

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2009

CIMB Bank (Malaysia) wins the award for Excellence in Retail Banking Branch Innovation, 2008

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- *CIMB Bank has a proven sustainable turnaround story in sales and customer service, with the best in branch innovation in Asia.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 20 March 2009 – CIMB Bank (Malaysia) has been named the sole winner in Asia for Excellence in Retail Banking Branch Innovation in the eighth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2009 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Grand Hyatt in Singapore on the evening of March 19th, 2009.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

CIMB Bank (Malaysia) is the sole winner in Asia for Excellence in Retail Banking Branch Innovation

At the end of August 2007, CIMB Bank completed its branch transformation process covering 383 branches in record time of 12 months, with 30 priority banking branches for wealth management. The transformation aimed at process re-engineering at the back and front office,

as well as re-branding the entire institution, provide a better banking experience and customer service quality and wider range of product offerings.

Subsequently, it introduced a performance model for branch and area managers and expanded its sales force which increased substantially between 2007 and 2008, in particular in mobile sales, from 100 to 300 people.

CIMB Bank also adopted a 5 star rating balanced scorecard for branches in 2007. In 2008, it started monitoring branches on a P/L level. The percentage of five star branches increased from 15% mid 2007 to 97% in 2008. In 2008, CIMB further differentiated the rating by introducing the 5 star plus balanced scorecard.

"In 2008, CIMB Bank has shown a sustainable turnaround in branch transformation and innovation which included substantial re-engineering at the back and front office. During the course of 2008, the bank has introduced better performance monitoring and marketing campaign tools, leading to improved control and coordination. The combination of innovative branch design tools, process re-engineering and significant improvements in performance management had a strong impact on its sales generation for the 2nd consecutive year," says Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker. He added, "Today, CIMB Bank stands out among the most successful turnaround stories in branch transformation in Asia, an achievement that only a handful of peers have achieved in the last seven years of The Asian Banker Excellence Programme."

CIMB Bank has a proven sustainable turnaround story in sales and customer service, with the best in branch innovation in Asia

Branch sales increased in 2007 by 86% year-on-year and increased by 15% year-on-year at the end of 2008. In addition, the bank's self service transactions increased from 74% to 88% between 2007 and 2008.

At the beginning of 2008, CIMB introduced a vital support unit to look into the administration, monitoring, and execution of campaigns for the branches. The unit also provided the much needed focus and assistance in terms of the education, information, support, sales material and information critical for the branches to execute the campaigns which was previously unavailable.

After placing the major infrastructure processes in place CIMB Bank's major focus in 2008 was the front line improvement such as increasing branch productivity by empowering the branch managers. By April 2009, the bank will initiate an account opening re-engineering process, issuing all cards and information on the spot within 20 minutes.

Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

"This year over 120 banks and financial institutions in 22 countries across Asia were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit

of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philip Strause, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks’ retail banking businesses that involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Strause, who has over 30 years experience as a principal consultant to leading financial institutions in North America and the Asia Pacific, added, “The Asian Banker Excellence in Retail Financial Services Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is www.theasianbanker.com.

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