

Press Release

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The Asian Banker IT Implementation Awards 2009

Alliance Bank wins the Best Enterprise Transformation Award 2008

- *Alliance Bank won the Best Enterprise Transformation Award for creative and effective enterprise banking transformation 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 12th, 2009 – Alliance Bank and its partner IBM have been awarded for their implementation of the Best Enterprise Transformation Project in Asia Pacific in 2008 by the third Asian Banker IT Implementation Awards Programme. 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 11th, 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.

Alliance Bank won the Best Enterprise Transformation Award for creative and effective enterprise banking transformation in 2008

In a short span of 2.5 years, Alliance Bank implemented several IT projects to support the enterprise banking transformation. With the strategy of applying technology excellence to create sustainable business value, the transformation helps to develop the Alliance Brand, restructure and build competitive positioning.

Alliance Bank introduced several new competitive edges, such as introducing a host of new Alliance Online services, upgrading loyalty system, enabling customers to make purchases through merchants' websites, providing more bill payments service and launching the Premium Debit MasterCard. The bank also upgraded capacity dramatically. For the past three years, IT transformation allowed the number of branches, privilege banking centres, and electronic lobby capabilities to increase substantially. In terms of efficiency, the branch resource and processes

have been optimized by shortening customers' queue time and increasing over-the-counter transactions without increasing head count in branches.

"Alliance Bank and IBM enterprise banking transformation demonstrated great success", said Ms. Elena Torrijos, managing editor and project leader for The Asian Banker. She added: "Now Alliance Bank is able to provide business with strategic MIS to drive their business growth." Standards for application integration have also been introduced to reduce the cycle of deployment for future interfaces. With the implementation of technology, Alliance's profit before tax improved by \$246.98 million from March 2006 to March 2008.

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.

For more information please contact:

Ms. Elena Torrijos
Managing Editor
Direct (Singapore): 6236 6522
Mobile (Singapore): 91737421
etorrijos@theasianbanker.com

Ms. Ananya Dutta
Executive, Business Development & Marketing
Direct (Singapore): (65) 6236 6174
Mobile (Singapore): (65) 9017 7840
dananya@theasianbanker.com

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