

**TAB International Pte Ltd**

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315  
Tel: (65) 6236 6520 Fax: (65) 6236 6530 [www.theasianbanker.com](http://www.theasianbanker.com)

Press Release

FOR IMMEDIATE RELEASE

**Samba Financial Group wins Best Retail Bank in Saudi Arabia for 2013**

- **The bank has the highest active online customers of about 40% in Saudi Arabia**
- **Leading position in the country's credit card market**
- **Loan to Deposit Ratio of about 70%, which is the best in the country**

**Seoul, March 22nd 2013**—Samba Financial Group won the Best Retail bank in Saudi Arabia for 2013. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2013 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 Westin, Chosun, Seoul, South Korea on March 22nd 2013.

Samba Financial Group distinguishes itself from its competitors by shifting significantly from conventional physical platform of customers walking into Samba's branches to digital online and mobile platforms. Being the first bank to introduce mobile banking in the country, it now managed to have 13% of active mobile customers and also about 40% of active online customers which is the highest in Saudi Arabia.

Samba also maintained its leading position in the Saudi Arabian credit card business till today, with a market share of 31%. Samba is notably known to launch other several 'country's firsts' credit cards and recently in December 2012, it was the first bank in its country again to launch Samba Visa Signature Credit Card which offers its customers a wider range of benefits and privileges domestically and abroad. The bank also reported a loan to deposit ratio of 73% which is the best in the country.

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](http://www.theasianbanker.com)

For more information please contact:

Ms. Janice Chua

Tel: (+65) 6236 6532

[jchua@theasianbanker.com](mailto:jchua@theasianbanker.com)

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 [www.theasianbanker.com](http://www.theasianbanker.com)

---

ENDS

## **Evaluation Criteria for Excellence in Retail Financial Services Programme**

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

“We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition.”

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank's strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at [www.theasianbanker.com](http://www.theasianbanker.com).

For more information please contact:

Ms Durva Lakhani

Tel: (+65) 6236 6528

[dlakhani@theasianbanker.com](mailto:dlakhani@theasianbanker.com)

