



Foundation for **EXCELLENCE**

Nền tảng cho Sự Vượt Trội

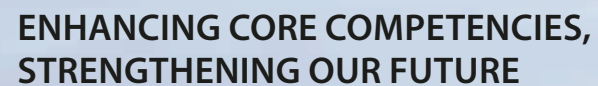


Your Trustworthy Companion

DongA Commercial Joint Stock Bank

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QUALITY AND SUSTAINABILITY
ANNUAL REPORT 2009



ENHANCING CORE COMPETENCIES, STRENGTHENING OUR FUTURE

DongA Bank has been consolidating a firm foundation to strengthen our future sustainability. Our strategic focus is on the development of core competencies in advanced technology and qualified human resources to continuously improve product quality, upgrade management capabilities and expand our scope of activities. With dynamism and passion, DongA Bank is confident in our progress towards our ambition to become a leading retail bank in Vietnam.

QUALITY and SUSTAINABILITY

Chất lượng và Bền vững

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Message from Chairman of the Board

“Looking back on 2009, DongA Bank has made a solid step forward in pursuit of our strategy to become the best Retail Bank in Vietnam.”



Mr. PHAM VAN BU, Chairman of the Board

Dear Shareholders,

The global economic slowdown in 2009 had serious implications across the entire Vietnam economy, including the Finance and Banking sector. Responding to the Government-led initiative to address the economic downturn, the State Bank of Vietnam implemented a prudent monetary policy comprising an interest rate support of 4% per annum; a reduction in base rate, refinance rate, discount rate and cash reserve ratio; responsive measures for open market operations, refinancing and foreign exchange activities to ensure solvency; and adoption of a flexible foreign exchange rate, remittance control and regulatory oversight on credit institutions to effectively steer the operations of commercial banks in 2009.

Capitalizing on the interest rate support scheme from the Government, a number of customers repaid their original loans before maturity, and took new loans to enjoy the benefits of the interest rate subsidy. On the other hand, banks were largely unsuccessful in negotiating for a corresponding reduction in the borrowing rates. This led to an “interest-rate” war to mobilize funds to meet operational requirements of the banks during the year-end period.

DongA Bank was not spared the impact of these market movements in 2009. However, based on market forecast made at the beginning of the year, the Board of Directors and Board of Management realigned our strategic priorities to focus on **“Quality on the basis of Sustainability”**, in order to deliver the targets set during the General Assembly of Shareholders. Credit growth rate was under control and in tandem with the mobilized funds, with considerable attention to credit quality. The Bank continued to focus on service offers to personal-banking customers. Aside from operating in a market-driven approach, we also focused on capability

development for key positions through training programs, upgrading overall competencies on business and management skills for current and future workforce.

Through a combination of effective policy direction, visionary leadership from the Board of Directors and responsive management from the Board of Management, DongA Bank achieved and exceeded the targets set by the General Assembly of Shareholders. Notably, the Bank maintained its leadership position in IT applications and delivered the fastest growth in the number of personal-banking customers. DongA Bank once again achieved its targets in 2009 to mark its **17th consecutive years of profitable operations**.

Due to its strong performance in 2009, DongA Bank won a number of prestigious awards, such as the Vietnam Brand Awards 2009, Golden Brand Awards 2009, IT Excellence Awards, etc. These achievements laid a solid foundation and set a strong motivation for the Bank to progress towards our ambition to become the Best Retail Bank in Vietnam in the near future.

DongA Bank is committed to pursue our strategic development plan in 2010 and subsequent years by enhancing our reputation and prestige and continuing to develop new banking services, especially non-cash payment services for our personal-banking customers. Our accomplishments over the past 17 years have indeed set the stage for us to deliver our targets successfully in 2010.

PHAM VAN BU
Chairman of the Board

Message from Chief Executive Officer

“With solid foundations, we are optimistic that DongA Bank is on a firm footing and has the right-mix of critical success factors to deliver our strategic objectives.”



Mr. TRAN PHUONG BINH, CEO

Dear Shareholders,

2009 was a year of enormous challenges to the Finance and Banking sector across the whole world. The adverse impact of the global financial crisis and Vietnam-specific economic problems posed massive strategic and tactical headwind to the Vietnam Banking sector.

Despite the exacting conditions in 2009, DongA Bank not only turned in a strong business performance but also made significant progress in building the foundations to set the stage for its long-term, sustainable development.

The meltdown of global financial markets led to the collapse and decline of a number of large international financial institutions. This sent a strong wake-up call to the industry to review the root cause of problems associated with previous growth drivers and establish key learning. Relentless pursuit of short-term growth and profit goals, coupled with an indifference to business fundamentals would lead to serious structural flaws in the financial institutions, which would undermine their long-term sustainability and growth.

