

## **BIBD'S STRONG CUSTOMER APPRECIATION MAKES IT THE BEST RETAIL BANK FOR FIVE YEARS RUNNING**

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### **FOR IMMEDIATE RELEASE**

March 21<sup>st</sup>, 2017 - Off the back of the recent A- (Stable) ratings affirmation from S&P Global, BIBD was recently awarded the Best Retail Bank in Brunei for the year 2017 by The Asian Banker, retaining the prestigious accolade for a record fifth consecutive year from the region's leading financial services research, benchmarking and intelligence consultancy.

The awards ceremony took place at The Asian Banker's annual Excellence in Retail Financial Services Convention, held recently at the Conrad Tokyo in Japan. Present to receive the momentous award on behalf of BIBD was Hjh Nurul Akmar binti Haji Mohd Jaafar, BIBD's Head of Retail Banking Group.

BIBD Managing Director Mr Mubashar Khokhar commented on the award win, "Alhamdulillah, everyone at BIBD is thankful and appreciative to the people of Brunei Darussalam in ensuring that BIBD continues to be the first choice to support them to achieve their own aspirations.

"At the same time, we would like to express our sincerest gratitude to His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam, and his government for all their continuous collaboration to, together, contribute to the economic development of the country especially outside the oil and gas sector. Our appreciation also to our regulators in ensuring that Brunei Darussalam's financial institutions continue to be supervised under forward-thinking policies that safeguard its integrity.

"BIBD is also grateful and honoured that all its efforts has culminated in the capability to provide the best banking experience, which has allowed it to claim the best retail award for a fifth consecutive year."

The Asian Banker stated that BIBD was commended on its improved retail segments to gain new customers, which reflected on new capabilities on different products and conveniences on multiple platforms. BIBD was also celebrated for its smart branch that reflected a boost in efficiency, distribution network, and segmentation strategies to scale its business. Also highlighted was the bank's investment on its employees to drive the business growth.

**TAB International Excellence in Retail Financial Services Awards 2017**

About 200 senior bankers from award-winning banks in 25 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the event that recognised their efforts in bringing superior products and services to their customers. The awards programme, administered by TAB and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

**About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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**About BIBD**

BIBD is the largest financial institution in Brunei Darussalam, leading the market in terms of assets, financings, and deposits.

BIBD is headquartered in Bandar Seri Begawan with fifteen branches and the largest network of ATMs located strategically in all four districts of Brunei Darussalam.

BIBD was ranked 38<sup>th</sup> in terms of Soundness (Capital Asset Ratio) in the top 1,000 World Banks by “The Banker” in 2016. BIBD is one of the safest banks in the world and is given an impressive credit rating of A- by Standard & Poor’s in 2015, the highest for a Bruneian bank and among the highest in the region. BIBD has been named the “Best Retail Bank in Brunei” by The Asian Banker in 2013, 2014, 2015 and 2016.

For more information on any of BIBD’s other products or services, please log on to the BIBD website at [www.bibd.com.bn](http://www.bibd.com.bn), visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.