

**Maybank's Lim Hong Tat named 'Retail Banker of 2014'**  
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**By Stephanie Jacob**

Lim Hong Tat, Maybank's head of group community financial services (CFS) and chief executive officer of Maybank Singapore has been named the Retail Banker of the Year 2014 by The Asian Banker.

The Asian Banker is a leading provider of strategic business intelligence for the financial services community in Asia and has published The Asian Banker Journal since 1997.

According to a Maybank press statement, "the award is given to a candidate seen to be the most accomplished retail banker in the Asia Pacific and Middle East regions. The decision is made after an exhaustive and stringent research process undertaken by an international panel of judges headed by the chairman, Philippe Paillart who was the former vice-chairman and CEO of DBS Bank."

The award aims to honour the achievements of an outstanding leader in the retail banking industry who has contributed significantly to the transformation of the retail bank as well as in making a strong impact in the country and the industry. It further considers significant achievements made over the person's whole career.

Lim who is the first Malaysian banker to be honoured was presented with the award at a ceremony in Sydney, Australia.

According to Philippe Paillart who chaired the Council of Advisors, Lim was recognised for his achievements in leading Maybank's retail banking arm towards its 2015 target of becoming the number one retail financial services provider and a formidable regional force.

Paillart added that the council were also impressed by the success that he had in building the bank's greater focus on risk, credit and pricing disciplines while gaining market share in key product portfolios.

This added together with the financial performance of the bank under his leadership, put Lim ahead all other candidates for the award.

Lim said, "I'm honoured to receive the Retail Banker of the Year Award 2014 from The Asian Banker. This award is a tribute to all Maybankers especially in CFS who worked together as a strong team to transform Maybank to be the undisputed number one retail financial services provider in Malaysia by 2015.

"This award also recognises the steady progress and outcome of Maybank's transformation journey and best practices that had cumulated in Maybank scoring a hat-trick with the Best Retail Bank in Malaysia awards (2012-2014) from The Asian Banker."

Lim's banking career spans over 30 years with Maybank Group, where he first joined in 1981 as the bank's scholar. As the Head of Group CFS, his responsibilities cover leading and driving consumer, retail SME, commercial banking and the community banking distribution network across the region.

At the same ceremony Maybank also won two other awards, including the Best Retail Bank Malaysia Country Award 2014 and the Best Automobile Lending Business Award in 2014 for the Asia Pacific and Middle East regions.

This year's Best Retail Bank Malaysia Award makes it a hat-trick for Maybank as it is the third consecutive time since 2012 the bank has won the award.

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