



ALL **FOR** ONE

The power of one exceptionally gifted individual can be extraordinary. Imagine if that power can be focussed in a team. That's what we believe in. One belief, one team, one focus. All just to serve you.



PUBLIC BANK

PUBLIC BANK (6463-H)

2003 Annual Report

PUBLICBank

Annual Report **2003**

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**One
BELIEF**

**One
TEAM**

**One
FOCUS**



PUBLIC BANK

Corporate Mission

To Sustain The Position Of Being The Most Efficient, Profitable
And
Respected Premier Financial Institution In Malaysia



COVER RATIONALE

It takes great skill and perseverance. Plus equal amounts of determination and discipline to propel the consistent and sustained growth of any financial institution. At Public Bank, our remarkable performance over the years is the result of visionary leadership supported by a strong team tuned to a singular focus. From our exceptional soccer team, the first club side to compete in the inaugural Super League in Malaysia, to our friendly bank tellers, our commitment to continually outdo past achievements benefits every single one of our customers, shareholders and employees. It has made Public Bank a brand that is trusted above all others. This is due to our belief to be the best amongst the best.

One Belief, One Team, One Focus.



Corporate Vision

To Be Ranked Among The Top 100 Banks In The World

38th

Annual General Meeting

Venue : Grand Ballroom, Shangri-La Hotel
Jalan Sultan Ismail, 50250 Kuala Lumpur

Date : Tuesday, 20 April 2004

Time : 11.00 a.m.

FINANCIAL CALENDAR

Financial Year 2003

5 MAY 2003

Monday – Announcement of financial results for 1st quarter ended 31 March 2003

29 MARCH 2004

Monday – Notice of 38th Annual General Meeting and Notice of Dividend Entitlement and Payment

11 AUGUST 2003

Monday – Announcement of financial results for 2nd quarter and half year ended 30 June 2003

20 APRIL 2004

Tuesday – 38th Annual General Meeting

27 OCTOBER 2003

Monday – Announcement of financial results for 3rd quarter ended 30 September 2003

23 APRIL 2004

Friday – Date of entitlement to final dividend

11 FEBRUARY 2004

Wednesday – Announcement of financial results for 4th quarter and year ended 31 December 2003

10 MAY 2004

Monday – Date of payment of final dividend

Chairman's Review

"Gross loans of the Group grew by 20% or RM7.90 billion to RM46.93 billion at the end of 2003. The growth rate of domestic lending was even higher at 22% and was more than four times the 4.8% increase in lending recorded by the banking system in 2003."

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Statement on Corporate Governance

"The fact that Public Bank received the KLSE Corporate Excellence Award for four consecutive years not only reflects but strongly re-affirms that Public Bank has never wavered in its excellent standards of corporate conduct."

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Customer Care

"Recognising that competing on interest rates alone would not sustain long term profitability, the Group had embarked on a relentless and committed quest for superior customer service excellence benchmarked to international standards to gain a competitive edge."

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Letter to Stakeholders

"The Public Bank Group turned in another year of record performance in 2003 with pre-tax profit of RM1.46 billion and net profit crossing the RM1 billion mark for the first time in the history of the Group. In particular, net profit for 2003 of RM1,003 million was 30% higher than the RM769 million achieved in 2002. Earnings per share improved to 16.5 sen from 13.3 sen in 2002, a 24% increase whilst return on equity improved to 13.5% compared to 12.0% in 2002."

