

Press Release
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Habib Bank Limited awarded The Best Retail Bank in Pakistan for 2018

- **Habib Bank successfully maintained a dominant position in retail deposit**
- **The bank aims for financial inclusion by empowering women and youth**
- **The bank has invested in digitising the retail franchise by bringing new and innovative solutions for customers**

Kuala Lumpur, Malaysia, March 22nd 2018— **Habib Bank Limited (HBL)** was awarded **The Best Retail Bank in Pakistan 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.

Habib Bank successfully maintained a dominant position in retail deposits

HBL's banking strategy focuses towards low-cost deposit generation while continuing to build a profitable asset portfolio. As of date, the bank's deposits remained the highest in the banking industry of Pakistan. The deposit growth was mainly driven by increases in current account and savings account (CASA), with the domestic CASA ratio improving from 85.5% in December 2016 to 87.4% in September 2017.

The bank aims for financial inclusion by empowering women and the youth

Pakistan has the second largest gender gap, ranking 143 out of 144 countries in the gender equality index. To address this, HBL rolled out several initiatives - these included encouraging internal diversity, developing a sales focus on women, launching the HBL Nisa brand platform, and undertaking the Gender Intelligence Training Program, which was mandatory for management and all other employees. As a result of these comprehensive efforts, a noticeable increase in sales to female clients was observed among trained managers' branches. The number of women-owned deposit accounts increased by 6.7%, while the volume of deposits from women owned accounts increased by 10%.

The bank has invested in digitising the retail franchise by bringing new and innovative solutions for customers

HBL despite being an "old" player of over 75 years, has shown feats in digitising its business through automating its products and processes, and introducing market-firsts such as biometric identification, open application programming interface (API) and innovation challenge.

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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