

Press Release

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CIMB Thai awarded as Best Business Model Execution in The Asian Banker Thailand Country Awards Programme 2016

- **Forged a strategic collaboration in launching “Beat Banking”**
- **Improved customer experience through seamless system integration**
- **Delivered results beyond expectations**

Bangkok, Thailand July 14th 2016— CIMB Thai received the award for **Best Business Model Execution** for 2016 during The Asian Banker Thailand Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Thailand International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Thailand, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14th 2016.

Forged a strategic collaboration in launching “Beat Banking”

CIMB Thai collaborated with AIS, Thailand’s largest telecom provider, to launch “Beat Banking” that contains a range of digital banking solutions for its customers. Through this partnership, the bank aimed to utilise AIS’s wide reach to offer its services to an expansive and technology-driven market. Furthermore, CIMB Thai is the only bank authorized by the Bank of Thailand to implement a third party account opening outsourcing model.

Improved customer experience through seamless system integration

CIMB Thai has been offering a complete suite of financial products that are tailored to the lifestyle of AIS customers. The bank is also providing an exceptional customer experience to its target market through a seamless system integration, from application to product delivery, in both face-to-face and digital channels. The bank is also offering a Beat Savings account that fully integrates the mobile wallet of AIS, making financial transactions, such as payments and fund transfers, more safe and convenient. The service is available through the AIS mobile banking app with the Beat Savings account as the source of funds.

Delivered results beyond expectations

CIMB Thai has exceeded its targets from the start of the collaboration. Specifically, the bank achieved more than 700 accounts per AIS outlet, double the number it previously expected in terms of productivity.

The Asian Banker Thailand Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Thailand. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

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, 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 service and forums. The company's website is www.theasianbanker.com.

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