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Press Release

FOR IMMEDIATE RELEASE

Baiduri Bank wins best retail bank in Brunei award for 2011

- *Bank Baiduri has introduced many firsts to the retail banking sector in Brunei*
- *In-store and in-mall banking, co-branded credit cards and mobile banking has allowed the bank to cultivate positive customer relationships*
- *Bank Baiduri has successfully achieved leadership in the mortgage sector through close partnerships and network management*

Singapore, March 23rd 2012—Bank Baiduri has been named as winner of the Best Retail Bank for Brunei Award for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. The bank received the awards at The International Excellence in Retail Financial Services 2012 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 Marina Bay Sands in Singapore on March 23rd 2012.

Over a relatively short period, Bank Baiduri has undergone rapid development of its retail portfolio, as evident in its product innovations and attention to customer service. Bank Baiduri was the first bank in Brunei to offer in-store and in-mall banking seven days a week. Its success in capturing payroll accounts also enabled it to leverage its credit card portfolio better, as evidenced by the bank being the first to launch the Visa electron debit card and MasterCard electronic CashCard, and the first to offer co-branded credit cards with American Express and Royal Brunei Airlines. It also remains the first and only Brunei bank to provide money remittance services in a tie-up with Western Union. These retail facilities, in addition to the introduction of mobile banking services, has enabled Bank Baiduri to offer many significant 'firsts' to its retail customer base, helping the bank to create and maintain meaningful customer relationships.

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.

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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