

Press Release

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The International Excellence in Retail Financial Services Awards 2011

Bank Central Asia (BCA) Wins the Award for Excellence in Retail Banking in Indonesia

- *BCA is the sole winner in Asia for the Best Retail Bank in Indonesia.*
- *BCA had a strong diversified portfolio spanning retail funding, credit cards and vehicle financing. The bank also registered a high growth of deposits and loans, particularly in the mortgage category.*
- *Over 170 banks and financial institutions from 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa were evaluated as part of the International Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—BCA has been named the sole winner for Excellence in Retail Banking in Indonesia at the 10th International Excellence in Retail Financial Services Awards Programme. 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.

BCA is the sole winner for the award of the Best Retail Bank in Indonesia.

In 2010, BCA was the largest bank in Indonesia by market value. It registered strong growth in deposits throughout the year, fuelled primarily by increases in demand deposits. In line with overall rising affluence in Indonesia, the bank also saw its mortgage business register a sharp growth in the number of loans issued.

BCA managed to gain better market penetration within Indonesia, with a total count of close to 1,000 branches and 7,000 ATMs. This propelled the bank to become the nation's primary bank for the mass market. In addition to physical channel growth, the

bank continued to explore and grow its alternative electronic-distribution channels, which came with simple-to-use features and registered high user growth rates.

BCA's risk management strategy involved tightening credit policies in order to reduce the number of impaired loans, which decreased by 50 basis points year-on-year.

Chris Kapfer, head of Asian Banker Research, says: "All in all, with the booming Indonesian economy in 2010, competition for customer deposits was rife among the nation's three leading banks, and BCA was able to outpace its rivals by providing the most successful overall retail banking experience for its customers."

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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