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CORPORATE INFORMATION

BOARD OF DIRECTORS

Non-Executive Chairman

Y.BHG. TAN SRI DATO' SRI

DR. TEH HONG PIOW

PSM, SSAP, SPMJ, SIMP, SSIJ, DSAP, DPMJ,
Datuk Kurnia Sentosa Pahang, JP
Hon LLD (M'sia), FIBM (M'sia), FCIB (UK),
FCIS (Aust), FCMI (UK), FICM (UK), FInstAM (UK)

Independent Non-Executive Co-Chairman

Y.BHG. TAN SRI DATO'

THONG YAW HONG

PSM, SIMP, DSAP, DIMP, JMN, SMP, JBS, AMN
BA (Econs Hons), MPA (Harvard), AMP (Harvard)

Managing Director

Y.BHG. DATUK TAY AH LEK

PJN, DIMP, KMN
MBA (Henley), FIBM (M'sia), FAIBF (Aust)

Independent Non-Executive Director

TUAN HAJI ABDUL AZIZ BIN OMAR

ACA (England & Wales),
CA (M'sia), FIBM (M'sia)

Executive Director

Y.BHG. DATO' LEE KONG LAM

DIMP
FCPA (Aust), CA (M'sia), FCIB (UK)

Independent Non-Executive Director

Y.BHG. DATO' DR. HAJI MOHAMED

ISHAK BIN HAJI MOHAMED ARIFF
DSPN, JSM, DJN, SMS, KMN, PPT, PJK
FRTPI (London), FMIP (M'sia), FILA (M'sia),
D.C.L. (Hon) Newcastle-upon-Tyne

Independent Non-Executive Director

Y.BHG. DATO' YEOH CHIN KEE

DIMP
FCPA (Aust), FAIBF (Aust)

Independent Non-Executive Director

MR. LEE CHIN GUAN

BSc (Hons), BCL (Oxon), LLM (Cantab),
JD (Chicago-Kent), Barrister-at-Law (Middle Temple)

Independent Non-Executive Director

Y.A.M. TENGKU ABDUL RAHMAN

IBNI SULTAN HAJI AHMAD SHAH

AL-MUSTAIN BILLAH

DK II, SSAP

COMPANY SECRETARY

Ms. Chia Lee Kee

AUDITORS

KPMG

Chartered Accountants

SHARE REGISTRAR

Epsilon Registration Services Sdn Bhd

312, 3rd Floor

Block C, Kelana Square

17 Jalan SS7/26

47301 Petaling Jaya

Selangor Darul Ehsan

Tel: 03-78031126, 78062116

Fax: 03-78061261

E-mail: ers@epsilonas.com

STOCK EXCHANGE LISTING

**Main Board of Malaysia Securities
Exchange Berhad**

(Listed since 6 April 1967)

REGISTERED OFFICE

27th Floor, Menara Public Bank

146 Jalan Ampang

50450 Kuala Lumpur

Tel: 03-21638888, 21638899

Fax: 03-21639917

HEAD OFFICE

Menara Public Bank

146 Jalan Ampang

50450 Kuala Lumpur

Tel: 03-21766000, 21766666,
21638888, 21638899

Fax: 03-21639917

WEBSITE ADDRESS

www.publicbank.com.my

APPROVED BANK STATUS

Public Bank was granted the status of
Approved Bank by the Honourable Minister of
Finance, Malaysia in 1982.

NOTICE IS HEREBY GIVEN THAT the Thirty-Eighth Annual General Meeting of Public Bank Berhad will be held at the Grand Ballroom, Shangri-La Hotel, Jalan Sultan Ismail, 50250 Kuala Lumpur on Tuesday, 20 April 2004 at 11.00 a.m. for the transaction of the following business:

AS ORDINARY BUSINESS:

