

Press Release

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CIMB Niaga awarded Credit Card Product of the Year in The Asian Banker Indonesia Country Awards Programme 2017

- **CIMB Niaga has become one of the largest credit card issuers in Indonesia with a market share of 13.0%**
- **The bank launched its Platinum credit card to expand its market**
- **Through CIMB Niaga's sales initiatives, its credit card services reached for larger demographics**

Jakarta, Indonesia July 27th 2017 —CIMB Niaga received the **Credit Card Product of the Year Award** for 2017 at The Asian Banker Indonesia Country Awards Programme, held in conjunction with the prestigious The Future of Finance Indonesia 2017, the foremost annual meeting for decision makers in the financial services industry in Indonesia, at The JW-Marriott Hotel Jakarta on July 27th 2017.

CIMB Niaga has become one of the largest credit card issuers in Indonesia with a market share of 13.0%

CIMB Niaga outperformed its peers in the credit card business with total issued cards growing by 13.1%, while total sales volume increased by 16.11% in 2016. Its total outstanding balance of credit cards also increased by 29.5%.

The bank launched its Platinum credit card to expand its market

CIMB Niaga launched its Platinum credit card to expand its credit card business. This initiative has been the strongest performer among its products and contributes significantly to the business' revenue.

Through CIMB Niaga's strategic sales and marketing initiatives, its credit card services reached for demographics

In 2016, CIMB Niaga credit cards are still customers' transaction media of choice for daily needs. CIMB Niaga managed diversified credit card lines, which include the categories of Classic, Gold, Sharia Gold, Platinum, Ultimate, Infinite, World and Corporate, designed to reach different segments of the market and cater to customers' particular needs and preferences.

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 company is headquartered in Singapore, with offices in Manila, 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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