

DBS is not just in Asia, we are of Asia.

As an Asian bank, we pride ourselves on banking the Asian way. We define this in five pillars. Developing Asian style relationships, having unique Asian insights, providing Asian style service, embracing and leading innovations and providing seamless connectivity across Asia.



ASIAN INSIGHTS

By 2020, Asia's GDP will exceed that of the US. It will at least double its current level of consumption, and consume 80% as much food as the US. It will add another 290 million people, or almost the entire population of the US. These insights are captured in "Imagining Asia 2020", a DBS Research report which looks at Asia of the future.

ASIAN RELATIONSHIPS

As an Asian bank, DBS is a firm believer of nurturing relationships, not just for the here and now, but across multiple generations. That is why we are focused on banking for the long haul. We have helped our customers across the region to turn their dreams into reality, and to seize opportunities in a rising Asia.



ASIAN INNOVATION

An innovative spirit is part of DBS' entrepreneurial roots, and we continue to think out of the box. At DBS Remix branch at *SCAPE in Singapore, a holistic avenue for youth who are hungry to create, explore and showcase their creative energies, banking is carried out using interactive slates, digitabets and self-service stations.



ASIAN CONNECTIVITY

DBS is uniquely placed as we have a growing presence in Asia's three key axes of growth, Greater China, South Asia and Southeast Asia. This allows us to seamlessly serve our customers across the region, including helping them capture opportunities arising from the increasing internationalisation of the RMB. Today, DBS has a leading position in the offshore RMB (CNH) space.



ASIAN SERVICE

In an industry as competitive as ours, where many products are highly commoditised, we can be a bank apart only if the customer is front and centre of all that we do. Efforts to become a bank known for our Asian service are starting to be recognised, as exemplified by our customer centres in Singapore and Hong Kong, which won multiple awards last year.