

Press Release

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China Merchants Bank awarded Best Mobile Banking Project for 2017 in The Asian Banker Technology Innovation Awards 2017

- **China Merchants Bank implemented APP5.0, with unique robo-advisor and intelligent financial management features**
- **The app facilitates tailored services, improved security with biometrics and better customer experience**
- **The bank witnessed an increase of 12% of customers and an over 50% growth in mobile transaction value**

Singapore, June 9th 2017- China Merchants Bank (CMB) received the award for **Best Mobile Banking Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The award ceremony was held in conjunction with the prestigious Asian Banker Summit 2017, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the MAX Atria@Singapore EXPO, Singapore.

China Merchants Bank implemented APP5.0, with unique intelligent financial management features

CMB APP5.0 includes unique and innovative feature of machine learning, artificial intelligence and robo-advisor model, built on human and machine intelligent investment model. This includes a global asset allocation and a smart fund portfolio configuration service. Relying on large data analysis technology, it provides a 360-degree viewing angle of revenue and expenditure record and automatically records all-round customer's capital flows. By connecting to users in real-time, it helps achieve intelligent and convenient cash flow management.

The app facilitates tailored services, improved security with biometrics and better customer experience

The innovative features of the app include O2O integration, robot chats, monthly expense and investment report for customers and cash flow management. Using big data, CMB is able to provide tailored service to their high net worth customers and higher frequency of interaction with customers. The app also included fingerprints, voice and facial recognition biometric technology to circumvent the risk of theft of bank card customers.

The Bank witnessed an increase of 12% of customers and over 50% growth in mobile transaction value

CMB witnessed a 12% increase in customers taking it to 58 million. APP5.0 helped the bank increase their market share and increase the mobile transaction volumes by over 35% and transaction value by over 50%.

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, Manila, 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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