**PRESS RELEASE FOR THE 2ND CEPI ASIA AWARDS 2015**

**10TH SEPTEMBER 2015 10.00PM (Singapore / Hong Kong Time UTC +8.00)**

***Cards International and Electronic Payments International announce the winners for CEPI Asia Awards 2015***

* *Cards International* and *Electronic Payments International*, the leading global publications for the cards and payments sectors with a strong focus on Asia, have announced the winners for the Cards & Electronic Payments International (CEPI) Asia Awards for 2015.
* Award winners were announced and presented at the **CEPI Asia Awards Gala Dinner on Thursday, 10 September 2015** at **The Grand Copthorne Waterfront Hotel Singapore.**

**Singapore, 10 September 2015 – *Cards International* and *Electronic Payments International*, the leading global publications for the cards and payments sectors with a strong focus on Asia-Pacific, announced the winners for the 2015 Cards & Electronic Payments International (CEPI) Asia Awards.**

The CEPI Asia Awards are the premier regional awards which reflect the latest trends in the cards and payments arenas, and highlight noteworthy initiatives that have established a strong foothold in the Asia-Pacific region over the last 18 months.

Organised by Timetric, the CEPI Asia Awards recognise market-leading offerings in cards, mobile and e-payments, remittances, merchant acquiring, and marketing campaigns in each of the Asia-Pacific region’s key markets.

The CEPI Awards categories were created keeping in mind different geographies in Asia and their unique needs. There are a number of awards centred on country-level offerings for credit cards, debit cards, and prepaid cards, and these are complemented by all-around product, service and strategy-focused awards in the cards and payments space.

The appetite for innovation is only on the rise for the cards and payments sectors in Asia and banks and vendors alike are regularly reinventing their strategies and product offerings to respond uniquely to changing customer needs. The CEPI Awards felicitate those offerings that have managed to stand out from the crowd.

Ruben Kempeneer, Asia Regional Director for Timetric, said “*The quality of submissions we received for the 2015 CEPI Asia Awards is both impressive and encouraging. All the award nominees for CEPI demonstrate that Asia’s cards and payments markets are maturing, and banks and vendors are responding through innovations driven by current trends such as the shift to mobile and e-channels in the retail payments space.*”

The panel of judges brought in fresh industry expertise and longstanding knowledge of Asia’s retail financial services industry. The judging panel was actively involved in the evaluation process guaranteeing the independence and transparency of the programme.

The winners and finalists in each of the categories are outlined in **Annex 1**.

**Notes to Editors:**

**About Cards International and Electronic Payments International –**

Cards International (CI) and Electronic Payments International (EPI) are global, high quality publications providing exclusive news and incisive analysis on the latest developments and trends in cards and payments markets. CI and EPI’s briefing service provide must-have content ranging from daily news and updates to in-depth insights and analysis in critical areas including: product innovation, marketing strategies, multi-channel distribution, regulation, competitor analysis, and industry trends.

CI and EPI’s expert journalists and analysts enable users of its briefing services to benchmark bank and vendor performances. CI and EPI’s in-house analysis is backed up by an independent editorial board of internationally-renowned bankers, consultants, academics, and other industry experts who provide ongoing advice and commentaries.

**About the CEPI Asia Awards –**

The Awards programme is a tribute to the best-of-breed players in the cards and payments landscape in Asia-Pacific. It is designed to be a fair and objective benchmark for the industry, and have been created to identify best practice initiatives that are setting new standards for the retail banking industry in Asia and around the world.

The judging criteria include the ability of institutions to demonstrate a clear and unique strategy to grow their business, domestically and/or regionally, and banks showing the most innovation in products/services as well as demonstrating superior client experiences.

The entries underwent a shortlisting process by Timetric’s editorial board, and were shortlisted based on quality and innovativeness, and corroborated information from executive interviews and facts from peers and industry experts were also considered. The shortlisted entries were subjected to final deliberations by the CEPI Asia Awards judging panel and rated individually, with the winner determined by the aggregated scores from the judges.

