

Press Release
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Rakuten Bank receives the Mobile Banking Application of the Year in Asia Pacific Award for 2017

- Rakuten Bank is Japan's largest digital-only bank with 5.5 million customers, of which 80% are also mobile banking users
- "Money Support" was developed in-house to provide free account aggregation and personal financial management services to customers
- Platform demonstrates bank's innovative digital features and collaboration with other financial institutions

Tokyo, Japan, March 17th 2017— Rakuten Bank received the **Mobile Banking Application of the Year in Asia Pacific Award** 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.

Rakuten Bank is Japan's largest digital-only bank with 5.5 million customers, of which 80% are also mobile banking users

Rakuten Bank is Japan's largest digital-only bank with more than 5.5 million customers. More than 80% of these customers are also mobile banking users. One of the key mobile initiatives of the bank is "Money Support", a platform that helps customers to view and manage their account balances and transaction histories across different financial institutions that they use. It can also automatically collect and categorise information from around 1,000 financial institutions, including Rakuten Bank, other banks, credit card companies and securities firms, to enable customers to understand their net balances and review transactions.

"Money Support" was developed in-house to provide free account aggregation and personal financial management services to customers

"Money Support" was created in-house to provide free account aggregation, personal financial and asset management advisory services to customers based on their risk profile and asset holding. The system also leverages advanced security features to safeguard customer transactions and ensure the protection of customer data.

Platform demonstrates bank's innovative digital features and collaboration with other financial institutions

In addition to "Money Support", Rakuten Bank offers a range of innovative digital features to meet the demand of its customers.

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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