

Press Release

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## **VPBank was awarded the Best Unsecured Personal Loan and Best Digital Banking Initiative in Vietnam at The Asian Banker Vietnam Country Awards Programme 2017**

- **VPBank has successfully built its retail banking business as a backbone to improve profitability**
- **The bank implemented an active segmentation approach to its unsecured personal loan**
- **The bank's digital banking initiatives stands out in the industry**

**Hanoi, Vietnam January 12<sup>th</sup> 2017**—VPBank was awarded the **Best Unsecured Personal Loan and Best Digital Banking Initiative** in Vietnam for 2017 at The Asian Banker's Vietnam Country Awards Programme. The awards ceremony was held in conjunction with the inaugural The Future of Finance, Vietnam, an annual gathering for decision makers in the financial services industry in Vietnam, at the Pan Pacific, Hanoi, Vietnam on January 12<sup>th</sup> 2017.

### **VPBank has successfully built its retail banking business as a backbone to improve profitability**

VPBank has leveraged on its retail banking business to boost its profitability, generating half of its income from its consumer services. The bank focused on improving revenue growth margins at the product level and offered products that are competitive in terms of price. VPBank also achieved one of the lowest provisioning cost-to-total revenue ratio in the industry for its unsecured personal loan product.

### **The bank implemented an active segmentation approach to its unsecured personal loan**

The bank pursued a strong channel and segment view in understanding the risk revenue profile of each segment of its unsecured personal loan business. It identified and focused on professionals as a profitable market and as a result, the bank grew its unsecured lending portfolio by around 40% in 2015.

### **The bank's digital banking initiatives stands out in the industry**

The bank also improved its customer service and processing capabilities by aggressively integrating technology and innovation into its retail services. VPBank introduced an online origination channel and kept its turnaround time for loans approval within 10 minutes. The bank actively collaborated with fintech as shown by the success of TIMO, Vietnam's first mobile bank launched in early 2016. As of November 2016, TIMO attracted around 20,000 customers, growing by a thousand per week.

The Asian Banker Vietnam Country Awards Programme refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Vietnam. Recipients of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and comprehensive evaluation process determines the awardees.

## About The Asian Banker

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