As the CEO and a major shareholder of DongA Bank, I am committed to develop DongA Bank into a leading, sustainable and strong financial institution in Vietnam, and bring long-term benefits and growth to our shareholders. As such, the Board of Management proposed to the Board of Directors in end 2008 to focus our 2009 strategic priorities on **“QUALITY and SUSTAINABILITY”** to ensure a balance between short-term growth and long-term sustainability. This recommendation was passed during the General Assembly of Shareholders.

DongA Bank once again turned in a strong performance in 2009 by **achieving nearly all of the growth targets**. This was the 17th consecutive year that DongA Bank exceeded its budgeted profit set by shareholders. DongA Bank has been moving in the right direction towards becoming the Best Retail Bank in Vietnam by earning the trust of more than 4 million customers to establish leadership in various segments, such as: eBanking, ATM Card, Overseas remittance, etc.

Not one to rest on our laurels, DongA Bank made further progress in 2009 by enhancing the quality of our core capabilities. Customer service was improved through an expanded network, standardized supplies and facilities, and upgrading of customer service skills. The Bank placed high priority to the development of human capital through regular training and development programs for managers and staff.

We proactively accept new employees of diverse background and different working style into our team to develop the optimal team dynamics and at the same time improve our receptiveness to new ideas.

The focus on risk management and customer relations has helped DongA Bank make definitive improvements in asset protection and service to customers applying loans, respectively.

With solid foundations, we are optimistic that DongA Bank is on a firm footing and has the right-mix of critical success factors to deliver our strategic objectives. With the trust and support from our customers and shareholders, collaboration with strategic partners and government authorities, leadership from the Board of Directors, and the concerted effort and engagement from all employees, DongA Bank has full confidence in successfully meeting our deliverables for 2010, along with the strategic theme of **“PROGRESS – SUSTAINABILITY”**

TRAN PHUONG BINH
Chief Executive Officer



FOUNDATION FOR EXCELLENCE

NỀN TẢNG CHO SỰ VƯỢT TRỘI

DongABank enters its 17th year of operations in 2009. Our accomplishments, management experience, potentials developed over various stages, as well as our deeply-entrenched core values are the key success factors in our progress towards leadership position and sustainability. That is our “foundation for excellence.”





Vision

To become the leading retail bank and develop into one of the most successful and diverse financial conglomerates in Vietnam.

Mission

To gain the trust of customers, partners and shareholders through breakthrough financial services and solutions and become a modern, friendly and trustworthy bank for Vietnamese consumers from all walks of life.

DONGA BANK
Your Trustworthy Companion

DongA Commercial Joint Stock Bank (DongA Bank) officially began operations on 1 July 1992 with a charter capital of VND 20 billion (80% from institutional investors) and 3 key departments: Credit, Treasury and Business.

After more than 17 years of operations, charter capital of DongA Bank has increased by 16,900%, to a total of VND 3,400 billion as of 31/12/2009, while total assets reached VND 42,520 billion; from 3 key departments, the Bank now has 37 located at the Head Office; and a distribution network consisting of four subsidiaries, 173 branches and 24hr Banking Center outlets nationwide. From a modest number of 56 employees in its inception to a team of 3,691 at present, DongA Bank continues to gather the best and brightest talents, creating a workforce that comprises young, capable and enthusiastic employees. Towards its aim to become the leading retail bank in Vietnam, DongA Bank has relentlessly worked to apply modern technology in its banking products and services, offering innovative and practical financial solutions to more than 4 million clients.



Transaction channels of
DongA Bank

- DongA Traditional Banking (a nationwide network of 173 transaction points covering 44 provinces and cities)
- DongA Automated Banking (an extensive network of over 1,200 ATMs)
- DongA Electronic Banking (DongA eBanking with 3 key categories namely SMS Banking, Mobile Banking and Internet Banking)

Major shareholders

- HCMC Committee of Communist Party and other units belonging to the Committee: 16.9% of the charter capital.
- Phu Nhuan Jewelry Joint Stock Company (PNJ): 7.7% of the charter capital.

Subsidiaries (as of 31/12/2009)

