

Press Release

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## **China Construction Bank awarded Best Mega Retail Bank in China for 2016**

- **China Construction Bank achieved high market share and outstanding fee income growth in 2015**
- **China Construction Bank provided an efficient and wide range of products as it underwent a customer-centric transition**
- **Leveraging on new technology, China Construction Bank continuously pursued precision marketing**

Hong Kong, March 16th 2016— **China Construction Bank** was awarded **Best Mega Retail Bank in China for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

### **China Construction Bank achieved high market share and outstanding fee income growth in 2015**

In 2015, the bank's market share in the deposit business was second largest for all of China. Its fee income grew by about 27% as the bank successfully maintained a low nonperforming loan ratio in the retail banking business. Total assets under management increased by about 10%, as other retail product lines such as credit cards expanded above 50%.

### **China Construction Bank provided an efficient and wide range of products as it underwent a customer-centric transition**

With an average pocket share per customer at 6, the bank continuously strives for customer centricity to serve its 300 million effective retail customer base.

### **Leveraging on new technology, China Construction Bank continuously pursued precision marketing**

Using data analytic capabilities, China Construction Bank has embarked on a precision marketing platform for its retail business, which helped to mitigate risk and also improve leads-to-sales ratio to around 30%.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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