

Global Finance names the 2012 World's Best Consumer Internet Banks in Asia

NEW YORK, July 20, 2012 – *Global Finance* has announced the First Round winners in the “World’s Best Internet Banks” competition in Asia. This is the 13th year *Global Finance* has named the World’s Best Internet Banks. Details on all First Round winners will be published in the September issue. First Round winners include Best Corporate/Institutional Internet Banks and Best Consumer Internet Banks at the country level. Winners were also selected in North America, Latin America, Europe, CEE and Middle East/Africa. The Regional and Global winners for these categories will be announced at an Awards Ceremony in New York City in November and published in the December issue of *Global Finance*. Also announced were Regional winners in Sub-Categories. Global winners in the Sub-Categories will also be announced at the Awards Ceremony and in the December issue. The list of First Round winners follows.

Winners were chosen among entries evaluated by a world-class panel of judges at Infosys. *Global Finance* editors were responsible for the final selection of winners in the First Round.

Only banks that entered the competition were considered for awards, and awards were only given in those regions, countries and categories in which there were entries.

Winning banks were selected based on the following criteria: strength of strategy for attracting and servicing online customers, success in getting clients to use web offerings, growth of online customers, breadth of product offerings, evidence of tangible benefits gained from Internet initiatives, and web site design and functionality. Category winners, such as “best in social media” were selected based on the relative strength and success of those web products and services.

“The Internet has transformed the way many consumers and most businesses bank,” says Joseph D. Giarraputo, publisher of *Global Finance*. “The continuing improvements in Internet offerings represented by this year’s entries show that more significant Internet banking developments are still ahead of us.”

**Find the full list of the
World's Best Internet Banks
First Round Winners in Asia 2012
on the following page.**

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The reach of *Global Finance*

Global Finance, founded in 1987, has a circulation of 50,050 and readers in 163 countries. Its circulation is audited by BPA. *Global Finance's* audience includes chairmen, presidents, CEOs, CFOs, treasurers and other senior financial officers responsible for making investment and strategic decisions at multinational companies and financial institutions. *Global Finance* also targets the 8,000 international portfolio investors responsible for more than 80% of all global assets under professional management. Its website — Gfmag.com — offers analysis and articles that are the heritage of 25 years of experience in international financial markets, and provides a valuable source of data on 192 countries. Headquartered in New York, with offices in London and Milan.

Gfmag.com

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COUNTRY WINNERS

Best Consumer Internet Banks:

Australia – Citi
Brunei – HSBC
China – ICBC
Guam – Citi
Hong Kong – HSBC
India – Citi
Indonesia – Citi
Japan – Rakuten Bank
Malaysia – CIMB Group
Pakistan – Standard Chartered
Philippines – Citi
Singapore – Standard Chartered
South Korea – Citi
Sri Lanka – HSBC
Taiwan – ANZ Taiwan
Thailand – Citi
Vietnam – Standard Chartered

REGIONAL SUB-CATEGORY WINNERS

Best Consumer Internet Banks:

Best Online Deposit, Credit and Investment
Product Offerings – Standard Chartered
Best Bill Payment & Presentment – Standard Chartered
Best Web Site Design – HSBC
Best Integrated Consumer Bank Site – Standard Chartered
Best Information Security Initiatives – Citi
Best in Mobile Banking – HSBC
Best in Social Media – CIMB Bank