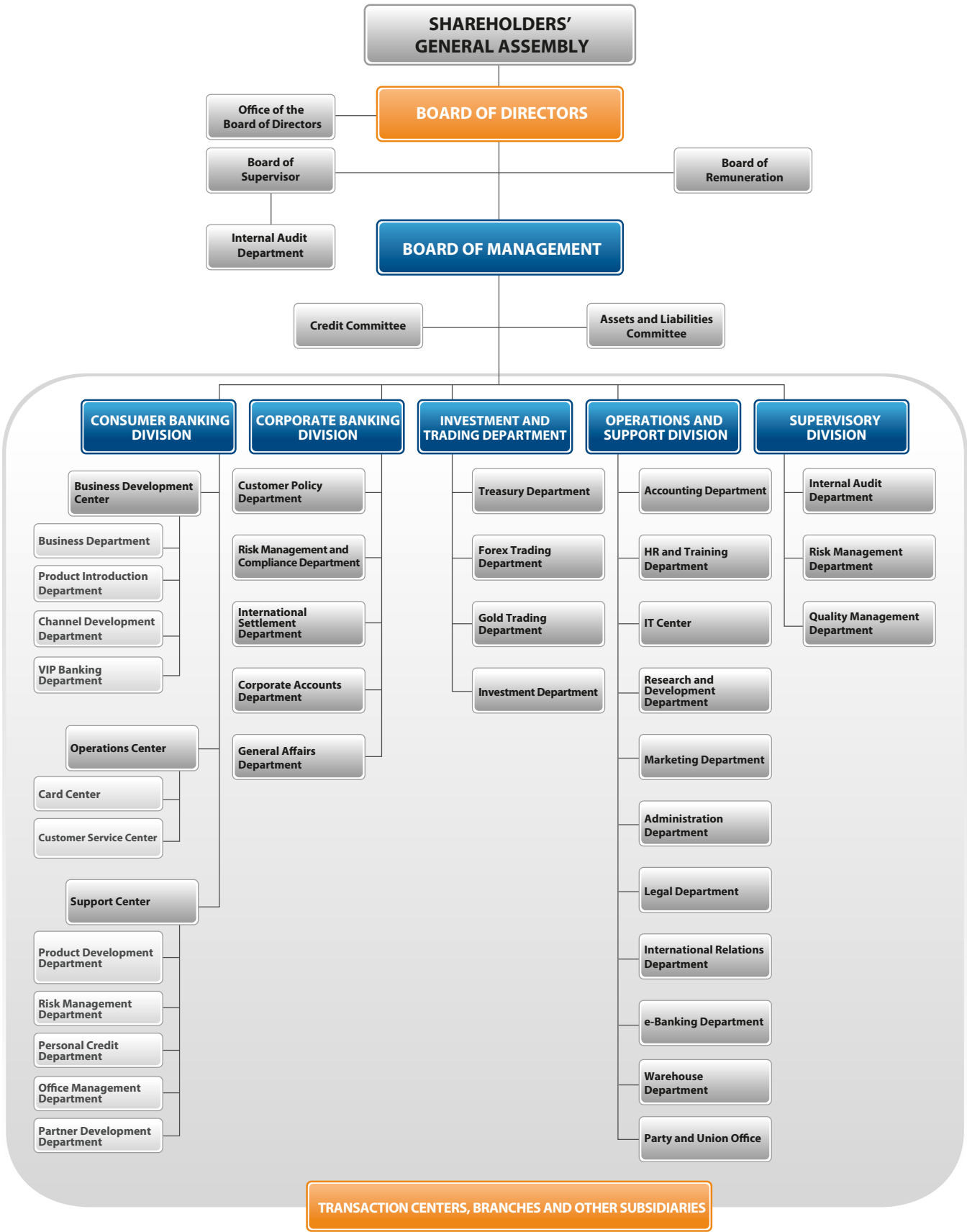
- DongA Money Transfer Company Ltd (DongA Money Transfer)
- DongA Securities Company Ltd (DongA Securities)
- DongA Capital Company Ltd (DongA Capital)
- Vi Na Brilliant Card JSC (V.N.B.C.)

Quality Management System

Key operational procedures of the Bank are standardized in accordance with ISO 9001:2000.

Shareholders' Information

DongA Bank has 100% domestic shareholders	%/charter capital
Total shares of institutional shareholders	43.49%
Total shares of individual shareholders	56.51%
Total	100%



Our Journey in Review

Looking back at the remarkable events since our inception, we further appreciate our achievements and take pride on the current position of DongA Bank.

Each stage of growth and every accomplishment hold great significance to the transformation and progress of DongA Bank over the past 17 years. In retrospect, these are notable milestones, driven by a common spirit of enthusiasm and passion, as we are committed to a sustainable long-term growth for DongA Bank.



1992

- 1/7/1992: DongA Bank officially started operations at its first Head Office in 60-62 Nam Ky Khoi Nghia, Phu Nhuan Dist., Ho Chi Minh City (currently Nguyen Van Troi Street)
- Charter capital: VND 20 billion
- Total number of employees: 56
- Became the first bank that offered installment loans for proprietors and merchants at local markets

1993

- Established 3 branches: in District 1, Hau Giang (HCM City) and Hanoi
- Launched international payment, express remittance and payroll services

1994

- Charter capital: VND 30 billion
- Established Outpost of Party, Labor Union, and Outpost of the Youth Union

1995

- Charter capital: VND 49.6 billion
- Became the exclusive partner of Swedish International Development Cooperation Agency (SIDA) in financing small and medium sized enterprises in Vietnam

1998

- Became one of the two commercial joint stock banks in Vietnam to receive funding support from the Rural Development Fund (RDF) of World Bank

2000

- Charter capital: VND 97.4 billion
- In September, became an official member of the Society for Worldwide Interbank Financial Telecommunication (SWIFT)

