LLOYDS TSB WINS ACCOLADE OF MOST SUPPORTIVE BANK FOR UK BUSINESSES

*Lloyds TSB scoops Bank of the Year title at the 2010 Real FD/ CBI FDs' Excellence Awards for sixth year running, in recognition of its support for businesses throughout the downturn*

Lloyds TSB has been recognised as ‘Bank of the Year’ for the sixth year in a row, for the ongoing support it has given business customers throughout the downturn. The award underlines the commitment that Lloyds Banking Group has made to playing its part in the economic recovery. Last year the Group delivered positive net business lending of £5.7 billion at a time when total net business lending across the UK market was £-48 billion.

The accolade, voted for by the UK’s leading finance directors, acknowledges the services Lloyds TSB has provided to its Commercial and Corporate customers over the past year, and its relationship based approach to banking, which means customers receive continued support during all stages of the economic cycle. It follows a year in which Bank of Scotland also began lending again to its customers.

The voting for the Excellence Awards is the largest satisfaction survey of its kind, with more than 1,000 finance directors canvassed for their views on companies that provide services to UK businesses. As well as banks, the awards focus on the service provided by auditors, professional advisors and Government departments.

In the banking satisfaction category, respondents were asked about the level of support they have received from their bank, and the support they believe they will receive in the future.
Truett Tate, Group Executive Director, Wholesale, Lloyds Banking Group said: "Businesses of all shapes and sizes have faced immense challenges in this extremely difficult economic climate and will continue to do so, even as the recovery gains momentum. It is during times like these that businesses must be able to rely on their bank, not just as a provider of finance, but as a source of broader advice and support.

“Our aim is to stand by our business customers through the good times and the bad - and the fact the Group has won this award six years in a row is testament to the incredibly strong relationships we have with our customers across the UK.

“Across our Commercial and Corporate Markets businesses we have used our expertise in the sectors, regions and specialised areas of finance, to ensure that our customers can endure the downturn and are ready to thrive in the upturn. Bank of Scotland is now lending again and we have made a series of commitments, through our SME Charter, to help businesses grow over the coming years.”

In winning the ‘Bank of the Year’ category, Lloyds TSB beat a number of competitor banks, including HSBC, Barclays and Clydesdale.

-ends-

Notes to Editors:

Lloyds TSB Commercial provides dedicated banking services and products for customers with an annual turnover of up to £15m.

Lloyds TSB Corporate Markets provides comprehensive expert financial services to businesses with turnovers above £15 million - ranging from privately-owned firms to multinational corporations and financial institutions.

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.

LLOYDS TSB WINS ACCOLADE OF MOST SUPPORTIVE BANK FOR UK BUSINESSES…/3

The FD excellence Awards were held at the Marriot, Grosvenor Square, London. The
awards are supported by the ICAEW and the CBI.

For more information:
Emile Abu-Shakra
Manager, Media Relations
Tel: 020 7356 1878
Emile.abu-shakra@lloydstsb.co.uk

www.lloydstsb.com/corporatemarkets
www.lloydstsb.com/business