1. To receive the Audited Financial Statements for the financial year ended 31 December 2003 and the Reports of the Directors and Auditors thereon. **Ordinary Resolution 1**
2. To declare a final dividend of 22.0% less 28.0% income tax, for the financial year ended 31 December 2003 as recommended by the Directors. **Ordinary Resolution 2**
3. To re-elect the following Directors who retire by rotation pursuant to Article 111 of the Company's Articles of Association:
 - i. Y.Bhg. Datuk Tay Ah Lek **Ordinary Resolution 3**
 - ii. Y.Bhg. Dato' Dr. Haji Mohamed Ishak bin Haji Mohamed Ariff **Ordinary Resolution 4**
4. To consider and if thought fit, to pass the following Ordinary Resolutions in accordance with Section 129 of the Companies Act, 1965:
 - i. "That Y.Bhg. Tan Sri Dato' Sri Dr. Teh Hong Piow, retiring pursuant to Section 129 of the Companies Act, 1965, be and is hereby re-appointed a Director of the Company to hold office until the next Annual General Meeting." **Ordinary Resolution 5**
 - ii. "That Y.Bhg. Tan Sri Dato' Thong Yaw Hong, retiring pursuant to Section 129 of the Companies Act, 1965, be and is hereby re-appointed a Director of the Company to hold office until the next Annual General Meeting." **Ordinary Resolution 6**
5. To approve the payment of Directors' fees of RM580,000 for the financial year ended 31 December 2003. **Ordinary Resolution 7**
6. To re-appoint Messrs KPMG as Auditors of the Company for the financial year ending 31 December 2004 and to authorise the Directors to fix the Auditors' remuneration. **Ordinary Resolution 8**

AS SPECIAL BUSINESS:

7. To consider and if thought fit, to pass the following Ordinary Resolution:

"That pursuant to Section 132D of the Companies Act, 1965, the Directors be and they are hereby authorised to issue shares in the Company at any time until the conclusion of the next Annual General Meeting and upon such terms and conditions and for such purposes as the Directors may, in their absolute discretion, deem fit provided that the aggregate number of shares to be issued does not exceed ten per centum of the issued share capital of the Company for the time being, subject always to the approvals of all the relevant Regulatory Authorities being obtained for such issue and allotment."

Ordinary Resolution 9

NOTICE OF DIVIDEND ENTITLEMENT AND PAYMENT

NOTICE IS HEREBY GIVEN THAT subject to the approval of Members at the Annual General Meeting to be held on 20 April 2004, a final dividend of 22.0% less 28.0% income tax for the financial year ended 31 December 2003 will be paid on 10 May 2004 to Depositors whose names appear in the Record of Depositors on 23 April 2004.

A Depositor shall qualify for entitlement to the dividend only in respect of:

- a. Securities transferred into the Depositor's securities account before 4.00 p.m. on 23 April 2004 in respect of transfers;
- b. Securities deposited into the Depositor's securities account before 12.30 p.m. on 21 April 2004 in respect of securities exempted from mandatory deposit; and
- c. Securities bought on the Malaysia Securities Exchange Berhad ("MSEB") on a cum entitlement basis according to the Rules of the MSEB.

BY ORDER OF THE BOARD

CHIA LEE KEE

Company Secretary

Kuala Lumpur
29 March 2004

NOTES:

1. The right of Foreigners to vote in respect of deposited securities is subject to Section 41(1)(e) and Section 41(2) of the Securities Industry (Central Depositories) Act, 1991; the Securities Industry (Central Depositories) (Foreign Ownership) Regulations, 1996 and the Articles of Association of the Company. Where a Foreigner, based on the General Meeting Record of Depositors, holds deposited securities in a securities account and such shares raise the ownership of shares in the Company by Foreigners beyond the Company's foreign shareholding limit of 30%, such Foreigner or the proxy appointed by him, in respect of such shares, shall not be entitled to exercise in any manner whatsoever any voting rights in respect of the aforesaid shares at the above Meeting.
2. A Member entitled to attend and vote at the above Meeting may appoint a proxy to attend and vote on his behalf and such proxy need not be a Member of the Company. The instrument appointing a proxy must be deposited at the Registered Office of the Company, at 27th Floor, Menara Public Bank, 146 Jalan Ampang, 50450 Kuala Lumpur not less than 48 hours before the Meeting.
3. The instrument appointing a proxy shall be in writing under the hand of the appointor or his attorney duly authorised in writing or if such appointor is a corporation, under its common seal or the hand of its attorney.

EXPLANATORY NOTE ON SPECIAL BUSINESS:

The proposed Ordinary Resolution 9 if passed, will give the Directors of the Company authority to issue and allot shares for such purposes as the Directors in their absolute discretion consider to be in the interest of the Company, without having to convene a general meeting. This authority, unless revoked or varied by the Company in general meeting, will expire at the next Annual General Meeting of the Company.