2001

- Charter capital: VND 120 billion
- Established DongA Money Transfer Company
- Successfully developed and implemented the ISO 9001:2000 Quality Management System into the operations of the Bank

2002

- Charter capital: VND 200 billion
- Total number of employees: 537
- Took over Cong an Hochiminh City football team and established DongA Sports Joint Stock Company (Football Club of DongA Bank)
- Founded DongA Bank Card Center to issue DongA Bank cards
- Became one of the two commercial joint stock banks authorized to process funds from Japan Bank for International Cooperation (JBIC) to subsidize small and medium-sized enterprises

2004

- Charter capital: VND 350 billion
- In March, officially launched ATM system
- Introduced automated payment service for electricity via ATM
- Total number of employees: 824

2005

- Charter capital: VND 500 billion
- Established the Vietnam Bankcard system (VNBC) connecting electronic card systems among banks
- For the first time, organized the program "Summer Internship Program for Students" based on international business practices
- Successfully connected to China Union Pay Group (China)
- Signed Memorandum of Understanding between DongA Bank- Mai Linh Joint Stock Company-Jampoo Group (Taiwan) on business cooperation in Vietnam and Taiwan.
- Total number of employees: 1,053 (including headcount of subsidiaries)

2006

- Inaugurated the Head Office building
- Reached 1 million customers for multi-purpose card after only 3 years of card issuance; became the leading commercial joint stock bank in terms of speed of ATM card service development in Vietnam.
- Launched 2 additional transaction categories: DongA Automated Banking and DongA eBanking
- Operating network: 69 branches and transaction points nationwide

- Successfully migrated into core-banking system and integrated online transactions into the whole system
- Became a member of VISA Card Network
- DongA Money Transfer Company retained its leading position for 7 consecutive years

2007

- 7/7/2007: on the occasion of its 15th year of establishment, DongA Bank formally launched a new logo and brand identity system
- Launched new modern offices designed in accordance with the standardized interior décor model of its Head Office building
- Operating network: 107 branches, transaction points in 40 provinces and cities.
- ATM TK21 of DongA Bank was recognized as "a first in Vietnam" with the capability of processing cash withdrawal and deposit in foreign currencies
- International payment turnover exceeded USD 2 billion
- Reached the milestone of 2 million customers
- Voted the top 200 largest corporations in Vietnam by the United Nation Development Program (UNDP)

2008

- DongA Bank expanded to 50 provinces and cities nationwide with 148 transaction points and more than 800 ATMs
- 8/8/2008: officially issued credit cards, connected the DongA electronic card system globally via VISA Group
- Customer base increased to 2.5 million
- DongA Bank was the first bank in Vietnam to own state-of-the-art ATM with direct deposit feature that could accept up to 100 currency notes of different denomination during each transaction.

BOARD OF DIRECTORS

- 1 Mr Pham Van Bu
Chairman
- 2 Ms Vu Thi Vang
First Vice Chairwoman
- 3 Mr Dang Phuoc Dua
Vice Chairman
- 4 Mr Tran Phuong Binh
Member
- 5 Mr Nguyen Dinh Truong
Member
- 6 Mrs Nguyen Thi Ngo
Member
- 7 Mr Trang Thanh Suong
Member



BOARD OF SUPERVISORS



- 1 Ms Nguyen Thi Cuc
(First Deputy General Director of
Phu Nhuan Jewelry Joint Stock Co.)
Chief of Board of Supervisors
- 2 Mr Nguyen Vinh Son
Member
- 3 Ms Phan To Loan
Member

BOARD OF MANAGEMENT

1 Mr Tran Phuong Binh
Chief Executive Officer

2 Mrs Nguyen Thi Ngoc Van
First Deputy CEO

3 Ms Nguyen Thi Kim Xuyen
Deputy CEO

4 Mr Nguyen Huu Chinh
Deputy CEO

5 Mr Nguyen An
Deputy CEO

6 Mr Le Tri Thong
Deputy CEO

7 Mr Tran Dao Vu
Deputy CEO

8 Mr Phung Duy Khuong
Deputy CEO





LEVERAGING CORE COMPETENCIES

PHÁT HUY SỨC MẠNH NỘI TẠI

The key success factors of Dong A Bank are: competent and enthusiastic workforce, leadership in modern banking technology, extensive network of transaction offices nationwide and convenient financial products and services. Such values, created and tested over time, are the basis of distinction and competitiveness of DongA Bank in the race to win the trust of millions of customers.



Human Resource

The Vital Resource

Continued investment in human resource is a profitable, sound and lucid investment strategy which DongA Bank is proud to uphold.

The intrinsic value of an effective human resource policy is the long-term and whole-hearted commitment of its employees.

