



PRESS RELEASE

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Self-Service Banking Asia: A spotlight on the world's most dynamic ATM markets

ATM innovation, financial inclusion, digital transformation, biometrics and omnichannel banking are just some of the topics to be discussed at Self-Service Banking Asia 2017, taking place in the Philippines on 22nd and 23rd March 2017.

Asia: where energy meets innovation

The Philippines and its neighbouring countries are among the most exciting ATM markets in the world. Banks are expanding their networks rapidly and are in a position to take advantage of the wide range of innovative solutions that today's digital ecosystem has to offer. Low levels of banking penetration means that the opportunities to reach new customers are huge.

Local and international banks share ideas and perspectives

The Central Bank of the Philippines, Maybank, Land Bank of the Philippines, Beyond Bank and Standard Chartered Bank are just some of the institutions ready to discuss their experiences of self-service banking. From physical channels to digital, delegates can learn from case studies and leading industry perspectives in order to define and refine their own self-service strategies. The networking breaks and dedicated exhibition area*, showcasing the latest self-service solutions, provide further learning opportunities.

Self-Service Banking Asia 2017 builds on many years of successful RBR conferences in Asia, from Beijing to Mumbai, from Jakarta to Bangkok. RBR's Managing Director, Dominic Hirsch, points out: *"Self-Service Banking Asia is the leading ATM and self-service banking conference in the region: a unique spotlight on ATM, branch and digital innovation that showcases the most advanced solutions for the banks of today."*

Banks embrace opportunity to learn about latest solutions

The event's organisers are expecting over 300 delegates from Asia and further afield. Dominic Hirsch continues: *"RBR organises conferences around the world, but it is banks in Asia that embrace our events with the greatest enthusiasm."* To register your attendance, or to find out more about how to get involved as a speaker, sponsor or exhibitor, visit www.rbrlondon.com/events/ssbasia.

Self-service banking in the Philippines

The Philippines is home to over 18,000 ATMs. The self-service banking industry is growing strongly year on year, with the number of ATMs increasing by 10% in 2015. The potential remains huge – here are some of the reasons why:

- **Unbanked population:** around two thirds of the Philippines population remains unbanked, with many rural areas severely lacking access to banking services. The Central Bank of the Philippines has several initiatives in place to drive financial inclusion, which will lead to an increase in customer demand.
- **Innovation:** Cash is still the primary payment instrument, and this will continue to encourage the installation of additional ATMs; newer initiatives, such as mobile money, will also help meet the demand for banking services. Banks are innovating at the ATM itself, with many planning to introduce automated deposit functionality.
- **Bank branches:** there are 11,000 bank branches in the Philippines. In order to provide sufficient services to the newly banked population, banks are expanding their networks. There is a push to migrate transactions away from the teller, which is still preferred by many customers, to the self-service channel.
- **Universal sharing:** In 2015 the central bank approved the merger of the two existing ATM networks in the country, BancNet and MegaLink. All 100+ ATM-deploying institutions in the country now belong to the universal network (branded BancNet), meaning all ATMs in the country are connected.

* *Confirmed exhibitors include: ARCA, CPI, Diebold Nixdorf, dormakaba, EasyDebit, FIS Global, Fiserv, Glory Global Solutions, GMV, HID Global, KAL ATM Software, NCR, Novus Technologies, OKI, Sargent and Greenleaf and TMD Security.*



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Notes to editors

To discuss *Self-Service Banking Asia 2017* in more detail, please email Emily Beeby (emily.beeby@rbrlondon.com) or call +44 20 8831 7323.

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