1. DIRECTORS WHO ARE SEEKING RE-ELECTION OR RE-APPOINTMENT AT THE 38TH ANNUAL GENERAL MEETING OF THE COMPANY

The Directors retiring by rotation pursuant to the Articles of Association and seeking re-election are as follows:

- Y.Bhg. Datuk Tay Ah Lek
- Y.Bhg. Dato' Dr. Haji Mohamed Ishak bin Haji Mohamed Ariff

Two Directors who are over the age of seventy years are seeking re-appointment and they are as follows:

- Y.Bhg. Tan Sri Dato' Sri Dr. Teh Hong Piow
- Y.Bhg. Tan Sri Dato' Thong Yaw Hong

The details of the four Directors seeking re-election or re-appointment are set out in their respective profiles which appear in the Directors' Profiles on pages 52, 53, 54 and 57 of this Annual Report. Their securities holdings in the Company are set out in the Analysis of Shareholdings which appear on pages 293 and 294 of this Annual Report.

2. BOARD MEETINGS HELD IN THE FINANCIAL YEAR ENDED 31 DECEMBER 2003

A total of eighteen Board meetings were held in the financial year ended 31 December 2003.

The attendance of Directors at the Board meetings held in the financial year ended 31 December 2003 was as follows:

Date of Meeting	Total Directors	Attendance by Directors	
		Independent	Non-Independent
14 January 2003	9	6 (100%)	3 (100%)
29 January 2003	9	6 (100%)	3 (100%)
25 February 2003	9	6 (100%)	3 (100%)
25 March 2003	9	6 (100%)	3 (100%)
11 April 2003	9	6 (100%)	3 (100%)
29 April 2003	9	6 (100%)	3 (100%)
19 May 2003	9	6 (100%)	3 (100%)
28 May 2003	9	6 (100%)	3 (100%)
25 June 2003	9	6 (100%)	3 (100%)
11 July 2003	9	6 (100%)	3 (100%)
30 July 2003	9	5 (83%)	3 (100%)
13 August 2003	9	6 (100%)	3 (100%)
27 August 2003	9	6 (100%)	3 (100%)
24 September 2003	9	6 (100%)	3 (100%)
10 October 2003	9	6 (100%)	3 (100%)
29 October 2003	9	6 (100%)	3 (100%)
18 November 2003	9	6 (100%)	3 (100%)
23 December 2003	9	6 (100%)	3 (100%)

The details of attendance of individual Directors at the Board meetings held in the financial year ended 31 December 2003 are as follows:

Name of Director	Total Meetings Attended	Percentage of Attendance
Y.Bhg. Tan Sri Dato' Sri Dr. Teh Hong Piow	18/18	100%
Y.Bhg. Tan Sri Dato' Thong Yaw Hong	18/18	100%
Y.Bhg. Datuk Tay Ah Lek	18/18	100%
Y.Bhg. Dato' Lee Kong Lam	18/18	100%
Y.Bhg. Dato' Yeoh Chin Kee	18/18	100%
Y.A.M. Tengku Abdul Rahman Ibni Sultan Haji Ahmad Shah Al-Mustain Billah	17/18	94%
Tuan Haji Abdul Aziz bin Omar	18/18	100%
Y.Bhg. Dato' Dr. Haji Mohamed Ishak bin Haji Mohamed Ariff	18/18	100%
Mr. Lee Chin Guan	18/18	100%



PUBLIC BANK – A PREMIER FINANCIAL INSTITUTION

... MARCHING ON FROM STRENGTH TO STRENGTH

Public Bank continues to strengthen its position in Malaysia. Since it commenced business on 6 August 1966 with an initial paid-up share capital of RM16 million, Public Bank has developed into a leading financial institution in Malaysia. Led by its visionary Chairman and founder, Tan Sri Dato' Sri Dr. Teh Hong Piow, the Public Bank Group has grown into one of the largest and strongest domestic banking groups in the country. As at 31 December 2003, the Group's shareholders' funds stood at RM8.68 billion, the second highest amongst domestic banking groups in Malaysia.

