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Press Release

FOR IMMEDIATE RELEASE

Japan's Rakuten Bank wins Best Direct Banking Business Award for 2011

- *Rakuten Bank (Japan) has set up and maintained a profitable business model.*
- *The bank has established appropriate risk management with a 12% capital ratio.*
- *Launch of innovative mobile banking and remittance initiatives ensured customer loyalty.*

Singapore, March 23rd 2012—Japan's Rakuten Bank has been named as winner of the Best Direct 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.

Not only has Rakuten Bank set up a profitable business model, but also managed appropriate risk management with a capital ratio of over 12%. Last year the bank continued to be innovative and launched various mobile banking and remittance initiatives, ensuring continued brand loyalty from their customers

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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