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Press Release

FOR IMMEDIATE RELEASE

Bank of Beijing is China's Best City Commercial Retail Bank for 2011

- *Bank of Beijing is named the Best City Commercial Retail Bank, in recognition of its pioneering position as a city-level financial institution*
- *The bank drives its quick expansion of retail portfolio with a strong focus on providing excellent branching banking services*
- *Commitment to back-end infrastructural integrations further helps the bank maintain its leadership in China's vibrant retailing banking landscape*

Singapore, March 23rd 2012—Bank of Beijing has been named as winner of the Best City Commercial Retail Bank in China Award for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. The bank received the award at The International Excellence in Retail Financial Services 2012 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 Marina Bay Sands in Singapore on March 23rd 2012.

The Bank of Beijing is recognised as the best for its pioneering position among city-level commercial banks in China. Over a short-pan, it has managed to quickly expand its retail portfolio to include consumer finance and private banking at a greater pace than its peers. The comprehensive offerings are completed with the bank's strong focus on providing excellent branch banking experience, as well as its optimised front-end sales processes and performance management.

In 2011, the bank has also been successful in stepping up its integration of CRM system with its wealth management and performance appraisal systems as well as data warehouse, all of which combine to drive its retail offerings and customer relationship management, both keys to its consistent growth and network expansion going forward.

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.

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

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