

## STAYING THE COURSE IN ASIA

2008 was a very challenging year globally and Asia was not spared. As a bank born and bred in Asia, DBS has benefited from Asia's rise, and shares today in its challenges.

Despite the current crisis, we believe in the resilience of Asia and have confidence in its potential. We are standing by our customers through this downturn, and our commitment to all our stakeholders to deliver sustainable growth remains unshaken.



# STANDING BY OUR CUSTOMERS

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Despite the recessionary pressures created by the downturn, we are determined to stand by our customers in good times and bad. DBS launched a premium credit card for SME owners and business leaders. To ease the pressure on cash-strapped homeowners, we offered interest-only loan schemes, and rewarded the loyalty of our senior POSB customers with "50+ Tuesdays", an improved banking experience.



# GIVING BACK TO THE COMMUNITY

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We are focused on supporting children and learning because we believe that they represent the future of Asia. From raising funds to rebuild a school damaged by the Sichuan earthquake, to teaching children in Cambodia about the importance of sanitation, over 2,000 DBS staff touched 20,000 young lives across Asia. DBS also donated towards crisis relief efforts in the aftermath of the China snowstorms, Sichuan earthquake and Cyclone Nargis in Myanmar, and facilitated public donations of SGD 3.7 million to the Red Cross by opening up our ATM network and internet banking channels.



# GROWING IN ASIA

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Although there have been dramatic changes in the regional economic landscape, we continue to keep faith with Asia and are expanding our presence in key markets. We reinforced our Greater China strategy by acquiring a bank in Taiwan and establishing a major presence there. We grew our branch footprint in China, India and Indonesia, and have established a presence in Vietnam. We also set up an office in Bahrain for The Islamic Bank of Asia and forged a new joint venture with Hwang-DBS Malaysia to offer Shariah investment management in the region.



# CELEBRATING OUR HERITAGE

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2008 marked the 40<sup>th</sup> anniversary of DBS Bank. Established four decades ago as the Development Bank of Singapore, we take pride in our role as a catalyst to growth in Singapore and the region. We celebrate our heritage as a bank born and bred in Asia, and salute the dedication of our 15,000 staff of over 30 nationalities in 16 markets – whose passion and commitment exemplify the spirit of New Asia.