

TAB International Pte Ltd

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Press Release

FOR IMMEDIATE RELEASE

## **Singapore's OCBC wins Best SME Banking Business Award for 2011**

- *OCBC's carefully planned expansion sees its SME business grow.*
- *40% market share held in Singapore alone.*
- *Year on year assets growing at a rate of 50%.*

**Singapore, March 23<sup>rd</sup> 2012**—OCBC has been named as winner of the Best SME Banking Business 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.

Through carefully planned expansion, OCBC has been growing market presence for its SME businesses in Singapore and Malaysia, Indonesia and greater China, giving the bank one of the biggest SME footprints. In Singapore alone, it holds over 40% market share, while acquiring over 56% of startup businesses. Its extensive network in the region ensured that 2011 was a great year, with assets growing 50% year on year.

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](http://www.theasianbanker.com)

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