

Press Release

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CIMB Niaga awarded as Best Credit Card Product in The Asian Banker Indonesia Country Awards Programme 2016

- **Outstanding credit card business despite a sluggish industry**
- **Promoted a strong credit card proposition**
- **Implemented an aggressive and consistent product strategy and branding**

Jakarta, Indonesia July 27th 2016— CIMB Niaga received the award for **Best Credit Card Product** for 2016 during The Asian Banker Indonesia Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Indonesia International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Indonesia, held at The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia on July 27th 2016.

Outstanding credit card business despite a sluggish industry

CIMB Niaga's credit cards business achieved a double-digit growth in 2015 despite the slow paced industry growth rate of 5.0%. Its Platinum Card was a key business driver with expected net receivables (ENR) contributing to 43% of the total portfolio in terms of revenue. Moreover, the bank has maintained a manageable nonperforming loan (NPL) rate, which decreased from 0.89% in 2014 to 0.78% in 2015.

Promoted a strong credit card proposition

Moreover, the bank has packaged its Platinum Card to become the leading travel and entertainment companion for its consumers. The bank leveraged on a travel and entertainment program in promoting its product. This include consumer benefits such as cash back for international transactions, attractive miles conversion rates, and dining and hotel privileges.

Implemented an aggressive and consistent product strategy and branding

To strengthen its market presence, CIMB Niaga strategically promoted and advertised its credit card products in various locations and platforms as a travel and entertainment card. More than the usual advertising touch points such as billboards and web banners, it engaged customers through interactive peel ads on mobile phones, while participating in travel bazaars and events.

The Asian Banker Indonesia Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient 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 long evaluation process determines the awardees.

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 service and forums. The company's website is www.theasianbanker.com.

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