

Press Release

Barclays Africa wins Best Improved Retail Bank award in Africa for 2015

- **Barclays Africa grew its market share to almost 25% in core deposits and 30% in cards in 2014**
- **It significantly reduced its turnaround times for auto and personal loans, while providing instant approval for credit cards**
- **Barclays Africa also improved its internal processes and re-established its brand with its mobile banking initiatives**

Dubai, April 21st 2015—Barclays Africa won the award for Best Improved Retail Bank in Africa for 2015. The bank was recognized at The Asian Banker's International Excellence in Retail Financial Services 2014 Awards ceremony in Singapore. The award will be received on May 27st in conjunction with the region's most prestigious retail banking event, the Middle East and Africa International Banking Convention 2015.

Amid slowing macroeconomic growth, the bank grew its market share in 2014 to almost 25% in core retail deposits and 30% in cards. Driving innovation, its substantial distribution network and value for money on products Barclays continues to see growth in its retail business. The bank has redefined its brand value in the market place with increased customer confidence in the bank.

Barclays also reduced its turnaround times for auto loans to under 30 minutes and mortgages to one day, while providing instant approval for credit cards. Moreover, it improved internal processes, invested heavily in analytics to move towards a single view of the customer, and saw increased customer service transactions.

The bank also re-established its brand with its mobile banking and digitisation initiatives. Exclusive discounts of up to 20% offered to Barclay's credit and debit card customers with over 50 exclusive restaurant discount offers available today on the Mobile application.

About 200 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, 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

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