

Press Release

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## **Abu Dhabi Commercial Bank (ADCB) awarded Best Retail Bank in the United Arab Emirates for 2016**

- **ADCB expanded its retail business, achieving double-digit growth in credit cards, personal loans, mortgages, and car loans**
- **The bank reported a 21% growth in customers and 17% growth in retail deposits**
- **ADCB is the market leader in consumer lending and has established itself as a consumer brand through its brand initiative “Ambition Visualised”**

Hong Kong, March 16th 2016— **ADCB** was awarded **Best Retail Bank in the United Arab Emirates 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.

### **ADCB expanded its retail business, achieving double-digit growth in credit cards, personal loans, mortgages, and car loans**

ADCB’s loyalty program “TouchPoints” was hugely responsible for the steep increase in credit cards, personal loans, and car loans. Points can be earned through online banking, bill payment, and other interactions with ADCB, which are then redeemed as vouchers that can be spent in any of ADCB’s merchant partner outlets.

### **The bank reported a 21% growth in customers and 17% growth in retail deposits**

The bank’s 21% growth in its customer base and 17% growth in retail deposits garnered a 19% total customer market share for the bank. The customer centricity of the ADCB brand is reflected in its ranking among the Top 10 Most Intimate Brands of the UAE, where it emerged at 8<sup>th</sup> place, the only local brand among international consumer brands that included Apple and Mercedes.

### **ADCB is the market leader in consumer lending and has established itself as a consumer brand through its brand initiative “Ambition Visualised”**

ADCB’s advertising campaign “Ambition Visualised” was also recognised by the Asian Banker as the **Brand Initiative of the Year for 2016** in the Middle East. Through its “Ambition Visualised” campaign, ADCB brought about a new level of connection with

consumers, bringing in 29% more customers and 23% more products in the months following the campaign.

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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