Recognizing the importance of sound human resource management from the onset, DongA Bank has focused on developing a human resource policy that attracts the best talent, assigning them to appropriate positions and developing the capabilities of each employee. Performance-driven compensation and incentive policy, together with timely resource allocation are key drivers of DongA's progress and efforts. Aside from providing a dynamic working environment, DongA Bank has become the second home for every employee of the Bank.

2009 is affected by the financial crisis and recession along with massive challenges forecasted at the beginning of the year. Thus, DongA Bank decided to focus on "Quality and Sustainability", aimed first and foremost at the development of human resources. Various training courses were lined up throughout the year. Over 160 regional managers of branches and transaction centers attended upgrading courses for incumbent and future leaders, the Chief Accountant took advanced accounting course while tellers and personal financial consultants also participated in skills upgrading program. DongA Bank also actively engaged in external training resources, sending managers and staff to overseas for courses. Our intensive and advanced training program in 2009 was

instrumental in building leadership capabilities, which enabled the Bank to improve its performance and services and meet customers' expectations and demands.

Despite the global recession, DongA Bank in 2009 still managed to provide for annual salary increment for the entire workforce as well as supplementary bonus for outstanding employees. In addition, the Bank maintained the following benefits: recreation program, insurance and incentives given on National Holidays. The average income of our staff reached VND 74 million/person/year in 2009, an increase of 9% in comparison to 2008. In 2009, the Bank also implemented "Online Evaluation" and "Online Human Resource Management" or iHRP to improve recruitment methods and standardized HR management.

At the end of 2009, headcount of DongA Bank increased to 3,691 employees, of which 77.1% graduated from vocational schools, college, university and post-graduate courses. Another notable aspect is that 72% of employees are under the age of 30 (equivalent to 2,658 people), creating a young, energetic and dynamic team, as well as a working environment offering interesting challenges and opportunities.

DongA Bank's employee summary from 2004-31/12/2009

Year	2004	2005	2006	2007	2008	2009
Headcount	618	885	1,373	2,228	3,138	3,691
Ratio changes	38.82%	43.20%	55.14%	62.27%	40.84%	17.62%



The value of our capable and devoted workforce is indeed our visible success through the daily activities of the Bank.

The commitment and passion of our employees played an significant role in 2009 in the face of the global economic crisis. In DongA Bank, our workforce remained stable, reflecting the employee engagement and the effective

recruitment policy. Devotion, solidarity and a learning culture epitomized the Bank's common spirit. Investment in human resource is a sound, lucid, and most profitable strategy which DongA Bank is proud to uphold.



Leadership in Modern Technology



DongA Bank's technological advantage is established through our strong IT infrastructure, and a competent technical team to manage the modern banking system and create technology-based applications, in order to deliver the best customer service, and enhance market competitiveness and differentiation.

Since inception, DongA Bank has focused on applying modern technology to our banking activities in order to provide maximum security and confidentiality for our customers, because DongA Bank understands that banking is a unique industry requiring proper utilization of modern information technology to obtain customers' trust.

DongA Bank further consolidated its reputation as a leading modern bank demonstrated through our stable network connectivity, which enabled the implementation of Core Banking system and ensured that ATM-based transactions are connected directly with the Bank's servers. At the same time, as part of the technological upgrade, Smartlink and VNBC connected the ATM systems for DongA Bank, Vietcombank and Techcombank in 2009. This enables customers of each bank to carry out transactions at any of the ATM network of the 3 banks. This also serves as a catalyst for the development of e-payment scheme via channels such as POS, Internet and mobile phone, and other value-added applications of ATMs.

Notably, DongA Bank leveraged our strengths in IT infrastructure to drive further development in our eBanking services such as:

SMS Banking, Mobile Banking, Internet Banking and Phone Banking wherein customers are provided a "unique single password" verified through SMS to ensure security in transactions. In addition, DongA eBanking provides further security for customers using e-Banking via token card (matrix-applied security).

In review, the year 2009 was a successful year for DongA e-Banking in terms of cooperation with partners for online payment and launch of new services in SMS Banking/Mobile Banking/Internet Banking. Aside from these, DongA Bank is also the first bank in Vietnam to launch premier services such as Mobile Internet Banking enabling internet banking through cell phone

and DongA Mobile Internet on iPhone and GPRS/Wifi supported phones. In 2009, DongA e-Banking delivered significant results: an increase of 173% in customers and 105% in transactions compared to 2008, as well as several prestigious awards such as the Most Popular B2C e-trading website award, the e-Wallet award, and the Favorite payment site award for the site <http://ebanking.dongabank.com.vn>, an award co-organized by HCMC Industry and Trading Department and the Southern branch of Vietnam e-Trading Association.

In 2009, DongA Bank also implemented a cluster using Oracle technology for all its application systems to ensure uninterrupted connection and smooth transaction. In particular, DongA Bank focused on developing applications according to procedures on automation in order to provide customers with more convenient services in the fastest way possible. With remarkable achievements and continuous efforts in modernization, DongA Bank has won a number of prestigious awards in technology in 2009. This is a well-deserved recognition as well as a strong motivation for DongA Bank to continue striving to remain at the forefront of modern banking.



