

Press Release

FOR IMMEDIATE RELEASE

Datuk Lim Hong Tat wins Retail Banker of the Year Award for 2014

- Under Datuk Lim Hong Tat's leadership, CFS Malaysia achieved a remarkable 36% return-on-equity in its retail banking performance.
- Excellence in execution was achieved in the regionalisation of Maybank's retail banking business and increased market share in key product portfolios.
- His strong and innovative leadership showed in the successful revamp of the bank's distribution model and reorganised retail banking business.

Sydney, April 3rd 2014—Datuk Lim Hong Tat won the Retail Banker of the Year Award for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 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, Sydney, Australia on April 3rd 2014.

The Asian Banker and the panel of advisors for the International Excellence in Retail Services Awards were impressed with Datuk Lim Hong Tat's achievements in Maybank's retail banking business. As head of Community Financial Services Malaysia, Datuk Lim personally sponsored and delivered a number of strategic initiatives, including the revamp of shared distribution, establishment of segment organisation and introduction of a new business model for Retail SME. Particularly, his achievements in leading Maybank Bank's retail banking arm towards its 2015 target of becoming the undisputed No.1 retail financial services provider and a formidable regional force. Under his leadership, from 2009 to 2013, CFS Malaysia attained significant achievements in sustainability, profitability, risk management and cost reduction. For these extraordinary accomplishments, Datuk Lim Hong Tat wins the Retail Banker of the Year Award for 2014.

About 200 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.

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, Beijing and Dubai 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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