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Press Release Embargoed for 16th March 2016

### China Merchants Bank awarded Best Retail Bank in China for 2016

- China Merchants Bank achieved tremendous customer base and AUM growth in 2015
- Banking on its established technology capability, China Merchants Bank provided a seamless digital channel experience
- China Merchants Bank continuously pursued a customer-centric retail business by creating a closed-loop banking ecosystem

Hong Kong, March 16th 2016— China Merchants Bank was awarded Best Retail Bank in China 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.

#### China Merchants Bank achieved tremendous customer base and AUM growth in 2015

Implementing a successful customer segmentation strategy in 2015, China Merchants Bank achieved tremendous growth in its customer base and assets under management. Powering the growth were its mortgage, credit card, and wealth management businesses. Leveraging on a competitive net interest margin and data analytics capability, the bank offered attractive prices to grow its asset base, while keeping its traditional wealth management business strong.

## Banking on its established technology capability, China Merchants Bank provided a seamless digital channel experience

To cater to a burgeoning, digital-savvy, young customer base, the bank leveraged on its established technology capability. It provided its customers a seamless digital channel experience, resulting in a digital channel penetration rate of over 95%.

# China Merchants Bank has continuously pursued a customer-centric retail business by creating a closed-loop banking ecosystem

By prioritising mobile and online banking, China Merchants Bank created an online-to-offline ecosystem providing dining, shopping, travelling, and other lifestyle information with rewards, coupons, and other promotions. It also built in its payment capability to close the loop.

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.

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