

Press Release  
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## **CIMB Bank receives the Best Retail Bank in Malaysia and Internet Banking Product of the Year in Asia Pacific Awards for 2017**

- **CIMB Bank improved profitability and gained market share in retail products**
- **The bank leveraged data analytics to offer customised products**
- **CIMB EVA successfully redefined the bank's internet channel**

**Tokyo, Japan, March 17th 2017— CIMB Bank** received the **Best Retail Bank in Malaysia and Internet Banking Product of the Year in Asia Pacific Awards** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

### **CIMB Bank improved profitability and gained market share in retail products**

While other Malaysian banks struggled due to declining profit growth, CIMB Bank's operating profit increased 5.8% in 2016. The bank also managed its cost through rightsizing, increasing automation and optimising its digital channels. It also grew its retail deposits and assets by 11% and 7% respectively, as well as its share in the retail product market.

### **The bank leveraged data analytics to offer customised products**

CIMB introduced a new risk-based approach to determine the prices of its mortgages and vehicle loans. It leveraged customer analytics to generate credit scores and determine the interest rates for different loans that is suitable to the capabilities and lifestyle of the customers. As a result, the bank's gross non-performing loan (NPL) ratio was below 0.3 % in 2016.

### **CIMB EVA successfully redefined the bank's internet channel**

In November 2016, the bank launched CIMB EVA, an enhanced virtual assistance, which was integrated into the bank's online banking services. Furthermore, the bank successfully redefined its internet channel through increasing the use of artificial intelligence in its operational processes. Its internet banking users also grew by more than 30% last year.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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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