instant Interest Time Deposit allows customers to enjoy a full year's interest on the day the account is opened.**
- **The product has attracted \$190 million in deposits since its launch on April 15th 2013.**
- **Return-on-investment at a resounding 4.8%.**

Sydney, April 3rd 2014—ANZ Bank Singapore won the Best Deposit Product award for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 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, Sydney, Australia on April 3rd 2014.

To enable customers to optimise the returns on their deposits, ANZ Instant Interest Time Deposit allows interest to be paid on deposits the day the account is opened. Customers are thus able to make use of the interest earned that day, instead of having to wait a whole year. The product is available in several currencies. The product has attracted \$190 million in deposits since its launch on April 15th 2013 with return-of-investment at a resounding 4.8 to 1.

This innovative offering is unique in that banks generally focus on high interest rates and rewards programme as selling points. Due to the success of this product, customer acquisition increased exponentially, redefining the way the bank has been growing its liability business.

About 200 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, Beijing and Dubai 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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