

Press Release

Embargoed for 19th March 2015

Jibun Bank wins Best Business Model award for 2015

- **Jibun Bank remains the only mobile-only bank in Japan**
- **All products and services can be purchased 100% straight through and the bank has the best user navigation in the market**
- **1.9 million active customers, with 40% new to the bank**

Singapore, March 19th 2015—Jibun Bank won the **Best Business Model** 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 on March 19th 2015.

Jibun Bank remains the only mobile-only bank today in Japan, run by 180 staff focused mainly in product development and user navigation. As an independent part of the Tokyo Mitsubishi-UFJ group all products and services can be purchased 100% straight through and the bank has the best user navigation in the market.

The bank has 1.9 million active customers and became profitable for the first time in 2012 since its inception in 2008. Since then, it has grown steady in revenue and profits with 40% of its customers being new to bank.

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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