

Press Release

Embargoed for 28th September 2017

## **TMB Bank receives the SME Product of the Year Award for 2017**

- **The bank's newly revamped TMB SME One Bank has gained traction among its SME customers, recording 300% growth in sign-ups per month**
- **TMB Bank has re-introduced its "One Bank" account in mobile-enabled form, enhancing ease of utility and accessibility**
- **This innovative transactional product allows the bank to gather behavioural data, as effective tool for credit scoring and new customer acquisition**

**Bangkok, Thailand, 28<sup>th</sup> September 2017**— TMB (Thai Military Bank) received the **SME Product of the Year Award** for 2017 at The Asian Banker's Future of Finance in Thailand Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Future of Finance in Thailand Convention, held at the St. Regis Bangkok Hotel on September 28, 2017.

**The bank's newly revamped TMB SME One Bank has gained traction among its SME customers, recording 300% growth in sign-ups per month**

TMB has successfully implemented its newly revamped TMB SME One Bank, a deposit account for small- and medium-sized enterprises (SMEs) that integrates different financial management accounts and functions in one platform. New sign-ups in One Bank now reach about 3,000 per month since its launch in November, from just 1,000 per month with the previous version. SMEs benefit from One Bank's bundling feature, allowing them to save time and focus on their core business activities. In addition, by allowing access to one platform, customers can save from transaction charges and daily limits, if waived by the bank.

**TMB SME One Bank, re-introduced as a mobile banking application, enables easy access and automation**

The bank has designed this business account to be mobile-enabled, wherein processes are less complicated and more straight-through than internet banking. By going digital, TMB enables SMEs to access their accounts and transact anytime. In addition, this platform is more susceptible to automation, including payroll payments, sending alerts on fund insufficiency. Since its relaunch, over 70% of TMB's SME customers are using this mobile banking app.

**This innovative transactional product allows TMB to gather behavioural data, an effective tool for new customer acquisition and credit scoring**

From use cases through One Bank, TMB is able to acquire behavioural data of both its customers and their suppliers, who are commonly "mom-and-pop" shops. With information on payments, sales and other activities, the bank is able to personalise its product offerings, as well as predict the repayment capacity of existing and potential 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.

For more information please contact:

Ms. Janine Marie Crisanto  
Research Manager  
Tel: (+632) 985 1551  
[jcrisanto@theasianbanker.com](mailto:jcrisanto@theasianbanker.com)  
[www.theasianbanker.com](http://www.theasianbanker.com)

Mr. Foo Boon Ping  
Managing Editor  
Tel: (+65) 6236 6526  
[bpfoo@theasianbanker.com](mailto:bpfoo@theasianbanker.com)  
[www.theasianbanker.com](http://www.theasianbanker.com)