



Lloyds TSB  
**Insurance**

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## **Lloyds TSB wins 'Bank of the Year' for third year at CBI finance directors' excellence awards**

For the third year running, Lloyds TSB Corporate Markets has been named Bank of the Year by the UK's finance directors.

Diana Brightmore-Armour, CEO Corporate Banking and co-Head of Corporate Markets, collected the award from Richard Lambert, CBI Director-General, at the CBI/Real FD Excellence Awards held last night (17 April) at The Dorchester Hotel in London.

Hundreds of finance directors from across the UK were asked to vote in the largest satisfaction survey of its kind, rating their satisfaction with companies that provide services to UK businesses. The service provided by different external suppliers – including auditors, banks, professional advisors and even government departments – were judged, based on finance directors' real experiences.

In the banking satisfaction category, FDs were asked to focus on both the quality of service provided by their main bank and the degree to which their relationship manager understood their business.

Diana Brightmore-Armour, said: "Building strong relationships with our corporate customers and taking the time to truly understand their business at every stage is the key to our philosophy. The fact that we have won this prestigious award for the third year running shows our strategy is working and we'd like to thank all those finance directors that voted for us."

Mark Preston, CEO of Products and Markets and co-Head of Corporate Markets added: "The strong bonds we forge with UK firms means we can work as trusted partners and support our customers through long-term relationships. We combine sector expertise, risk management skills, a strong regional footprint and a proven reputation for first class delivery

Diana Brightmore-Armour concluded by saying, "It is great to know that the high level of service we pride ourselves on is valued by the people we are most trying to serve."

To win the Bank of the Year category, Lloyds TSB beat a shortlist of competitor banks which included RBS, Barclays, HBOS, HSBC and Fortis.

**Notes to Editors:**

Lloyds TSB Corporate Markets provides comprehensive expert financial services to businesses ranging from privately-owned firms to multinational corporations and financial institutions. We are proud of the relationships we build with our customers, working closely with them to understand their business and offer the best financial solutions to meet their distinctive needs.

The wide range of services and innovative solutions we can deliver includes: dedicated relationship banking; capital market funding; debt and equity finance; treasury and risk management services; structured finance solutions; asset finance; leasing; company registration and employee share schemes; competitive e-trading facilities; import and export trade finance; tailored cash management solutions; and structured credit investments and securitisation facilities.

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