

Press Release

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Alliance Bank wins best SME Bank and Best Retail Banking Brand Initiative awards 2015

- **Alliance Bank outpaces industry growth rate in SME loans by a factor of 3.4**
- **Strong regional management drives 18% YoY growth**
- **The bank reaches out to young entrepreneurs, looking towards the next generation of SMEs**

Singapore, March 19th 2015—Alliance Bank won the **Best SME Bank** and **Best Retail Banking Brand Initiative** awards 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 on March 19th 2015.

Alliance Bank outpaces industry growth rate in SME loans by a factor of 3.4

Over the past six years, Alliance Bank has undertaken a number of key strategic initiatives to propel its SME banking business forward. Its transformation journey was characterized by three key phases, commencing in 2009 and looking forward to a vision 2020 of double growth in its SME loan base in three years, then tripling it in five years.

The bank's SME business has become one of its core growth engines, contributing about 20% to its overall loan book and a third of its current account balances. The bank's SME loans far outpaced the industry growth rate by a factor of 3.4, and it achieved 66% (average) penetration of online banking among new-to-bank business current account customers.

Strong regional management drives 18% YoY growth

Alliance bank has put in place strong "regional management" structures for key geographic regions in Malaysia, with regional heads as "local CEOs" empowered to drive business growth. Thanks to this, it continues to record strong recurring fee incomes, registering 18% growth YoY with a fee income ratio of 27%,

The bank also implemented an advanced, statistically-based program lending model that enables it to achieve speed and scale by taking a portfolio approach to risk. This enabled the bank to derive strong, diversified growth from various geographical regions and help it spread risk.

The bank reaches out to young entrepreneurs, looking towards the next generation of SMEs

Aside from capturing its share of the current market, Alliance Bank also looked towards the next generation of businesses with supporting activities for young entrepreneurs. Its BizSmart Academy launched in 2013 and has taken the task of approaching the business community with education, mentoring and funding

National budget policies enabled the bank to reach out to a wide business community and carry out an annual SME Innovation Challenge open to young SMEs in Malaysia, where selected high potential SMEs to undergo training and coaching programmes. Winners would be provided with funding to implement their new business ideas.

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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