Since its listing on Malaysia Securities Exchange Berhad ("MSEB") on 6 April 1967, Public Bank continues to gain in stature amongst Malaysia's public listed companies. As at 31 December 2003, the Bank's market capitalisation stood at RM18.7 billion, representing a 70% increase from RM11.0 billion as at 31 December 2002. Based on market capitalisation, Public Bank was ranked fifth largest amongst the 598 companies listed on the Main Board of MSEB, up from eighth a year ago.

... FOCUS ON CONSUMER AND RETAIL BANKING

Conceptualised as 'a bank for the public' by its Chairman and founder, the Public Bank Group continues to serve the public and commercial businesses by offering a complete range of financial products and services for consumers and retail mid-market commercial enterprises, particularly small- and medium-sized enterprises ("SMEs"), through efficient multiple delivery channels.

In its continuous effort to improve business efficiency, the Public Bank Group has undertaken a branch rationalisation exercise by consolidating the Public Finance branch network with the Public Bank branch network. Upon completion of this rationalisation, the Group expected to have 250 full-service branches domestically which will continue to be the sales engine of the Group.

The Public Bank Group has also implemented measures to improve its on-line delivery channels such as its Internet banking service, PBeBank.com, telebanking, automated teller machines ("ATMs") and self-service machines for cash and cheque deposits to complement its wide branch network for greater convenience of consumers and businesses.





... STRONG FINANCIAL RATING

Attesting to Public Bank's strong and sound financial position, the Bank continued to be rated highly by both domestic and international rating agencies. Rating Agency Malaysia Berhad ("RAM") reaffirmed Public Bank's long-term and short-term rating of AAA and P1 respectively, citing the Bank's superior asset quality, strong capital position, excellent funding and liquidity position as well as consistent and strong profitability. Moody's Investors Service long-term deposit rating for Public Bank of Baa1, bank financial strength rating of C- and short-term deposit rating of Prime-2 remains the highest amongst Malaysian banks. Standard & Poor's public information rating of Public Bank was maintained at BBBpi.

... A ONE-STOP FINANCIAL SERVICES PROVIDER

The Public Bank Group has grown into a financial conglomerate, offering total financial solutions and packages to meet varying customer demand. Within its stable of companies, the Group provides all banking and financing services which include commercial banking, hire purchase, merchant banking, credit cards, cash

management services, leasing and factoring, stockbroking, sale of trust units and management of unit trust funds, and related financial services such as nominees and trustee services. The Group also provides a wide range of Islamic banking products and services.

... CONTINUOUS PURSUIT OF SERVICE EXCELLENCE

Public Bank continues to develop and deliver superior customer service. In addition to its earlier internationally recognised ISO certification for the "Provision of Customer Service at the Front Office" throughout its branch network nationwide, Public Bank achieved another milestone when it achieved bank-wide ISO 9001:2000 certification for the "Provision of Customer Service in Loan Delivery" in 2003. This ISO certification means that the Bank has a globally recognised and fully documented Quality Management System for loan delivery that focuses on customer needs. With this ISO certification, the Bank has achieved international standards of service delivery in the two critical areas of its business, covering front-line and loan service delivery.

CORPORATE PROFILE



... EXEMPLARY BANKING AND MANAGEMENT EXCELLENCE

The Bank continued to be accorded prestigious domestic and international recognition for its banking and management excellence as attested to by the numerous awards of excellence granted to the Bank by highly reputable institutions and magazines, many of which were for a number of years in a row. These awards in 2003 included the Best Local Bank in Malaysia by FinanceAsia and Euromoney, Best Domestic Commercial Bank in Malaysia by Asiamoney and The Asset, Best Bank in Malaysia by Global Finance and the Most Outstanding Annual Report Award. In the Far Eastern Economic Review's survey of Asia's 200 leading companies, Public Bank was highly ranked at 2 out of the 40 most well-regarded Malaysian companies. The Bank is also at the forefront in the pursuit of good corporate governance, having won the KLSE Corporate Excellence Award for the fourth consecutive year and the inaugural Malaysian Business Corporate Governance Award in 2003, becoming the standard bearer of good corporate governance practices in Malaysia.

