

Press Release

Embargoed for 19th March 2015

BIBD wins Best Retail Bank in Brunei award for 2015

- **In 2014, BIBD's market share grew 3.2%, revenue rose 7% and profits climbed by 16%.**
- **Total number of retail customers increased by 10,500 in the first nine months of 2014.**
- **NPF rate for consumer financing dropped to 3.49% (as at September 2014), down from 3.52% for 2013.**

Singapore, March 19th 2015—BIBD won the Best Retail Bank for Brunei award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella, Singapore on March 19th 2015.

In 2014, BIBD continued its dominance of the retail banking market through its impressive market-leading performance. Its market share grew 3.2%, and it saw a 7% increase in revenues and 16% growth in profits. This was achieved by the bank's strategy of growing profitable products and segments while pulling away from less profitable ones. It also sought to reduce customer attrition by focusing on providing better value propositions and implementing better customer retention techniques.

Moreover the total number of retail customers reached 243,966—a net increase of 10,500 customers in the first nine months of 2014. This was a direct result of improvements in the productivity of its sales force and branches and strong success in payroll acquisition from target market employers.

The non-performing financing (NPF) rate for Consumer Financing dropped to 3.49% (as at September 2014), down from 3.52% for 2013. This was achieved through higher credit and risk appreciation within the business and improved portfolio management capabilities. The bank learnt from portfolio losses in the past and amended policies and processes to reduce probability of recurrence. It also enhanced its recovery capabilities and capacity.

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:

Mr. Colin Savage
Head of Research
Tel: (+65) 6236 6520
cjsavage@theasianbanker.com

Ms. Janice Chua
Senior Executive, Marketing
Tel: (+65) 6236 6532
jchua@theasianbanker.com

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