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Press Release

Security Bank awarded Best Deposit Product of the Year in Philippines at The Asian Banker International Excellence in Retail Financial Services Awards 2019

- **All Access Account service for clients' personal benefits**
- **All Access Account meets clients' requirements with multi-features**
- **Abundant brand engagement campaigns boost public recognition to the new product**

Dubai, March 21st, 2019— **Security Bank** was awarded **Best Deposit Product of the Year** 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.

All Access Account service for clients' personal benefits

With the launch of the All Access Account service, the bank offered a free life insurance service to new customers aligned with its goal "You deserve better". By signing up with the All Access Account, clients were able to benefit from the coverage of free life insurance. This act is aiming to provide a convenient, simple process to access life insurance for clients. In line with keeping the client's needs a priority, All Access clients can now get life insurance, accidental benefits, family assistance and terminal illness benefits covered up from \$19,000 to \$56,780 (PHP 1 to 3 million).

All Access Account meets clients' requirements with multi-features

Security Bank enhanced the product then focused on offering online channels for a smoother customer experience. As such, clients can open All Access Account in the comfort of their homes with just ID card verification. Customers are suggested to complete the form online when visiting the branches, avoiding the hassles of manually answering an application form. Clients can get checkbooks and Mastercard debit cards immediately.

The card has multiple features, allowing clients to make transactions in a more flexible way. In particular, the cardholder can access their cash anywhere in the world, shop locally, abroad and even online. The mobile application allows customers to access their accounts. They can pay bills, schedule payments and transfers, and set up forced savings or transfers to higher yielding funds. In addition, clients can send money to anyone with a mobile phone with its eGive Cash feature.

Abundant brand engagement campaigns boost public recognition to the new product

The bank continued to concentrate on their branding with strategies including above-the-line, below the line and non-conventional. A series of media tunnels has been utilised to promote awareness of the account and to encourage more clients to sign up, such as television, cinema and

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the LED billboard placements etc. The bank also spent on digital platforms such as YouTube and social media. The awareness and interest of the product has been increased effectively and the bank was nominated as one of the top 4 best banks in a survey by YouTube. In addition, elevator ads in hospitals, lamp post banners and short message service were used in the new attempt of branding. Since the first launching of its advertising campaign, the average account opening per month significantly grew and the bank recommended the same product in the branding campaign.

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.

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

You may visit the Excellence in Retail Financial Services Awards gallery at [\[Link to be updated later\]](#)

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

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