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## **Press Release**

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### **The 7<sup>th</sup> Asian Banker Excellence in Retail Financial Services Awards 2008**

#### **Mizuho Bank wins Best Retail Bank in Japan award for performance in 2007**

- *Mizuho Bank wins the Best Retail Bank in Japan award for performance in 2007, the first time it has won the prestigious recognition.*
- *The bank leads the pack in Japan with the strongest growth in retail banking profitability and the best customer service initiatives.*
- *Over 150 banks and financial institutions from 23 countries across the Asia Pacific, GCC region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

**Tokyo, 16 May 2008** – Mizuho Bank wins an award at the seventh Asian Banker Excellence in Retail Financial Services Award: *The Best Retail Bank in Japan*. The bank received the award at The Asian Banker Excellence in Retail Financial Services 2008 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Grande Sukhumvit in Bangkok on the evening of 16 May 2008.

About 150 senior bankers from award winning banks in 23 countries across the Asia Pacific, the Gulf region and Central Asia attended the glittering event, 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 award of its kind.

- *Mizuho Bank wins the Best Retail Bank in Japan award for performance in 2007, the first time it has won the prestigious recognition.*

Mizuho Bank has won the Best Retail Bank in Japan award in The Asian Banker's Excellence in Retail Financial Services programme. It is the first year that Mizuho Bank has won this prestigious and coveted award.

- *The bank leads the pack in Japan with the strongest growth in retail banking profitability and the best customer service initiatives.*

The bank has shown excellent profitability, growing its net operating profit 24 percent from April to September, the first half of the Japanese financial year, compared with the 14 percent of Bank of Tokyo Mitsubishi-UFJ and 2 percent at Sumitomo Mitsui Banking Corporation. The bank has seen healthy increases in all of its business lines, most significantly a 21 percent growth in sales of investment products.

One area where Mizuho Bank is impressive on a regional basis is its Mizuho Mileage Club programme, which combines a credit card with an ATM card but is used to gather information on customer behaviour via a sophisticated customer relationship management capability. The programme was ahead of target in reaching five million members by the end of 2007, five years after the program began.

- *Over 150 banks and financial institutions in 23 countries across Asia Pacific, the GCC region and Central Asia evaluated as part of the Excellence in Retail Financial Services programme.*

"This year over 150 banks and financial institutions in 23 countries across the Asian region were evaluated as part of the Excellence in Retail Financial Services programme," said Mr Phillip Strause, chairman of the Excellence in Retail Financial Services programme and an International Resource Director for The Asian Banker.

The award evaluation process uses a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involved extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. The process also incorporates an AC Nielsen customer perception survey to gauge the strength and reputation of retail banks in the different countries.

Mr Strause, who has close to 40 years' experience working with commercial banks, investment banks, brokerage firms, insurance companies and other specialised financial institutions, further 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".

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### ***About The Asian Banker***

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Beijing and Shanghai as well as representatives in London, New York, Dubai and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. For more information, please visit [www.theasianbanker.com](http://www.theasianbanker.com).

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