Extensive Nationwide Network

DongA Bank opened 26 new branches and transaction centers in 2009, pushing the total number to 173, among which 21 locations were modeled after the Head Office branch to raise the trustworthy and modern brand image of the Bank. In particular, the network of DongA Bank has recently reached the remote areas in the provinces previously served only by state-owned banks. In the provinces of Daklak, Lam Dong, ..., DongA Bank set up modern and spacious branches. Furthermore, DongA Bank also expanded its network of ATM/POS and currently has more than 1,200 ATMs and 1,500 POS nationwide.

Another noteworthy development is the 24-hour Banking of DongA Bank. Despite its fairly recent introduction, this value-added service has gained rave reviews by providing fast, convenient and user-friendly transactions that exceeded customers' expectations. In addition, the simplified, one-stop transaction process enable customers to save valuable time when transacting at the 24-hour Banking centers, which are located at the gasoline stations or the 3-in-1 transaction centers comprising a reading corner, banking services and a rest-room.

The network expansion of DongA Bank demonstrates clearly our determination to bring our products and services closer to the people, providing prompt and premier service to our customers. This network expansion also helped DongA Bank to make strong progress in 2009.



Excellence in Products & Services

Fulfilling its motto to be a "Trustworthy Companion" for all Vietnamese, DongA Bank continues to provide new products and services that meet the practical financial demands of customers amidst the economic crisis of 2009.

1. Diversified transaction channels to provide customers with services that are both accessible and convenient

Aside from branches and transaction centers, DongA Bank also offers:

- Improved, increased and modernized ATM/POS system
- DongA e-Banking with SMS/Internet/Mobile Banking
- Newly designed transaction offices providing formal yet comfortable setting (bank and lounge area)

2. Continuous upgrading of technology to modernize banking services and ensure reliable and stable banking and ATM/POS systems as well as provide customer-friendly products and services

- Direct deposit of cash through ATMs
- ATMs that provide audible instructions for the illiterate or visually-impaired
- ATMs that allow purchase of mobile phone top-up card, money exchange, among others for customers without ATM cards
- Solution to improve account security, such as SMS Banking for credit cards (SMS notification being sent to advise the card owner of account activities)

3. e-Payment

In response to Government policy that encourages administrative and state-owned units to process salaries via bank card accounts, DongA Bank created e-Salary payment wherein companies can debit salaries into individual accounts in the payroll. This system enables them to remit money fast, safely and secured at their convenience. There are currently 1,000 enterprises using this service, for a total of over 83,000 payments per month. Some of our esteemed customers are the State Bank of Vietnam, military-run companies, post office, and government-owned organizations, among others.

4. 24-minute loan

Launched on February 2009, the 24-minute loan, disbursed via DongA Bank card account, is a loan fit for all customers. This special product requires no collateral and disbursement is guaranteed in 24 minutes or less. The 24-minute loan meets the small and quick credit needs of customers such as students and shopkeepers. This product is DongA's answer to the daily financial needs of mainstream Vietnamese.

5. Promoting bill payment services (electricity, water, telephone, internet, cable TV, etc) throughout the country

Bill payment is made via channels such as:

- Branches and transaction offices
- Automatic-debit
- e-Banking: Internet/SMS/Mobile Banking
- Over the counter payments (collaboration between DongA Bank and strategic partners)

DongA Bank's online connection with other service providers allows real-time reconciliation of payments as soon as customer's payments are received via the above channels. It is a welcome convenience for modern, urban citizens to save time and expense.

6. Launched mobile ATMs

To meet the increasing demands of millions of ATM users, DongA Bank invested in a mobile ATM system which was officially launched in 2009. This system has proven its effectiveness in providing solutions to the huge demand for cash withdrawal at industrial zones, residential areas, or during National Holidays. Thus, the mobile ATM of DongA Bank has received numerous acknowledgements from customers and the community. This service also received an award in February 2009 as "the first bank to provide mobile ATM" from the Vietnam Guinness Book of Records.

7. Waived charges for ATM transactions

In order to encourage people to use cards and ATMs and limit the use of cash, DongA Bank has waived charges for fees on basic transactions such as cash withdrawal and balance check on ATMs. This policy reflects the Bank's support for customers in light of the economic crisis.

8. Creating connections between Smartlink and VNBC

VNBC and Smartlink were officially connected in 2009. This event not only provided a convenient and effective solution for customers but also allowed banks

to exchange technology and improve compatibility between capabilities and equipment. This also made a significant contribution to the implementation of the Government policy to reduce cash in circulation and encourage electronic transactions for commerce.

9. Free multipurpose card for customers with term deposit

To allow customers to access the interest on their term deposits faster and more conveniently, DongA Bank launched the "free multi-purpose card for customers with term deposit." The program entitles all customers with existing term deposits at DongA Bank to receive a free multi-purpose card wherein the interest of their term deposits will be credited on a regular basis by the Bank. This program was well received by our customers.