... ONE BELIEF, ONE TEAM, ONE FOCUS

The Public Bank Group, in its quest to realise its corporate vision and mission, continues to adopt a proven formula for success of "One Belief, One Team, One Focus". Guided by one belief, conjoined by one team spirit and aligned constantly to one focus, the Public Bank Group, led by its Chairman and founder, is poised for greater success and scaling greater heights of achievement.

The Public Bank Group's 12,528 employees, as one team, are rewarded by the Group's generous incentives, employee share options, performance bonuses and opportunities for career advancement for their commitment and dedicated effort, which together with comprehensive training and skills development programmes and consistent management practices, will promote staff productivity, well-being and high morale.

With the continued support of all its stakeholders, including its 95,322 shareholders, the Public Bank Group will continue to march on, upholding its corporate philosophy, best management and banking practices, and excellence in corporate conduct.



CUSTOMER CARE

Recognising that competing on interest rates alone would not sustain long term profitability, the Group had embarked on a relentless and committed quest for superior customer service excellence benchmarked to international standards to gain a competitive edge.

A RELENTLESS COMMITMENT

Central to the Public Bank Group's corporate philosophy is caring for its customers by providing the most courteous and efficient service in every aspect of its business and being innovative in the development of new banking facilities. Customers today are more sophisticated and discerning given the higher level of product and service transparency, increasing commoditisation of banking products and rising educational levels. Increasing competition gives customers wider choices whilst narrowing margins. Recognising that competing on interest rates alone would not sustain long term profitability, the Group had embarked on a relentless and committed quest for superior customer service excellence benchmarked to international standards to gain a competitive edge.

CUSTOMER CARE CAMPAIGNS

Caring for customers with integrity had long been advocated by the Public Bank Group. In 1999, a structured medium term programme to reinforce this value was launched. In June 1999, **'Doing It Right For You'** spearheaded a campaign focused on the delivery of excellent customer service. This was followed by **'We Listen We Care'**, a campaign which emphasised the importance of customers' feedback in striving for a higher standard of customer satisfaction.

In April 2000, **'Our Service Commitment Continues'** reaffirmed the Public Bank Group's top priority to achieve courtesy, efficiency, accuracy, empathy and integrity in customer service. In September 2001 and stretching into 2002 and 2003, **'First In Quality Service'** reflects the Group's continuing commitment to customer service excellence.

CUSTOMER CARE



PBB targets ISO certification for loan customer service

BY SABRY TAHIR

PUBLIC Bank Bhd (PBB) is targeting to have all its branches nationwide ISO certified for customer service in loan delivery by the end of this year, its chairman Tan Sri Teh Hong Piew said.

"This is in line with our quest to continue to be the best and the preferred one-stop financial services provider in the country," he said at the presentation of ISO 9001:2000 Quality Management System (QMS) certification to the bank by SIRIM QAS Sdn Bhd in Kuala Lumpur yesterday.

branches in 2001, he noted.

Teh said Public Bank would actively adopt QMS at all its 384 branches to obtain bank-wide ISO certification for its loan service delivery by the end of the year.

With the implementation of QMS in all its branches nationwide, Public Bank would be compliant with the requirements of ISO certification not only in delivery of deposit products and services but also in the delivery of all types of loans and advances.

Teh said the bank is currently certifying its loan delivery service to ISO 9001:2000.

Another ISO for Public Bank

PUBLIC Bank Bhd has received another ISO 9001:2000 Quality Management System Certification from SIRIM QAS International Sdn Bhd in the area of customer service provision for loan delivery in all its branches.

In 2001, the bank was awarded similar certification for front office customer service provision.

