

Press Release
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Bank Islam Brunei Darussalam awarded The Best Retail Bank in Brunei for 2018

- **Bank Islam Brunei Darussalam (BIBD) has established a strong presence in Brunei with the largest customer base in the country**
- **The bank positions itself at the forefront of digital transformation as supported by various innovative solutions**
- **The bank optimised its processes and infrastructure to increase the efficiency and productivity of its retail business**

Kuala Lumpur, Malaysia, March 22nd 2018— **Bank Islam Brunei Darussalam** was awarded **The Best Retail Bank in Brunei for 2018** at The Asian Banker's International Excellence in Retail Financial Services 2018 Awards ceremony, held in conjunction with The Asian Banker Digital Finance Convention at the Westin Kuala Lumpur in Malaysia.

Bank Islam Brunei Darussalam (BIBD) has established a strong presence in Brunei with the largest customer base in the country

With 16 branches and 95 self-service units located strategically throughout Brunei, BIBD has grown to become a market leader in the financial services industry. The bank dominates with a total retail customer base market share of 83%. It also leads the industry in terms of overall retail financing portfolio – accounting for more than half of the industry's total retail loans. Particularly, it captured 41% of the total outstanding credit card portfolio as of the third quarter of 2017.

The bank positions itself at the forefront of digital transformation as supported by various innovative solutions

In terms of digitisation, BIBD has made progressive steps in developing its digital capabilities. It claims to have the largest contact centre with a digital mobile chat capability. In 2017, the bank also upgraded its overall service delivery by launching initiatives such as dynamic QR code payment, authentication mobile chat and eVouched within the Mobile App. As a result, BIBD has driven the proportion of digital transactions to total retail banking transactions to 89%, while its digitally active customer base also increased to 44%.

The bank optimised its processes and infrastructure to increase the efficiency and productivity of its retail business

BIBD continues to upgrade its infrastructure to support the bank as it broadens its digital capacity in serving its customers. The bank's products and services are offered straight through processing using the Express Banking Plus. It has also established a dedicated Business Process Review unit to review, monitor and implement faster turn-around time and provide better customer experience.

About 200 senior executives from award-winning retail financial services institutions from about 25 countries across the Asia Pacific, the Middle East and Africa attended The Asian Banker Digital Finance Convention, which recognises financial institutions' 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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