The 2015 CEPI Asia Awards judging panel comprises independent industry experts, such as:

* **Douglas Blakey**, Group Editor – Consumer Finance at Timetric, based in London, having previously been the editor of *Retail Banker International* and *Bank Marketing International*;
* **Francesco Burelli**, Partner at Innovalue Management Advisors in London and a member of the Editorial Board at Timetric for cards, payments, and transaction banking, with over 20 years’ experience in the areas of strategy, M&A, regulatory, and performance improvement;
* **Richard Hartung**, who has more than 20 years of experience in the payments and consumer financial services space, and currently Managing Director for Transcarta in Singapore and a freelance writer for *gtnews*, *OOSKAnews*, and other corporate publications;
* **Ruben Kempeneer**, Asia Regional Director for Timetric in Singapore, with over 15 years’ experience providing C-level executives with information to support business growth and development, and leads a team providing Asian insights in the consumer finance space;
* **Vladimir Vukicevic**, Head of Content and lead analyst for Timetric’s Cards and Payments Intelligence Center (CPIC), with 11 years’ experience in research and managing projects in retail banking and payments

**Annex 1**

**CARDS & ELECTRONIC PAYMENTS INTERNATIONAL (CEPI) ASIA AWARDS 2015 WINNERS**

**CEPI ASIA CARD AWARDS**

Best Commercial Card Offering

**WINNER: AXIS BANK (India)**

Best Prepaid Card Offering

**WINNER: AXIS BANK (India)**

Highly Commended: MAYBANK (Malaysia)

Best Credit Card Offering – Malaysia

**WINNER: MAYBANK**

Best Credit Card Offering – Philippines

**WINNER: RCBC BANKARD**

Best Credit Card Offering – Singapore

**WINNER: ANZ BANK**

Highly Commended: DBS BANK

Best Credit Card Offering – Taiwan

**WINNER: E.SUN BANK**

Highly Commended: CTBC Bank

Best Credit Card Offering – Thailand

**WINNER: KRUNGSRIAYUDHYA CARD CO**

Highly Commended: KASIKORNBANK

Best Debit Card Offering

**WINNER: HONG LEONG BANK (Malaysia)**

Highly Commended: BANK ISLAM (Malaysia)

Highly Commended: DBS BANK (Singapore)

Best Credit/Debit Card Product – Asia-Pacific

**WINNER: ANZ BANK (Singapore)**

Highly Commended: E.SUN BANK (Taiwan)

Highly Commended: HONG LEONG BANK (Malaysia)

**CEPI ASIA PAYMENT AWARDS**

Best Digital Wallet Initiative

**WINNER: CTBC BANK (Taiwan)**

Highly Commended: KRUNGSRIAYUDHYA CARD CO (Thailand)

Best Mobile Point-of-Sale (mPOS) Initiative

**WINNER: ANZ BANK (Australia)**

Best NFC-enabled Service Initiative

**WINNER: CITI (Philippines)**

Highly Commended: MAYBANK (Malaysia)

Best Omni-Channel Payments Initiative

**WINNER: STATE BANK OF INDIA (India)**

Best Peer-to-Peer Payments Initiative

**WINNER: MAYBANK (Malaysia)**

Highly Commended: MEPS (Malaysia)

Alternative Payments Initiative – Overall

**WINNER: MAYBANK (Malaysia)**

Best Commercial Payment Offering

**WINNER: AXIS BANK (India)**

Best Remittance Offering

**WINNER: MAYBANK (Malaysia)**Highly Commended: AXIS BANK (India)

**CEPI ASIA TECHNOLOGY AWARDS**

Best CRM Programme

**WINNER: KRUNGSRIAYUDHYA CARD CO (Thailand)**

Best Payments Security Initiative

**WINNER: DBS BANK (Singapore)**

Best Technology Implementation – Front End

**WINNER: KRUNGSRIAYUDHYA CARD CO (Thailand)**

Highly Commended: DBS BANK (Singapore)

Best Technology Implementation – Back Office

**WINNER: DBS BANK (Singapore)**

**CEPI ASIA STRATEGY AWARDS**

Best Affinity Co-Branded Card Programme

**WINNER: DBS BANK (Singapore)**

Highly Commended: GENERAL CARD SERVICES (Thailand)

Best Card Design

**WINNER: KASIKORNBANK (Thailand)**

Highly Commended: PT BII MAYBANK (Indonesia)

Best Card Loyalty Programme

**WINNER: RHB BANK (Malaysia)**

Highly Commended: CITI (Australia)

Highly Commended: CITI (Singapore)

Best Marketing Campaign

**WINNER: KRUNGSRIAUDHYA CARD CO (Thailand)**

Highly Commended: MAYBANK (Malaysia)

Highly Commended: TAISHIN BANK (Taiwan)

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