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Press Release

BIDV awarded Best Retail Bank in Vietnam at The Asian Banker International Excellence in Retail Financial Services Awards 2019

- **BIDV continues to exhibit strong performance in retail banking activities**
- **The bank has made progress in building Fintech partnerships and digitizing its retail banking services**
- **The bank continuously develops and implements new measures to improve customer experience**

Dubai, March 21st, 2019 — **BIDV** was awarded **The Best Retail Bank in Vietnam** at **The Asian Banker International Excellence in Retail Financial Awards 2019**. The awards ceremony was held in conjunction with The Excellence in Retail Financial Services Convention 2019 at Conrad Dubai, U.A.E on March 21st, 2019.



In the picture: Members of the International Advisory Council of Excellence in Retail Financial Services Awards Programme; Wilson Chia and Richard Hartung; John Holder, Chief Technologist, Realities Centre; Spiros Margaris, Founder, Margaris Ventures; Le Trung Thanh, Deputy CEO and the team, BIDV

BIDV continues to exhibit strong performance in retail banking activities

BIDV's net retail income has shown consistent growth, increasing by over 20% year-on-year, while its cost-to-income ratio also improved, dipping below 50%. The bank has reported an increase of over 20% in retail productivity, while its retail customer base grew by over 10% compared to 2017. The bank's online banking transactions also rank first in transaction volumes and values.

The bank has made progress in building fintech partnerships and digitising its retail banking services

The bank launched its 'BIDV Pay+' application, an integrated card payment service allowing customers to use virtual cards through their mobile device, with plans to expand its functionality. The bank is also among the first to have a mPOS service allowing mobile devices to act as a point of sale terminal, and upgraded its BIDV Smart Banking application with online shopping, QR payment and chatbot support. By connecting with over 20 Fintech companies in Vietnam, BIDV is also able to provide over 300 payment services.

The bank continuously develops and implements new measures to improve customer experience

BIDV launched its interactive voice response (IVR) self-service system, as well as a virtual branch, which enable customers to actively look for information on banking products and services. Customers can also contact staff directly, and customer satisfaction surveys can be implemented through IVR. The bank also expanded its direct registration feature, allowing customers to register products through BIDV's contact centre, rather than over the counter.

The International Excellence in Retail Financial Services programme is one of the most rigorous, prestigious and transparent awards programme for consumer financial services in the world. Covering all of the Asia Pacific, the Middle East and West Africa, the programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions. The programme evaluates more than 300 banks and non-bank retail financial services players in more than 42 countries, via a rigorous audit-based approach. Detailed evaluation criteria for each category may be found at <http://awards.asianbankerforums.com/retailfinancial/criteria-country>

About The Asian Banker International

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, 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. The company's website is www.theasianbanker.com

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You may visit the Excellence in Retail Financial Services Awards gallery at
https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10157080239284804

For further information on the collaterals for winning banks, please contact:

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