

Press Release

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The International Excellence in Retail Financial Services Awards 2011

Bank of Beijing Wins Best City Commercial Retail Bank Award for the third consecutive year

- *For the third consecutive year, Bank of Beijing wins the award for Best City Commercial Retail Bank.*
- *“Open Counter” branch model of Bank of Beijing surpasses competitors.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—Bank of Beijing has been named Best City Commercial Retail Bank by the 10th International Excellence in Retail Financial Services Awards Programme for the third successive year since 2008. The bank received the award at The International Excellence in Retail Financial Services 2011 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 Shangri La Hotel in Kuala Lumpur on March 11th 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

For the third consecutive year, Bank of Beijing wins the award for Best City Commercial Retail Bank

Bank of Beijing wins the Best City Commercial Retail Bank award for its outstanding performance in retail banking business in 2010.

In 2010, Bank of Beijing’s retail business achieved remarkable growth post crisis. The bank’s saving balance increased by over 30% while personal loan grew by more than 70%. The bank expanded its retail business to include consumer finance and life insurance in a faster pace than its peers. Bank of Beijing is also the first domestic bank to treats the family, rather the individual, as a service unit, hence satisfying more customers in a more efficient way.

Bank of Beijing also established a second overseas administration office in Amsterdam to augment its international strategy as well as deepen co-operation with the ING group.

It also improved its sale of wealth management products, which surged by over 100%. In an effort to offer a balanced sales portfolio, it became the first city commercial bank to venture into the business of selling private equity.

“Open Counter” branch model of Bank of Beijing surpasses competitors.

With the aid of ING, Bank of Beijing has explored the community bank approach since 2007. In 2010, the bank revamped this concept into a “Home Bank” model, which offers all types of customers, old and young, masses and premier, a better experience within a home atmosphere.

Aligned with this model, Bank of Beijing has redesigned its branches from the viewpoint of sales process optimisation. In order to reduce waiting time, improve cross-selling and give the branch a unique look and feel, Bank of Beijing introduced the “Open Counter” concept.

In this innovative “Open Counter” concept, the flow of customers is managed through a lobby assistant directing machine, which refers customers to the right areas—self service, “Open Counter” or “Closed Counter”. The “Open Counter” is dedicated to financial consulting, wealth management, insurance sales and account opening, among others. The “Closed Counter”, which as regulatory requirement has to handle all transactions involving cash, can be more efficiently run, as time consuming transactions, such as account opening and advisory is are directed to the ‘Open Counter’. This reduced waiting times, enhanced customer experience as well as staff quality in financial advisory.

Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were evaluated as part of The International Excellence in Retail Financial Services Programme.

“This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today” said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: “It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology.”

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 involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: “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. To stay abreast of the rapidly growing geographic scope of the programme, The Asian Banker has renamed the awards ‘The International Retail Financial Services Awards’ in 2011.”

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, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company’s website is www.theasianbanker.com

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