

Press Release

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Shinhan Bank awarded Best Retail Bank in Asia Pacific and Korea, and Digital Bank of the Year in Asia Pacific for 2017

- **Shinhan Bank expanded its retail client base and extended its dominant market share position in key retail asset classes, including automobile finance**
- **It continues to be the most profitable retail bank in Korea with significant improvement in net interest margin**
- **It launched a new mobile-only digital bank and entrenched its position as an innovative organisation and a pioneer in digital transformation**

Tokyo, Japan, March 17th 2017— Korea's largest commercial bank, **Shinhan Bank** was awarded **Best Retail Bank in Korea and Best Retail Bank in Asia Pacific for 2017** at The Asian Banker's International Excellence in Retail Financial Services 2017 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, at the Conrad Tokyo. Shinhan Bank emerged as the Best Retail Bank in Asia Pacific in a rigorous audit-styled evaluation programme based on a balanced scorecard 10 key criteria. The other top ranked banks include DBS of Singapore, the previous year's winner and Westpac of Australia. Shinhan Bank was also awarded **Digital Bank of the Year in Asia Pacific for 2017**,

Shinhan Bank expanded its retail client base and extended its dominant market share position in key retail asset, including automobile finance

In line with its five-year strategic growth plan, the bank expanded its retail banking business to emerging overseas markets such as Cambodia, Indonesia, Myanmar and Vietnam, and created a global retail banking governance structure.

It demonstrated its customer centred approach and creative use of data analytics by refining its segmentation programme and targeting customer sub-segments, including occupational and life-stage groups such as the police, teachers, social workers, new mothers returning work, parents and children.

Through these efforts, Shinhan Bank successfully attracted over 400,000 new customers to the bank in 2016. It also introduced a new wealth management account called, ISA, which garnered over 470,000 customers in total.

The bank grew its retail deposit by 7.7% in 2016 and retail assets by 8.7%. It revamped its automobile financing product and offered it through its new digital banking platform, Sunny Bank – MyCar Loan. The bank consolidated its position as the leading retail bank in Korea with dominant market share in automobile financing, credit card, deposit, mortgage and personal loan.

It continues to be the most profitable retail bank in Korea with significant improvement in net interest margin

Shinhan Bank maintained its position as the most profitable retail bank in South Korea. Retail banking operating profit grew by over 19 % from the year before. Total retail loans grew 6.3% while cost to income ratio improved by 8.3% as net interest margin improved by an impressive 31.9%.

It launched a new mobile-only digital bank and entrenched its position as an innovative organisation and a pioneer in digital transformation

Shinhan Bank launched, Sunny Bank, a mobile-based digital banking platform in December 2015. This followed regulatory changes by FSC to allow bank customers to verify their identity online. The new platform enables users to open accounts through mobile identity authentication, negating the need for face-to-face interaction with a bank teller. Customers can obtain foreign exchange, credit card, loan and remittances products and services through the new platform. It recorded 10 million visitor's hit for a year in 2016, and generated 1.1 million foreign exchange transactions, 23,000 people applied for the MyCar auto-loan with over \$336 million approved and disbursed.

During 2016, the bank also introduced a robo-advisory service, M Folio, and continues to be leading the use of AI and machine learning technology in the country.

The Awards Ceremony

About 200 senior bankers from award-winning banks from about 25 countries across the Asia Pacific, the Middle East 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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