



PRESS RELEASE

For Immediate Release

Scotiabank recognized for Best Digital Strategy

Toronto, ON (Marketwired – May 20, 2016) – Scotiabank has been recognized by Retail Banker International as the Global Bank with the Best Digital Strategy for 2016. This is the first time Scotiabank has received this recognition.

“We are very proud to be recognized by Retail Banker International for our strategy to digitize and simplify banking for our customers across Latin America, Central America and the Caribbean,” said Stacey Madge, Senior Vice President, International Banking, Retail and Small Business. “At Scotiabank, one of our top priorities is to make it easier for customers to do business with us.”

Scotiabank is in the process of launching a new online and mobile banking platform in Mexico, Panama and 21 Caribbean countries to make it easier for customers to do business with the Bank. Later this year, and into the next, Scotiabank will offer enhanced and more personalized services to customers such as online advice, tools and pre-approved solutions. These investments are part of a multi-country program to increase primary customer relationships through online and mobile channels. In addition, in January 2016, the Bank launched digital branches in Mexico City with tablets and mobile phones that enable customers to conduct their online and mobile banking, utilize tools to plan for their financial goals and provide feedback on their banking experience. Scotiabank has also introduced tablets for mobile sales officers in Colombia and Chile with select countries in the Caribbean and Central America to follow later this year. These tablets will provide customers with a full digital experience, simplifying the application process while reducing the time to acquire products. Officer productivity is expected to improve by twenty percent.

Winners were honoured at an Award Ceremony on May 19 in London, England, during the 2016 Retail Banker International Financial Innovation Conference. Scotiabank was also acknowledged as a finalist for two other categories: Best Use of Online Banking and Best Mobile Banking Strategy.

About Scotiabank

Scotiabank is Canada’s international bank and a leading financial services provider in North America, Latin America, the Caribbean and Central America, and Asia-Pacific. We are dedicated to helping our 23 million customers become better off through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of more than 89,000 employees and assets of \$920 billion (as at January 31, 2016), Scotiabank trades on the Toronto (TSX: [BNS](#)) and New York Exchanges (NYSE: [BNS](#)). Scotiabank distributes the Bank’s media releases using Marketwired. For more information, please visit www.scotiabank.com and follow us on Twitter @ScotiabankViews.

For media enquiries only:

Jennifer O’Leary
Marketing Manager, Caribbean North
Scotiabank & Trust (Cayman) Ltd.
345 815 4313
jennifer.oleary@scotiabank.com