

Press Release

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DBS wins Best Retail Bank in Singapore and Best Retail Bank in Asia Pacific Awards for 2016

- **DBS sustained its leadership position despite headwinds from operational background**
- **Integrated itself in customers' journey**
- **DBS remained at the forefront of innovation**

Hong Kong, March 16th 2016— **DBS** was awarded **Best Retail Bank in Singapore and Best Retail Bank in Asia Pacific 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 at the W hotel on March 16th 2016.

DBS sustained its leadership position despite headwinds from operational environment

DBS cemented its stature as the market leader despite facing headwinds from the volatile financial market and its operating economy in 2015. Supported by its strong portfolio, the bank was able to capture more than half of the shares in retail deposits while also dominating its peers in terms of mortgages, credit cards, and vehicle loans. As a result, the bank experienced very high growth rates in its assets, revenue, and profit.

Integrated itself in customers' journey to create relevant products

In 2015, the bank deepened its engagement with customers as it built its presence in every customer touchpoint. Through branches, call centres, and especially through social media platforms, the bank interacted with its customers not only to form relationships but also to use these interactions to collect valuable data and feedback to create a better understanding of the market. Through engagement and collaboration with the consumers, DBS was able to tailor relevant and apt financial solutions for them.

DBS remained at the forefront of innovation

DBS is characterised by its capability to keep pace with the digitisation occurring in the retail banking landscape. By embracing the digital world, DBS has effectively delivered timely products and services to its clients. More importantly, through its innovation labs, the bank has consistently encouraged forward and creative thinking in all aspects of banking. DBS launched its Human Centred Design Lab as a way to inculcate a customer-centric culture among its employees, while DBS Academy was opened to provide a venue for experiential learning and experimentation, promoting a digital mindset.

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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