

Press Release

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

**RHB Bank Malaysia Wins Excellence in Best Business Model in Asia**

- ***RHB Bank Malaysia is the sole winner in Asia for Excellence in Best Business Model.***
- ***RHB Bank Malaysia has changed the landscape of retail banking with its new business model “Easy” which is built around low cost, high efficiency and cutting edge customer experience through the use of technology. As a result of this business model, RHB Bank has managed to catapult itself to being among top five banks in Malaysia.***
- ***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**—RHB Bank Malaysia has been named the sole winner in the Excellence in Best Business Model for Asia by the 10<sup>th</sup> International Excellence in Retail Financial Services Awards Programme. The bank received the award 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.

***RHB Bank Malaysia is the sole winner in Asia for Excellence in Best Business Model.***

“Easy” is a unique groundbreaking banking concept which smashes all traditions of a conventional bank. It is a business model which responds to the demand for a simple, fast and convenient banking experience by finally taking out complex processes that used to burden the banking consumer.

Easy operates through a wide network of low cost branches, with a small product offering, minimal staffing and high automation. The bank is targeting Malaysia's mass segment, a segment widely neglected by other banks.

In just nine months into year 2010, Easy had already opened 110 new outlets nationwide and achieved 19% of overall retail asset growth along with an impressive delivery of 33% of monthly debit card sales in retail.

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RHB Bank Malaysia is the first to market a banking model that seamlessly combines simplicity, convenience and value for the customer. Customers are guaranteed a simple, paperless application process that offers instant account opening, card activation, loan approval, and on-the-spot cash disbursement possibilities. With the "Easy" model, customers can just walk in, take up a product and leave in less than 10 minutes.

Chris Kapfer, head of Asian Banker Research, says: "Easy is a new business model in Asia's retail banking landscape. It is essentially a business model, known in the US by players such as Bankcorp, which can be compared to a fast food chain—offering simple, affordable and fast service to customers."

Easy has generated strong, positive feedback—92% of customers reported being satisfied with Easy banking, while 91% of respondents reported that they would highly recommend Easy to their family and friends. This is an overwhelming affirmation of RHB Bank Malaysia's business model.

**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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