10. "1km Live Coverage" program

"1km Live Coverage" is a nationwide program aimed at bringing the banking services closer to people, especially those living within the 1km zone surrounding DongA Bank branches or transaction offices. This is a unique and pioneering product in Vietnam. The DongA Bank staff takes the time to personally visit every family within the 1km radius to promote the Bank's product as well as provide consultation for financial concerns. This program showcases DongA Bank as a dynamic, modern and friendly bank to thousands of customers.



MAKING OF A CONGLOMERATE

ĐỊNH HƯỚNG MÔ HÌNH TẬP ĐOÀN

After 17 years of endeavors to earn the customers' trust, we are now prepared to embark on the new stage of development wherein DongA Bank becomes a parent company with subsidiaries such as DongA Securities, DongA Capital, DongA Money Transfer, and Vi Na Brilliant Card (VNBC). With DongA Bank playing the central role and harnessing the synergies and strengths from the subsidiaries, we are setting a strong platform for the creation of DongA Group in the near future.



Member Companies



DongA Securities Company Ltd (DongA Securities)
& DongA Capital Company Ltd (DongA Capital)



After overcoming challenges in 2008, DongA Securities (DAS) and DongA Capital (DAC) had, at the beginning of 2009, focused on enhancing competitiveness, upgrading investment in technology, improving quality of staff and risk management, in order to strengthen the foundation that will propel them to become leading companies in securities brokerage, consulting, IPO service, securities depository, and assets management. Operating as a conglomerate following consolidated management principles based on generally-accepted best practices, DAS and DAC are able to provide complete and quality securities and fund management products for customers.

In particular to investment and technology development, DAS has completed and launched the DataCenter securities system for fast and precise order processing real-time. In 2009, the “Core Securities” program was launched, providing investors with advanced applications such as online order placement and processing, online advance placement, online transfers and more. Investors receive precise and immediate information on the status of securities, profit and loss, and cash flow of their portfolio. DAS is currently seen as one of the companies with the fastest transaction turnover in stock exchange trading. DAS was also one of the few first-batch companies that successfully linked up with online trading of Hanoi Securities Trading Center in early 2010.

To capitalize on opportunities presented by market recovery that started in end 2009, DAS continued to establish new trading centers in Ho Chi Minh City,

Hue, and Da Nang. One of DAS’s long-term targets is to expand its network in key economic centers, widen business opportunities and offer packaged solutions in securities services for investors. Aside from business development and expansion, DAS exerts effort to uphold and implement risk management procedures and internal control measures, with a strong focus on cross-functional review and regular oversight by independent and qualified experts.

2009 was an extremely difficult year for the fund management sector which saw the exit of a number of foreign funds from the market. However, DAC proved to be an exception. Its assets has increased 155% compared to that of 2008, its average asset balance in 2009 was VND 1,434 billion.

Despite its recovery in 2009, the securities market still carries latent risks and challenges as it remains sensitive to and easily influenced by investors’ disposition, Government policies and movements in the global market. In the face of such obstacles , DAS and DAC still managed to operate effectively and develop further. After increasing provisions for investment to ensure sustainability, profit still exceeded VND 25 billion, a performance which underlined the concerted effort of management and staff.

Network of DongA Securities & DongA Capital Management

DongA Securities

<i>Head Office</i>	56-58 Nguyen Cong Tru, District 1, HCMC
<i>Ha Noi Branch</i>	57 Quang Trung, Hai Ba Trung District, Ha Noi
<i>Cho Lon branch</i>	110C Ngo Quyen, District 5, HCMC
<i>Hue Securities services center</i>	209 Ba Trieu St., Hue City
<i>Da Nang Securities services center</i>	238 Le Duan St., Hai Chau District, Da Nang City

DongA Capital Management

<i>Head Office</i>	56-58 Nguyen Cong Tru St, District 1, HCMC
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Having set the platform for future sustainable growth through preemptive human resource planning and business infrastructure, and anticipating potential upsides in the Vietnam economy and securities market, DAS and DAC enter into 2010 with full confidence of greater success and development.

Member Companies (continued)



DongA Money Transfer Company Ltd



Despite the massive challenges experienced by the money transfer market in Vietnam in 2009, DongA Money Transfer maintained its leading position through a strong performance and further gains in brand loyalty amongst partners and customers.

