

Press Release

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BIBD wins Best Retail Bank in Brunei award for 2016

- **BIBD's share in consumer finance continues to strengthen despite a challenging market**
- **Internally, BIBD improved employee engagement to 81%**
- **Externally, BIBD proved to be the consumers' bank of choice**

Hong Kong, March 16th 2016— **BIBD** was awarded **Best Retail Bank in Brunei for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

BIBD's share in consumer finance continues to strengthen despite a challenging market

Despite the downward trend in overall profitability of the banking system, assets, and deposits in Brunei, BIBD still found room to grow in consumer finance. In 2015, the bank accounted for majority market share in mortgages, credit cards, and personal loans, while maintaining a lower delinquency ratio compared to its peers. This resulted to double-digit growth in retail assets, and improvement in profit and revenue.

Internally, BIBD improved employee engagement to 81%

From 68% in 2010, the bank reported an 81% employee engagement in 2015, the highest to date. The bank has effectively kept the attrition rate low for front sales staff.

Externally, BIBD proved to be the consumers' bank of choice

The improvements and achievements of BIBD in 2015 were confirmed by positive feedback from its customers. Among all the banks in Brunei, BIBD has consistently ranked high in customer satisfaction surveys. Among the upgrades the bank has implemented is its Branch Digital Platform, a one-stop solution for deposit products with paperless format as well as straight-through processing with automated disbursement.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

For more information please contact:

Mr. Mobasher Zein Kazmi
Head of Research
Tel: (+65) 6236 6520
mkazmi@theasianbanker.com
www.theasianbanker.com

Ms. Janice Chua
Marketing Manager
Tel: (+65) 6236 6532
jchua@theasianbanker.com
www.theasianbanker.com