Speaking at the ISO 9001:2000 presentation ceremony yesterday, Public Bank chairman, Tan Sri Teh Hong Piew said banks were facing an urgent need to strengthen their competitiveness to globalisation.

"With this in mind, Public Bank is partnering with SIRIM QAS International to obtain ISO 9001:2000 certification for its loan delivery service."

Public Bank pertama terima sijil ISO 9001:2000 khidmat pelanggan

KUALA LUMPUR 18 Dis. — Public Bank Berhad mencatat sejarah sekali lagi sebagai bank pertama menerima persijilan ISO 9001:2000 bagi skop 'penyediaan perkhidmatan pelanggan dalam pemberian pinjaman' daripada SIRIM QAS International.

Sebelum ini, bank tersebut meraih sijil ISO yang sama di bawah skop 'Penyediaan Perkhidmatan Pelanggan di Barisan Hadapan' pada tahun 2001.

Skop pemberian pinjaman itu meliputi proses permohonan pinjaman sehingga pengeluaran pinjaman bagi pinjaman runcit dan korporat serta kelulusan kad kredit.

Pengerusi dan pengasas bank tersebut, Tan Sri Teh Hong Piew berkata, Public Bank tidak sekadar mahu meningkatkan bilang-



oleh Timbalan Menteri Kewangan, Datuk Shafie Mohd. Salleh di Menara Public Bank di sini hari ini.

Turut hadir ialah Pengarah Eksekutif SIRIM QAS, Abdul Razak Salim, Pengarah Urusan Public Bank, Datuk Tay Ah Leong dan Pengarah Eksekutifnya, Datuk Lee Kong Lam.

Persaingan

Teh berkata, dalam menghadapi persaingan sengit kesetiapannya, bank-bank perlu berhadapan dengan keperluan segera untuk mengukuhkan daya saing antarabangsa mereka.

"Fokus Public Bank ialah meningkatkan kedudukan kami, lebih awal daripada liberalisasi perkhidmatan kewangan," ujarnya.

大衆銀行盈利創新高

(吉隆坡訊)大衆銀行(PBBANK, 1295)在截至2002年12月31日止的財政年度,集團稅前盈利創新高,從前期的12億5千100萬元增長2.4%至12億8千100萬元。

集團稅前盈利上升10%,由7億零5千萬元增至7億7千萬元。

董事會主席兼總裁陳國治表示,集團稅前盈利的增長,主要是由於貸款利息收入增加1.4%,由2001年的21億4千100萬元增至2002年的22億1千100萬元。

陳國治表示,集團稅前盈利的增長,主要是由於貸款利息收入增加1.4%,由2001年的21億4千100萬元增至2002年的22億1千100萬元。

陳國治表示,集團稅前盈利的增長,主要是由於貸款利息收入增加1.4%,由2001年的21億4千100萬元增至2002年的22億1千100萬元。

大衆金融私有化亮綠燈

(吉隆坡訊)證券監督委員會有條件批准大衆銀行(PBBANK, 1295)將大衆金融(PBBFIN, 5363)私有化的計劃。

該委員會的計劃包括:讓大衆銀行收購大衆金融,以及讓大衆銀行收購大衆金融的子公司。

大衆銀行將以每股1股大衆金融股票,換取大衆銀行3股大衆金融股票,將大衆金融私有化;大衆金融同時將以每股股票發138.9%的溢價收購。

大衆銀行主席兼總裁陳國治表示,大衆金融的私有化計劃,將使大衆金融成為大衆銀行的全资子公司,同時也是大衆銀行之資產管理業務與大衆金融之金融公司業務的整合,以便在單一平台上運作。

陳國治表示,大衆金融的私有化計劃,將使大衆金融成為大衆銀行的全资子公司,同時也是大衆銀行之資產管理業務與大衆金融之金融公司業務的整合,以便在單一平台上運作。

WORLD CLASS SERVICE

In 2001, Public Bank achieved bank-wide ISO 9001: 2000 certification for the "Provision of Customer Service at the Front Office".

