

Press Release

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OCBC awarded SME Bank of the Year in The Asian Banker Indonesia Country Awards Programme 2017

- **OCBC NISP achieved the highest growth of 19.30% in the small and medium enterprise sector across all its financial indicators**
- **The bank has used data analytics to deepen customer relationships**
- **The bank has demonstrated a long term, sustainable, profitable franchise with the customer as its core proposition**

Jakarta, Indonesia July 27th 2017 —OCBC NISP received the **Best SME Bank of the Year for 2017 Award** 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.

OCBC NISP achieved the highest growth of 19.30% in the small and medium enterprise sector

OCBC NISP managed perform well in funding and lending indicators by consistently making its services available to corporate clients. Income grew by 16.8%, loans balances increased by 19.5%, and deposit balances went up by 11%.

The bank has used data analytics to deepen customer relationships

This analytics strategy helps the customer choose which product they desire based on their various background and needs. This strategy is very useful in retaining customers in a more sustainable way. The initiative has generated 10% new income to the bank in one quarter. This demonstrates the tool's ability to increase existing customers' productivity to the bank.

The bank has demonstrated a long term, sustainable, profitable franchise with the customer as its core proposition

OCBC NISP shows outstanding skill to identify underserved segments in its customer base and to develop a targeted value proposition catering its specific needs. The bank has implemented customer-centric initiatives like using advanced analytics to better serve the small and medium enterprise (SME) segment.

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.

For more information please contact:

Ms. Janine Marie Crisanto
Research Manager
Tel: (+632) 985 1551
jcrisanto@theasianbanker.com
www.theasianbanker.com

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com