

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Public Bank (Malaysia) wins the Best Retail Bank in Malaysia Award for the year 2009

- *For the fifth time, Public Bank wins Best Retail Bank in Malaysia Award for the year 2009.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Public Bank has been named Malaysia's Best Retail Bank in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 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 JW Marriot in Shanghai on the evening of March 18th, 2010.

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.

For the fifth time, Public Bank wins Best Retail Bank in Malaysia Award for the year 2009

Public Bank has won the Best Retail Bank in Malaysia for its strong performance in 2009 and having gained higher scores than the other banks such as Maybank and CIMB which were also surveyed in the programme.

Public Bank retained profitability in a difficult year. The bank streamlined its processes and implemented a risk based pricing approach based on a stringent credit policy. Public Bank grew retail lending by 15% and return-on-equity remained in the high thirties, enabling the bank to offset the 6.7% drop in revenue.

Public Bank greatly improved branch efficiency through the use of biometric authentication for a customer's identity. The introduction of note counting machines and cheque scanning instruments reduced average waiting times to two minutes. The bank also implemented an electronic loans delivery system which allows greater straight through processing, enhancing the turnaround times and risk management capabilities. Lastly, the implementation of an integrated online payment infrastructure with Western Union enabled real time cross border transactions.

"In 2009, one of the main profit drivers is the high level of automation which allowed the bank to reduce its waiting time. The increase in performance can be attributed to the streamlining of its processes and doubling of the sales executives even in times of financial crisis," said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 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 23 countries across the region 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 Philippe Paillart, 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 on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, added: "The Asian Banker Excellence 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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