

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Bank of the Philippine Islands (Philippines) wins Best Retail Bank in the Philippines and the Best Mobile Phone Banking Award for the year 2009

- *Bank of the Philippine Islands wins two awards – the Best Retail Bank in the Philippines, winning this award for the 8th time, and the Best Mobile Phone Banking Award for the year 2009.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Bank of the Philippine Islands has won the Best Retail Bank in the Philippines and the Best Mobile Phone Banking Award in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 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 JW Marriot in Shanghai on the evening of March 18th, 2010.

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.

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Bank of the Philippine Islands (BPI) has won the Best Retail Bank in the Philippines and the Best Mobile Phone Banking Award for 2009, for its strong performance and having gained higher scores than the other banks such as Metrobank and Banco de Oro that were surveyed in the programme.

BPI grew its consumer loan book by more than 10% with card loans as an important driver. With the bank's mortgages and auto loans also growing, BPI significantly expanded its market share in all of the above business lines. BPI's remittance growth also outpaced the country's growth rate, growing almost three times stronger. BPI implemented stricter risk management measures, enabling the bank to maintain NPLs below the industry standard. BPI's transaction volume grew 38% yoy and posted an 80% growth on monetary and non-monetary transactions – higher than any other player, including ICICI Bank India.

BPI also wins the regional award for Best Mobile Phone Banking in a year when most of the players adopted a full-fledged mobile phone banking proposition. BPI Express Mobile, the bank's mobile platform, is available to the more than 3 million clients both in the country and abroad. BPI Express Mobile enables clients to enrol in the facility at their own convenience, check their real-time deposits, credit card and prepaid card's available and total balance. BPI's CRM system allows for the integration of customer accounts with BPI Express Mobile. The mobile platform allows for the transfer of funds to their accounts, third-party accounts and even to un-enrolled accounts. These innovations helped BPI gain the greater share of the country's upmarket clients.

"BPI has implemented highly innovative and comprehensive strategy for both the banked and unbanked sector with a clear focus on payment solutions. It has achieved higher growth rates than any of the nominees in the field and is among the few that rewards clients for each transaction they make," said Mr. Chris Kapfer, Head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 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 23 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 Philippe Paillart, 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.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, 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.

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