

Press Release

FOR IMMEDIATE RELEASE

Bank of the Philippine Islands wins Best Retail Bank and Best Payment Product in the Philippines for 2014

- **BPI recorded remarkable financial result in 2013, with robust revenue growth and reduced costs.**
- **By consistently driving customers towards to more cost-efficient paths, BPI managed to successfully shift 63% of transactions to electronic channels.**
- **BPI introduced My ePrepaid MasterCard, which contributes more than 50% of BPI Prepaid Card's revenue.**

Sydney, April 3rd 2014—Bank of the Philippine Islands (BPI) won the Best Retail Bank in the Philippines and Best Payment Product awards 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.

BPI's positive financial performance is the result of revenue and profit growth, higher fee income and a reduction in its cost-to-income ratio. Its current and savings deposit growth remained strong in 2013, growing by a dramatic 43%, taking its market share to 21.28%.

BPI has consistently driven its customers towards more cost-efficient service paths, such as ATMs and cash deposit machines as well as online and mobile banking channels. It introduced BPI Express Assist in 2012, which has a queue system where the customer can input transaction details.

Currently, electronic channels account for 63% of the bank's total transactions, as it has successfully enrolled 377,000 customers in the various mobile banking platforms, increasing the bank's user-base by 86.4% as compared to 2012.

Targeting young professionals who want but are not qualified to have a credit card, BPI's My ePrepaid MasterCard helps them access online shopping wherever MasterCard is accepted. The bank now has 1.6 million active prepaid cards. The prepaid portfolio for BPI has seen substantial growth, from an increase of 9% in 2011 to 2012 to a growth of 43% in 2012 to 2013. My ePrepaid MasterCard is the key revenue driver for BPI Prepaid Cards, contributing more than 50% of total business revenues.

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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Leading financial performance and sustainability

BPI has a leading financial performance and sustainability due to its better growth in revenue and profit, higher fee income and reduction in CIR. Its current and savings account growth continued to remain strong in 2013, growing by a dramatic **43%** or Php 191.7B versus previous year. Its market share in this category increased to **21.28%**, over previous year's 20.95%.

Steady focus on electronic channels to improve cost-efficiency

BPI has consistently been driving its customers towards more cost-efficient service channels such as the ATM, cash deposit machines, online banking and mobile banking. It has also introduced BPI Express Assist in 2012 and has a queue system where the customer can input the details required for transactions. Currently, 2.6M of the bank's individual retail customers are enrolled in the electronic channels. Transactions on the latter already account for 63% of the Bank's total transactions.

The number of mobile banking enrollments and usage also increased dramatically in 2013—there were 377,000 enrollments in the various mobile banking platforms, increasing user base by 86.4% from 2012. (Usage also increased by more than 200% in 2013. ---*not sure what usage is*)

Prominent growth of MyePrepaid MasterCard product

Targeting young professionals with ages between 18-33 who want to or are not qualified to have a credit card,

PBI's my ePrepaid MasterCard product provide them an access to shopping online or in-stores worldwide – wherever MasterCard is accepted.

The bank now have a 1,600,000 unexpired prepaid cards today, with over USD 47Mn worth of usage. The Prepaid portfolio is currently growing substantially, from a 2011-2012 growth of only 9%, to a 2012-2013 growth of 43%.