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Press Release
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DBS Bank's retail banking business wins top honours in International Excellence Retail Financial Services Programme

Hong Kong, March 16th 2016— The Asian Banker is delighted to announce that **DBS Bank** has been awarded **Best Retail Bank in Singapore** and **Best Retail Bank in Asia Pacific** in its 2016 International Excellence Retail Financial Service Programme, in recognition of the bank's successful transformation that has delivered the bank's market leading position in retail financial services today.

DBS' retail banking business has seen a transformational change over the last five years. Under the leadership of Piyush Gupta, CEO of DBS Bank since 2009, the bank obtained the competencies, skill sets and behaviours which gave the overall bank and its retail banking business a new foundation to sustainably improve its operational and front line challenges. By 2013 the banks' retail banking performance had been stabilised and ever since has been on an upward trajectory. Today, DBS commands a market leading position in retail financial services in almost every business line including mortgages, retail deposits, unsecured lending, automobile loans and payments. Despite a continuous property slowdown in Singapore, DBS has been able to grow its mortgage business prudently, tactically limiting the growth of its book at the height of the boom in 2012/2013. The bank's increased focus on competitive pricing and public housing buyers has enabled the bank to garner an even greater market share in 2015.

"In the same year, the bank grew its retail banking revenue above 20% yoy, making it stand out over and above its peers in competitive markets like Singapore. While an improved interest rate environment supported the banks sales, it achieved 13% yoy growth in retail income, improved productivity and managed retail credit risk exceptionally well. For its transformational achievement, DBS Bank Singapore stood out amongst more than 250 banks across three major regions, Asia Pacific, The Middle East and Africa bagging the most prestigious institutional award in The International Excellence in Retail Financial Services programme," said Mobasher Kazmi, Head of Research, The Asian Banker.

The International Excellence in Retail Financial Services programme is the most rigorous, prestigious and transparent awards programme for consumer banking in Asia Pacific, Central Asia, the Middle East and Africa. The Asian Banker undertakes a thorough evaluation of more than 250 banks in 42 countries using a balanced scorecard evaluation process.

Since 2002, the programme has been built on the premise that an outstanding institution in consumer banking demonstrates a long term sustainable franchise, based on strong business processes that leads to a consistent and profitable performance. It recognises financial institutions for their vision, execution and market leading propositions that can make a real impact to the bank and its consumers.

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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