





## Asian Relationships

At DBS, we take a holistic and long term view to building strong bonds with our customers, staff and the communities we operate in. We nurture and value relationships as only a bank that is born and bred in Asia can, and pride ourselves on standing by our customers, in good times and bad.

Spending time together across generations,  
building priceless family ties



## Asian Connectivity

DBS has the distinct advantage of having a growing presence in Asia's three key axes of growth – Greater China, South Asia and Southeast Asia. As a bank that is firmly rooted in Asia, our connections in the region enable us to serve our customers seamlessly across multiple markets and make banking easier for them.

Delivering banking the Asian way at  
DBS' network of 200-plus branches in Asia



## Asian Insights

As a bank that lives and breathes Asia, DBS understands and appreciates diversity. We know the intricacies of doing business in this region and are well-positioned to harness our knowledge of the various markets, trends, languages and cultures in Asia to better inform and guide our customers, as they make the most of opportunities in Asia and around the world.

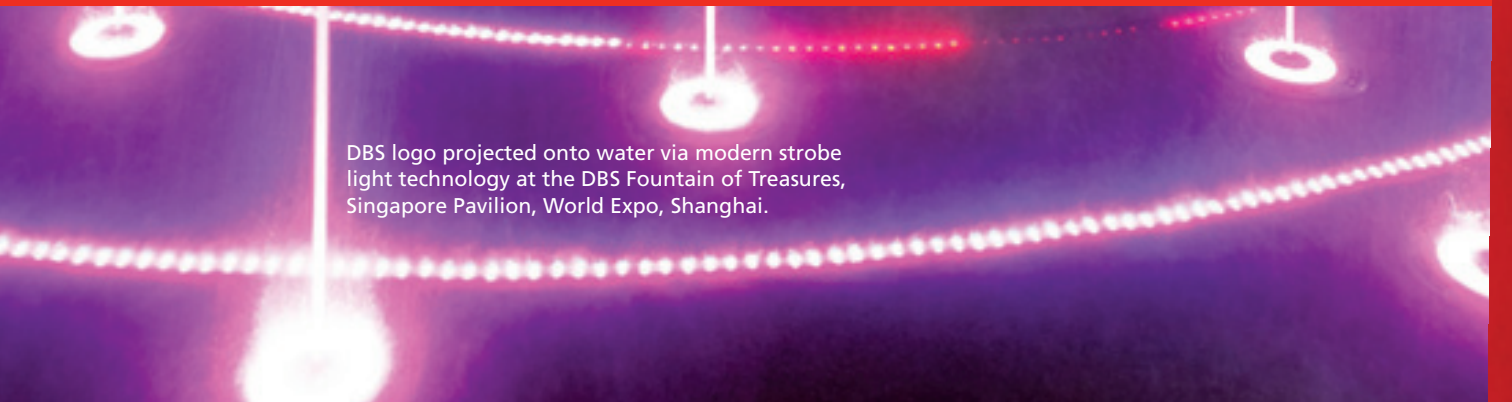


Embracing Asia's past,  
Shaping Asia's future



## Asian Innovation

The origins of many modern-day inventions from all around the world can be traced back to Asia. Innovation is part of the Asian DNA and as an Asian bank, all of us in DBS embody the same entrepreneurial spirit. After all, the values that drive Asia, drive us. We constantly leverage technology to develop products and services to better fulfill our customers' evolving financial needs.



DBS logo projected onto water via modern strobe light technology at the DBS Fountain of Treasures, Singapore Pavilion, World Expo, Shanghai.

# Asian Service

As an Asian bank, we believe that having “the humility to serve and the confidence to lead” is at the heart of Asian service. DBS staff are respectful of their customers’ needs, and are committed to finding ways to provide solutions and serve them better. As Asia’s Safest and Singapore’s Best\*, DBS customers can always be assured that they are dealing with a strong and dependable bank, a bank they can always trust.

\* Named “Safest Bank in Asia” by Global Finance in 2009 and 2010. Awarded “Best Bank in Singapore” by Euromoney, FinanceAsia and Global Finance in 2010.



DBS staff donning their new branch uniforms featuring Asia inspired design elements.