

Press Release

FOR IMMEDIATE RELEASE

**Emirates NBD wins both Best Consumer Credit Product Award and Best Risk Management Award for 2014 for its Personal Loans business.**

- **Emirates NBD's Personal Loans offers differentiated product packages, credit life insurance and an exclusive loan return option for all clients.**
- **Emirates NBD's Risk Based Pricing and Limit Setting module for Personal Loans predicts a customer's probability of default based on a scorecard, enabling risk-based pricing and resulting in better rates for customers.**
- **The bank's Borrow Wisely campaign, segment expansion as well as Score-card based approach has resulted in a 37% increase in new business.**

**Sydney, April 3<sup>rd</sup> 2014**—Emirates NBD won both the Best Risk Management and Best Consumer Credit Product for 2014. The bank received the awards 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 3<sup>rd</sup> 2014.

Emirates NBD's Personal Loans provides differentiated product packages, credit life insurance and an exclusive loan return option for all clients. Based on a relationship-based pricing system, the bank has been able to offer unique loan products to salaried, self-employed, banking and non-banking customers while educating the customer to make informed decisions about their repayment capabilities.

The bank's Risk Based Pricing and Limit Setting module predicts a customer's probability of default based on a scorecard. The scorecard applied depends on customer type and includes limit setting on the maximum loan amount for an individual based on their ability to repay. The score results have enabled the bank to implement risk-based pricing for customers resulting in better rates and building a stronger personal loan book.

Emirates NBD's Borrow Wisely campaign, segment expansion as well as Score-card based approach has resulted in a 37% increase in new business volumes and a diminished loss rate. In addition, digitalisation has introduced a uniformed process, upfront rejection for customers not meeting the minimum score and faster loan processing time.

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](http://www.theasianbanker.com)

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