

Press Release

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Commonwealth Bank of Australia awarded for Best Cash Management and as Best Transaction Bank in Australia for 2016 in The Asian Banker Transaction Banking Awards 2016

- **Strong domestic franchise delivered stable growth despite economic headwinds**
- **Full service advisory improved customer engagement and crossselling**
- **Leading innovation platform with industry-disrupting solutions**

Hanoi, Vietnam May 11th 2016—Commonwealth Bank of Australia (CBA) received the awards for **Best Cash Management** and **Best Transaction Bank in Australia** for 2016 in The Asian Banker Transaction Banking Awards Programme 2016. The awarding ceremony was held in conjunction with the prestigious Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the JW Marriott, Hanoi, Vietnam on May 11th 2016.

Strong domestic franchise delivered stable growth despite economic headwinds

CBA successfully achieved stable revenue growth as it extended its lead in the domestic market. Operating deposits grew 11% as the bank captured a larger share of its clients' wallet.

Full service advisory improved customer engagement and crossselling

CBA's in-house full-service advisory and consulting team, a leader in the industry, allowed the bank to better understand its clients' business while providing better customised solutions. This improved the cross-selling ratio to over six products per client, and also led to the development of more client-centric products.

Leading innovation platform with industry-disrupting solutions

With an internationally recognised innovation lab, CBA has introduced several industry-disrupting solutions. Its next-generation electronic point of sales tablet is a mobile and fully customizable solution that has been deployed at over 19,000 locations. CBA's innovative cloud infrastructure also allows it to easily scale across different countries.

About 1,000 delegates attended the awarding ceremony, consisting of industry specialists, senior bankers, regulators, service providers, and decision makers from leading institutions in Asia, the United States, Europe, and Latin America, where opinions and responses of practitioners to global issues are shaped.

The Transaction Banking Awards under the Asian Banker Business Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to industry professionals and banks in the Asia Pacific region. The Transaction Banking Awards evaluate banks' achievements in cash management, payments, and trade finance. Recipients of these awards are determined through a combination of surveys, interviews, and field research by The Asian Banker research staff. A stringent three-month evaluation process based on a balanced and transparent audit-based approach is used to determine 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, 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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