

Press Release

Embargoed for 19<sup>th</sup> March 2015

## **Shinhan Bank wins Best Retail Bank in Korea award for 2015**

- **Shinhan Bank led in deposit growth last year with core deposits rising \$5 billion.**
- **It is the most profitable retail bank in the country, achieving pre-tax profits of \$5 million.**
- **In loan portfolio management, the bank topped the market in managing loan delinquency rates for households and private business owners.**

**Singapore, March 19<sup>th</sup> 2015**—Shinhan Bank won Best Retail Bank in Korea 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 19<sup>th</sup> 2015.

Shinhan Bank led in deposit growth last year, and saw its retail customer base grow by three million customers in the last five years. Core retail deposits grew \$5 billion in 2014, the highest among the big four Korean banks, fortified by expansion in areas like salary account, credit card payment account and cross-selling.

It remains the most profitable retail bank in the country, achieving pre-tax profits of \$5 million and has steadily increased its market share in key products in 2014. Active customers increased by 370,000. Growth in profitability and asset quality has been driven by mortgage loans growing \$3.6 billion.

In loan portfolio management, the bank topped the market in managing loan delinquency rates for households (0.51% as at November 2014) and private business owners (0.86% as at November 2014). This was achieved by adapting self-management in branches and providing training and support for staff. The bank also practises “Compassionate Finance” through risk management, overdue debt management and a household debt healing programme.

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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