

Press Release

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Shinhan Bank wins Best Retail Bank in South Korea award for 2014

- **Shinhan Bank has successfully created synergies with other subsidiaries making them resilient against a multi challenge retail banking environment.**
- **The bank's focus on key growth segments allowed them to achieve better performance than its peers**
- **New risk management system at the front line allows for better management of risk**

Sydney, April 3rd 2014—Shinhan Bank won the Best Retail Bank in South Korea 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.

Shinhan Bank was the first bank to begin working on a common enterprise platform across its other subsidiaries creating business synergies and improving branch productivity and thus making them resilient against the current multi challenge retail banking environment. With net income almost twice that of its competitors in 2013, the bank succeeded in widening the lead to its competitors.

Shinhan Bank's market share in key customer groups grew as the bank optimises use of customer data from affiliate companies such as Shinhan Card—which has 22 million active customers—launching a joint promotion to increase the number of credit card affiliate stores.

After setting up its “Early Warning System” in both household and SME markets, the bank launched its “Concerned Customer Management System” to better cope with aggravated loan portfolio risk. Branch managers can now manage potential delinquencies through the bank's online operating system, making risk management more systemic and standardised. Its delinquency ratio in personal loans and Self-Employed Customers loans has seen improvement, as has its NPL ratio which stands at 0.25%.

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

For more information please contact:

Ms. Janice Chua

Tel: (+65) 6236 6532

jchua@theasianbanker.com

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

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