

Press Release

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China CITIC Bank awarded the Most Improved Retail Bank in Asia Pacific for 2017

- **China CITIC Bank's grew its retail banking business significantly, exceeding its peers in some key performance indicators**
- **The bank used big data technology to improve customer experience and business process efficiency**
- **The bank experienced rapid growth in its online personal loans**

Beijing August 3rd 2017– China CITIC Bank was awarded the **Most Improved Retail Bank in China** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awarding ceremony was held in conjunction with the Future of Finance China 2017, the foremost annual meeting for decision makers in the financial services industry in China, held at Grand Hyatt, Beijing.

China CITIC Bank's grew its retail banking business significantly, exceeding its peers in some key performance indicators

In 2016, China CITIC Bank's retail assets grew 43.7%, while its total retail revenues rose 43.8%. The revenue from its retail intermediary business also increased 35.1% to \$971.30 million (RMB6.67 billion) in the same year. In terms of client base, the bank registered 67.47 million customers and mobile banking users grew 57.1%

The bank used big data technology to improve customer experience and business process efficiency

China CITIC Bank continued using its retail marketing and service system in 2016, which helped promote product innovation and reduce inefficiency in its front, middle and back processes. Since using the system two year ago, the bank realised a compound annual growth rate (CAGR) of 38% and 75% in its retail operating profit and retail revenues, respectively.

The bank experienced rapid growth in its online personal loans

China CITIC Bank accumulated nearly \$4.37 billion (RMB30 billion) worth of loans and more than 200,000 customers due to its big data marketing system. In 2016, the bank's online consumer loan outstanding balance doubled to more than \$1.46 billion (RMB10 billion).

About The Asian Banker

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