

## Press Release

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### The International Excellence in Retail Financial Services Awards 2011

#### Public Bank Malaysia Wins Best Automobile Lending Award

- *Public Bank Malaysia wins Best Automobile Lending Award.*
- *Public Bank Malaysia maintained its leading position in the automobile space in Malaysia by streamlining its loan origination processs to fit customer needs*
- *Over 170 banks and financial institutions from 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa were evaluated as part of the International Excellence in Retail Financial Services programme.*

**Singapore, March 11<sup>th</sup> 2011** – Public Bank Malaysia has been named the winner for the Best Automobile Lending in the 10<sup>th</sup> International Excellence in Retail Financial Services Awards Programme. The bank received the awards at The International Excellence in Retail Financial Services 2011 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri La Hotel in Kuala Lumpur on March 11<sup>th</sup> 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

#### *Public Bank Malaysia wins Excellence in Best Automobile Lending Award*

Despite an economically challenging environment, for the first nine months of 2010, the Public Bank Group impressively recorded gross domestic loans growth of 12% (16% annualized growth rate) to achieve RM139.4 billion as at September 2010 compared to RM124.4 billion as at December 2009. With such robust loan growth, Public Bank continues to uphold its prestigious branding and attracts increasing market share with its reputation for value and efficient product delivery. .

It is the third largest lender in Malaysia and growing with more customer reach-out potential as it not only maintained its top ranking in asset quality amongst its peers, but also further improved its impaired loans ratio. Total assets of the Group expanded by RM3.5 billion to RM220.6 billion as at 30 September 2010 from RM217.1 billion as at the end of 2009.

In 2010, they targeted 15% loan growth rate and have successfully achieved this and will ambitiously increase their goal to 18%.

***Public Bank Malaysia maintained its leading position in the automobile space in Malaysia streamlining its loan origination processes to fit customer needs***

While weathering the economically strained environment, Public Bank shows its resilience in its significant improvement on return on equity for its hire purchase operations. Public Bank is one of the largest players in terms of profit in the region. It strategically centralised its Hire Purchase operations, enabling it to perform comparatively better in efficiency of processes. Its large number of dealerships and its high automated approval rates outperformed its peers in the local and regional markets.

Noting on its operational successes, Chris Kapfer, head of Asian Banker Research says “Public Bank’s turn-around time is 34 hours compared to the average 48 hours typically found in Malaysian banks. In addition to this, Public Bank has by the far the fastest disposal time in contrast to its competitors.”

While achieving an efficient turn around time, Public Bank bundles its automobile lending products with other channels for customer ease in accessing other products and services. Public Bank boasts an increase of joint sales promotion with dealers, at 21.4%.

**Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were evaluated as part of The International Excellence in Retail Financial Services Programme.**

“This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today” said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: “It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology.”

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 involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: “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. To stay abreast of the rapidly growing geographic scope of the programme, The

Asian Banker has renamed the awards ‘The International Retail Financial Services Awards’ in 2011.”

### **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 and Shanghai 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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