

Press Release

Embargoed for 19<sup>th</sup> March 2015

## **Maybank wins Best Retail Bank in Malaysia award for 2015**

- **Maybank has one of the largest loans and deposits portfolios in the region, growing at around 10% year-on-year.**
- **Its consumer finance business registered around 11.4% growth, attributed in part to strong momentum from SME and the cards and mortgage businesses.**
- **In 2014, it reorganised its business to operate at a regional level to leverage cross-border synergies.**

**Singapore, March 19<sup>th</sup> 2015**—Maybank won Best Retail Bank in Malaysia award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella, Singapore on March 19<sup>th</sup> 2015.

Maybank has made a name for itself in the Malaysian banking system as a bank with one of the largest loans and deposits portfolios in the region, growing steadily at around 10% year-on-year. Its revamped affluent banking has also experienced strong take up rate.

The bank's consumer finance business grew by 11.4% despite stiff competition. This is attributed in part to strong momentum from SME business and aggressive campaigns in the cards and mortgage space.

In 2014 the bank reorganised its business to operate as an integrated regional business which would enable it to leverage on cross-border synergies.

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

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