

Press Release

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## **Maybank awarded Sub-Custodian Bank of the Year in Malaysia for 2016**

- **Maybank has improved the range and quality of its services with investment in technology**
- **Maybank has made concerted efforts in expanding its Islamic custody services to provide end-to-end services for optimal business operation and performance**
- **Maybank's efficient strategies and management show sustained top-line financials and promise of future growth.**

Hanoi, May 11<sup>th</sup> 2016 - **Maybank** was awarded **Sub-Custodian Bank of the Year in Malaysia** for 2016 in The Asian Banker Financial Markets Awards Programme. The programme is administered by The Asian Banker under its prestigious annual Business Achievement Awards programme. The awards ceremony was held in conjunction with The Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at JW Marriott Hanoi on 11th May 2016.

### **Maybank has improved the range and quality of its services with investment in technology**

Maybank's initiative to invest in performance management and portfolio analytics has helped the bank expand its roster of services for its clients. Its focus on providing a tailored analysis for each client, reduced client portfolio analysis costs, and a 360-degree view and access to portfolios is a testament to the bank's commitment to providing customer-centric products and solutions through its investments in technology.

### **Maybank has made concerted efforts in expanding its Islamic custody services to provide end-to-end services for optimal business operation and performance**

In 2013, Maybank began an initiative to revamp its custody operations system to provide an end-to-end straight through process solution for business operation processing, and to tighten operations internal control with optimal productivity and performance. In the following years since, the bank has also added Islamic capabilities to the system, with the objectives of efficiency, competitiveness, risk mitigation, and Shariah compliance.

### **Maybank's efficient strategies and management show sustained top-line financials and promise of future growth**

In 2015, the bank introduced a post-trade compliance and monitoring and performance measurement system to provide value-added services to their clients. Such management and strategy have greatly improved customer confidence and improved top-line financials for the

bank. As one of the top 100 banks in the world, Maybank presently ranks fourth by assets among banks in ASEAN, and is the fifth largest Islamic bank in the world.

### **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](http://www.theasianbanker.com)

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