

**Press Release**  
**Embargoed for May 12<sup>th</sup> 2009**

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**The Asian Banker IT Implementation Awards 2009**

**Jibun Bank wins the Best Core Banking Project Award 2008**

- *Jibun Bank wins the Best Core Banking Project Award for its innovative core banking implementation in 2008.*
- *The IT Implementation Awards is well known for its rigorous evaluation of both the technological implementation itself and its impact on business value*
- *The high degree of participation reflects the increasing prominence of IT as a business driver for the financial services industry*

**Singapore, May 12<sup>th</sup> 2009** – Jibun Bank and its partner Oracle Financial Services Software Ltd have been awarded for implementing the Best Core Banking Project in Asia Pacific in 2008 by the third Asian Banker IT Implementation Awards Programme. More than that Jibun Bank received an Honourable Mention for “Most Innovative Entry”, recognizing the innovation achieved through this implementation. The companies received the award during the prestigious Asian Banker Summit 2009. The ceremony was held at the China World Hotel in Beijing on the evening of May 11<sup>th</sup> 2009.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the the most prestigious of its kind in the Asian Pacific region.

The winners were determined through a stringent three-month evaluation process that was based on submission materials and interviews with the candidates. The final decision was made by an independent panel of judges, who maintained the high standards of the awards programme.

**Jibun Bank wins the Best Core Banking Project Award for its innovative core banking implementation in 2008**

Jibun Bank is a joint venture between KDDI, a leading Japanese Telecommunications Company and Bank of Tokyo-Mitsubishi UFJ. As a complete mobile phone bank, Jibun Bank has no current precedent. It is best described as a virtual bank with the mobile as the primary channel and the core banking project was initiated to make this vision into a reality.

Given the unique business model, the implementation team had to innovate, re-engineer and custom build core application processes to suit operations to the mobile phone while keeping ease of transaction and robust security as key priorities. This implementation has adapted the most complex of banking processes to the mobile phone, representing truly path-breaking innovation.

“Jibun Bank and Oracle Financial services demonstrated a remarkable degree of collaboration to implement the core banking project where both teams had to truly think out of the box to produce an innovative, highly customized solution that was nonetheless rolled out fairly rapidly”, said Ms. Elena Torrijos, managing editor and project leader for The Asian Banker. “With the implementation of this technology, Jibun Bank managed to acquire 500,000 accounts in just eight months.”

**The IT Implementation Awards is well known for its rigorous evaluation of both the technological implementation and its impact on business value**

The award evaluation process used a comprehensive methodology to evaluate the strength of the IT implementations, which included the comprehensive analysis of the submissions by our team of experienced researchers, and in-depth interviews of banks and partners. The candidates were assessed according to a set of standard performance indicators to guarantee the objectivity.

The programme was supervised by a panel of renowned referees, who integrated their consolidated expertise and took the final decision on the winners. The members of the panel were Alex Escucha (chairman), Nick Dean, Voranuch Dejakaisaya, Neil Katkov, Mac Kaylan and Axel Winter.

“The IT Implementation Awards Programme is well-known for its high evaluation standards, which are guaranteed through the independence of the judges and their high expectancies towards the candidates,” said Alex Escucha, Chairman of The Asian Banker IT Awards Panel of Judges for the third consecutive year. Escucha and his team have used their collective experience to consider the projects according to regional best practices and to evaluate their positive impact on the institution’s financial results.

**The high degree of participation reflects the increasing prominence of IT as a business driver for the financial services industry**

In its third year, the IT Implementation Awards Programme has been growing in popularity. In 2008, more than 90 submissions for 13 categories and five special categories came from institutions from 15 countries across the Asia Pacific region. This record number is almost twice as high as in the previous year and reflects the rising importance of IT to the financial services industry in Asia Pacific.

The success of the programme in previous years was met with an expansion of categories and the possibility for candidates to propose new categories. Nonetheless the programme maintained its high standard as the judges determined only 12 winners met their high expectations.

The IT Implementation Awards can support the financial services industry in order to determine examples of best practice across various categories, so banks can consider the new standards set by winning banks. Alex Escucha noted that “the IT Implementation Awards programme was instituted in 2006 on the premise that in such a highly automated business environment like financial services, innovative and groundbreaking IT projects should be

recognised so that they can serve as an example of best practices for other institutions in the region.”

### **About The Asian Banker**

The Asian Banker is the foremost provider of strategic business intelligence in the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is [www.theasianbanker.com](http://www.theasianbanker.com).

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