

Press Release

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Shinhan Bank wins Best Network Integration Initiative award for 2015

- **Shinhan Bank implemented two key initiatives to make it easier for customers to communicate with the bank**
- **Digital smart card allowed front line staff to send electronic name cards of customers after a counter engagement**
- **Customers enabled to download product applications at their convenience**

Singapore, March 19th 2015—**Shinhan Bank** won the **Best Network Integration Initiative** 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.

Shinhan Bank implemented two key initiatives to make it easier for customers to communicate with the bank and to seamlessly complete their transactions from home. By implementing a digital smart card programme, it allows the front line to send an electronic name card to a customer's phone after a branch counter engagement.

The bank also created a process by which a customer is able to download, at the convenience of their home, any product application which has been discussed or initiated previously within the branch. The customer can fully sign off and submit completed documents to the bank without the need to return to the branch.

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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