

Press Release

FOR IMMEDIATE RELEASE

Eastern Bank Limited is Best Retail Bank in Bangladesh for 2014

- **Strong product innovation helps EBL's retail deposits to grow 20% while the number of retail customer increased by 28%.**
- **EBL launched Bangladesh's first Airmile Reward Programme, adding to its strong position in credit cards.**
- **Through innovation in its credit cards and deposit businesses, EBL achieved strong return-on-assets and robust growth both in profits and retail assets.**

Sydney, April 3rd 2014—Eastern Bank Limited (EBL) won the Best Retail Bank in Bangladesh award for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 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, Sydney, Australia on April 3rd 2014.

EBL revamped its deposit product suite in 2013. It simultaneously launched seven new savings products—EBL Power Savings, EBL Classic Savings, EBL MAX Savers, EBL Premium Savings, EBL 50+ Savings, EBL Smart Women's Savings and EBL Millionaire Scheme—to stimulate its deposit business. As a result, its retail deposits grew 20% while the number of retail customer increased by an enviable 28%.

EBL launched Bangladesh's first Airmile Reward Programme "EBL SkyMiles" for its Visa Platinum, Visa Signature and Visa Infinite credit cardholders. Under this programme, cardholders accumulate SkyMiles through spending via their EBL credit card, which can be redeemed for free air tickets. EBL also launched a website to allow customers to manage their SkyMiles. This initiative succeeded in increasing spends per card by 8.4% in 2013.

Innovation in its credit cards and deposit businesses enabled the bank to increase its market share significantly. Incremental revenue in both credit cards and deposit businesses contributed over 90% of the increase in the total revenue. EBL achieved strong return-on-assets and robust growth both in profits (15%) and retail assets (9.61%).

About 200 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, Beijing and Dubai 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

For more information please contact:

Ms. Janice Chua

Tel: (+65) 6236 6532

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

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