

Press Release  
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**The Asian Banker Excellence in Retail Financial Services Awards 2009**

**ANZ Vietnam wins the award for Best Retail Bank in Vietnam, 2008**

- *ANZ wins the award for Best Retail Bank in Vietnam, 2008. This is the second year in a row ANZ winning this award.*
- *ANZ Vietnam won for the fourth time the prestigious award for having grown despite an inflationary environment and regulatory restraints.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

**Singapore, 20 March 2009** – ANZ Vietnam has been named Vietnam's Best Retail Bank in the eighth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2009 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Grand Hyatt in Singapore on the evening of March 19<sup>th</sup>, 2009.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry's celebration of the region's best retail bankers that recognizes their 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 three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

**ANZ Vietnam wins the award for Best Retail Bank in Vietnam, 2008**

ANZ Vietnam was awarded Best Retail Bank in Vietnam for 2008 for the fourth time, gaining higher scores than the other banks surveyed in the programme, including HSBC (Vietnam), Asia Commercial Bank, Sacombank and Vietcombank. This is the second time in a row that ANZ Vietnam wins this internationally reputable award.

Though there were strong contenders in various categories, yet ANZ's overall performance dominated the Vietnamese banking sector. The competition is getting harder with Vietnamese Banks improving their performance, risk management and sales capabilities.

ANZ developed a strong value of franchise with deposit growth of 81% and almost doubled its revenue.

"After winning a full banking license in Vietnam, ANZ now is on its way to expand in Vietnam," Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker. He added, "Especially the wealth management and SME banking seem to be the designated growth areas."

New customer relationship managers were employed for the new SME and wealth management segments and a whole new sales channel- mobile banking was launched. Massive technological improvements and innovations completed the picture of Vietnam's best retail bank.

ANZ expansion drive in Vietnam has been rewarded by a significant increase in the number of Vietnamese individual and business customers. Moreover, the bank has succeeded to position itself as a trusted and outstanding service bank. This contributes to making ANZ products and services more and more accessible to Vietnamese customers.

**ANZ Vietnam won for the fourth time the prestigious award for having grown despite an inflationary environment and regulatory restraints**

While investing heavily in risk management, the bank implemented new systems and processes. Despite the high inflation, booming loan growth and financial crises, the quality of ANZ Vietnam's risk management was acknowledged as good by an internal audit according to Australian standards.

ANZ has also been active in increasing its sales force and has given special attention to training and specialisation of staff. The sales performance is supported by CRM solutions by Oracle and Siebel.

The self service segment such as internet banking and ATMs have been expanded and complemented. More ATMs, more functions and a higher call center service quality improved the scope of the bank considerably. The new queue management system also delivered more convenience to the customers and improved branch efficiency.

**Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme**

"This year over 120 banks and financial institutions in 22 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today," said Philip Strause, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking

businesses that involves extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Strause, who has over 30 years experience as a principal consultant to leading financial institutions in North America and the Asia Pacific, added: “The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.”

### **About The Asian Banker**

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is [www.theasianbanker.com](http://www.theasianbanker.com).

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