

**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

**Standard Chartered Bank wins Best Retail Bank in Asia Pacific Award & Best Retail Bank in Hong Kong 2013**

- **Standard Chartered Bank developed a series of Breeze online apps in 2012 that helped penetrate the market through online channels.**
- **Optimising the balance sheet has been a core element of Standard Chartered Bank's strategy in consumer banking.**
- **Since 2010, the bank launched a series of awarding winning disruptive marketing campaign to rapidly gain market shares.**

**Seoul, South Korea, March 22<sup>nd</sup> 2013-** Standard Chartered Bank won the Best Retail Bank in Asia Pacific Award and the Best Retail Bank in Hong Kong Award 2013. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2013 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 Korea on March 22<sup>nd</sup> 2013.

The bank has successfully diversified its revenue streams by sticking to a transformation strategy and the bank has added more than 1.5million customers in 2012 just in Hong Kong. The bank's overall Consumer Bank portfolio quality is in strong shape and has grown significantly in 2012, while at the same time the bank has continued to combat against bad debt. Standard Chartered bank is focused on investing in SMEs in the Asia Pacific, and continues to innovate and build a customer centric mobile banking system.

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)

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## **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 Lakhlani

Tel: (+65) 6236 6528

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