



## Media Release

For Release: 22 March 2013

### **ANZ named 2013 Best Retail Bank in Vietnam by *The Asian Banker***

ANZ Vietnam today announced it has been awarded "Best Retail Bank in Vietnam" in *The Asian Banker's* International Excellence in Retail Financial Services Awards 2013.

Duong Duc Hung, Head of Retail Banking, ANZ Vietnam said: "We differentiate ourselves from the competition by having a clear and focused strategy and execution of achieving the core bank status targeting the affluent and emerging affluent segments in Vietnam. 2012 has seen the significant progress we made towards this goal, setting a solid foundation for our ambitious growth plan in 2013 and beyond."

"This year marks the 20<sup>th</sup> year of ANZ's operations in Vietnam and is a clear demonstration of the sustainability of our franchise throughout economic cycles. We will continue investing in our people, technology and operations to deliver superior products and services to our customers," Hung added.

ANZ Vietnam was recognised for its outstanding performance in 2012, achieving a remarkable improvement in its retail financial performance by upscaling the Bank's sales and operations while keeping costs and risks well managed. ANZ's consistent leading position in the wealth management space and strong growth of its mortgage and credit cards businesses helped to give ANZ the winning edge among its peers.

ANZ was among the first international banks to operate in Vietnam, establishing its first office in 1993. ANZ has 10 branches and transaction points in Vietnam offering a full range of services including Retail Banking, Commercial Banking for small, medium and emerging businesses, as well as Institutional Banking.

In February 2013, ANZ won the "Leadership in Card Activation" under The Visa Vietnam Bank Awards 2013. In 2012, ANZ was voted "The Best International Trade Bank in Vietnam" by Trade Finance Magazine, the second year running. Also in 2012, ANZ was ranked Best Foreign FX Provider and the Best Fixed Income Bank in Vietnam by Asiamoney.

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