Asia continues to scale new heights. Strong economic growth, domestic-driven consumption and massive wealth creation are fuelling Asia's newfound strength.

DBS is uniquely placed to deliver banking the Asian way. As a bank that specialises in Asia, we leverage our deep understanding of the region, local culture and insights to serve and build lasting relationships with our clients. DBS provides the full range of services in corporate, SME, consumer and wholesale banking activities across Asia and the Middle East. We are committed to expanding our pan-Asia franchise by leveraging our growing presence in mainland China, Hong Kong and Taiwan to intermediate the increasing trade and investment flows between these markets. Likewise, we are focused on extending our end-to-end services to facilitate capital flows within fast-growing countries such as Indonesia and India.

Headquartered in Singapore, DBS is one of the largest financial services groups in the region, with an expanding network of over 200 branches across 15 markets. We are a well-capitalised bank with "AA-" and "Aa1" credit ratings that are among the highest in the Asia-Pacific region. We were named by Global Finance as the "Safest bank in Asia" for both 2009 and 2010.

Together, we celebrate the rise of New Asia and seize the opportunities before us. This is Asia's time, this is Our time.



## **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





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.

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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.