In 2003, Public Bank achieved a second bank-wide ISO 9001: 2000 certification, this time for the "Provision of Customer Service in Loan Delivery". The scope of certification of the Quality Management System for service quality in loan delivery encompassed loan enquiries, applications, processing, approvals and disbursement of loans and credit cards at all branches and 4 Head Office units involved in loan delivery, i.e. Retail Banking, Corporate Banking & Trade Finance, PB Card Services and Securities Documentation.

With the ISO 9001: 2000 certification of the 2 critical areas of the Public Bank Group's business covering front-line and loan service delivery, the Group has a quality system that:

- focuses on customers' needs
- facilitates documentation for measurement and improvement
- standardises, organises and controls operations
- encourages continued improvement
- aligns staff roles with the goals and objectives of the Group
- is globally recognised and accepted

Quality Service is the responsibility of every staff. The introduction of standard work procedures and quantitative service delivery standards ensure uniformity of actions by staff at any branch nationwide and a consistent level of service delivery that can be measured and the achievement of such standards monitored. Such standards include the **Standard Waiting Time of 2 minutes** and a **Standard Processing Time of 1 minute** for completion of core transactions.

The service delivery performance of branches are closely monitored to ensure consistent achievement of a high level of conformance to such standards and reinforced with customers' satisfaction surveys. A **Complaint Management System**, an integrated online system tracks, monitors and analyses customer complaints for timely resolution of customer complaints with the feedback forming the basis for further improvement in service delivery.

MULTIPLE SERVICE DELIVERY CHANNELS

Customers have access to multiple service delivery channels from the Public Bank Group's extensive branch network, ATMs, self-service deposit machines, telebanking and Internet banking for the more technologically inclined.

ATM services continued to be enhanced with additional bill payment facilities and payee corporations, prepaid phone top-ups, registration for SMS prepaid mobile recharge service as well as registration for PBeBank.com Internet banking service.

Cash and Cheque Deposit Machines were installed in a number of high transactional volume branches in 2003 to complement branch counter service and facilitate customer deposit transactions outside of banking hours.



OUR SERVICE • OUR PRIDE

Nurturing that all-important
trust between bank and customers

CUSTOMER CARE

Customers use of **PBeBank.com**, the Internet banking channel of the Group continued to grow in 2003. As the security of Internet banking channels remain a concern of customers, PBeBank.com's security was enhanced with an alert mechanism that is capable of identifying and curtailing suspicious account activities and preventing unauthorised access.

Cash Management Services provided through PBeBank.com extend the convenience for payment of regular bills of an extensive list of payee corporations including Lembaga Hasil Dalam Negeri, Bank Simpanan Nasional, Telekom Malaysia, Tenaga Nasional, Astro, Maxis, Celcom and Star Publications. **Online Tax Collection** will soon be activated.

Mobile Phone-Based Service was also initiated in 2003 for prepaid mobile phones top-up using the Short Message Service.

In branches, customer service delivery is enhanced with **Special Care Counters** for senior citizens, expectant mothers and the disabled. **Consumer Financing Desks** in the front office provide convenient one-stop assistance for customer enquiries on loans.

NURTURING CUSTOMER RELATIONSHIPS

Direct interaction with customers in branches helps to nurture and cement customer relationships. **Customer Service Representatives** are specially trained staff to assist customers in branch banking halls. Such dedicated service at the front office of most branches helps customer interactions evolved into customer relationships. **Personal Financial Executives** specialise in providing financial advisory services in relation to unit trust funds and bancassurance services whilst **Sales and Marketing Executives** are on hand to identify the specific financing needs of customers and present customers with the various financing solutions to assist customers in making sound and viable financing decisions.

Customer Relationship Management ("CRM") uses organised customer demographic, account and transactional information to obtain a better understanding of customers' banking and financing needs, relationships and financial behaviour. CRM helps improve the quality of customer relationships and offers opportunities to extend and cement the customers' relationship with the Public Bank Group and improve on the Group's customer cross-selling ratio.