

Press Release

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Bank for Investment and Development of Vietnam wins Best Retail Bank in Vietnam award for 2015

- **In 2014, BIDV's retail customer numbers increased by nearly 58% raising retail deposit volume by over 20%.**
- **The bank restructured its traditional distribution channels, including banks, with a focus on customer-centricity.**
- **The bank has 2.7 million customers using its e-banking channel, up 50% from 2013. E-banking transactions almost doubled from 2013.**

Singapore, March 19th 2015—Bank for Investment and Development of Vietnam (BIDV) won Best Retail Bank in Vietnam award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella, Singapore on March 19th 2015.

In 2014, BIDV implemented various programmes and products to expand its retail customer base. The number of retail customers in 2014 increased by nearly one million customers or 58%. It grew retail deposit volume by over 20% and expanded its market share in retail loans by 36% year-on-year.

The bank completed the restructuring of traditional distribution channels by redesigning its retail business model at branches to incorporate more customer-centric elements.

With a wide network and a rapidly increasing retail customer base BIDV has focused its efforts on channel optimisation through, among others, e-banking. The number of customers using e-banking services has risen to more than 2.7 million customers, up 50% since 2013, accounting for over 42% of the total customers. E-banking transactions almost doubled from 3.1 million in 2013 to more than 6.1 million in 2014, generating sales growth of 90% compared to 2013.

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:

Mr. Colin Savage
Head of Research
Tel: (+65) 6236 6520
cjsavage@theasianbanker.com

Ms. Janice Chua
Senior Executive, Marketing
Tel: (+65) 6236 6532
jchua@theasianbanker.com

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