- 1. **Gains in key performance indicators**
 - a. Further gains in market share with total remittances of USD 991 million, accounting for 16% of the country's money transfer market.
 - b. ROE of DongA Money Transfer grew 15% in 2009 versus 2008, which outperformed the sector growth. This underlined the strong competitiveness of DongA Money Transfer and its significant gains in competitive advantage
- 2. **Increase in new partners**

DongA Money Transfer cooperated with more than 10 new partners in key markets such as the US, Canada, Australia, as well as potential markets such as Malaysia, the Middle East, and Taiwan. In particular, DongA Money Transfer was successful in the Australian market in 2009, which significantly contributed to the increase in remittance revenue.
- 3. **Faster remittance**

Customers in urban areas can now receive the remittance within 3 hours instead of the previous 6 hours. In other provinces, the remittance lead-time has been reduced from 12 hours to 6 hours.
- 4. **Development of home remittance services**

Home remittance services was successfully implemented, creating a key difference and competitive advantage for DongA Money Transfer.

- 5. **174 Counter-transaction Locations**

DongA Money Transfer increased its network of counter-transaction locations by 16% versus 2008. This provided customers with better access to services at more convenient locations.
- 6. **Successful launch of a new service**

DongA Money Transfer collaborated with DongA Bank to provide outward remittance service to the US, Canada, Australia, etc. This new service serves the increasing needs of domestic customers for overseas remittance to take care of education, healthcare, and other expenses.
- 7. **Added value to customers**

The program "Gift from Vietnam – Warm Love from Homeland" allows remittance recipients in Vietnam to reciprocate their relatives living overseas with local newspapers at preferential postage rate. This service is also a channel to enable Vietnamese living overseas to keep abreast of local events and culture, and keep them in touch with their homeland.
- 8. **Responding to new Opportunities**

DongA Money Transfer proactively raised capital funding, effectively executed business plans, created alternative income streams, maximized internal capabilities, and leveraged external resources to help us diversify our business and mitigate risks, and set the stage for sustainable development.

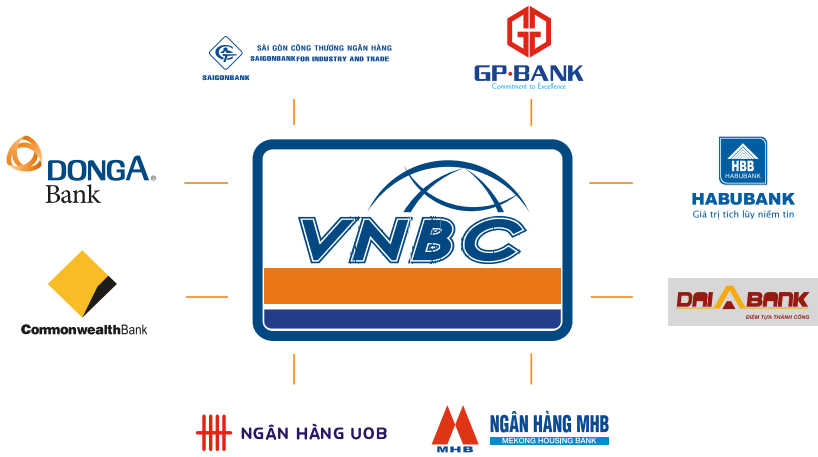
The money transfer market in 2010 is expected to recover with the onset of modern payment methods, thus, DongA Money Transfer has made preemptive investments in technology infrastructure to introduce new payment methods of money transfer to establish the company's brand in the overseas market and to consolidate its leading position in the domestic market.

DongA Money Transfer Network

DongA Money Transfer	122 Phan Xich Long St, Ward 2, Phu Nhuan District, HCMC
District 5 branch	13-15 Trieu Quang Phuc St., Ward 10, District 5, HCMC
Quang Binh Province branch	33 Ly Thuong Kiet St, Dong My Ward, Dong Hoi City, Quang Binh Province
Nghe An Province branch	83B Nguyen Thi Minh Khai St, Vinh City, Nghe An Province
Thanh Hoa Province branch	156 Quang Trung St., Ngoc Trao Ward, Thanh Hoa City, Thanh Hoa Province
Quang Tri Province branch	54 Le Duan, District 1, Dong Ha City, Quang Tri Province



Vi Na Brilliant Card JSC (VNBC)



Inaugurated in October 2008, VNBC JSC promptly established itself as a leading provider of total solutions for the finance & banking sector and related fields.

Driven by our aspiration to become the leading finance-based technology company in Vietnam, each and every VNBC product is a result of the uncompromised dedication, knowledge and passion of our competent, enthusiastic, young and ambitious team, combined with our rich experience and capabilities in international collaborations.

Services

Aside from the VNBC ATM Switch System, we also provide various equipment and services for the banking sector, such as supply of ATM/Deposit/POS/Counting machine, maintenance service, leasing of ATM, investment in manufacture and trading of equipment for the banking sector and other services. VNBC also provide advisory support on technical solution for the development of bank card business.

VNBC's achievements

- Expanded the VNBC membership, and is currently the only system with membership comprising foreign banks
- Upgraded the system with Euronet solution to provide advanced features and user interfaces

- Successfully implemented the new bank-to-bank online transfer feature – advanced, unique and first-of-its-kind in Vietnam
- In the first half of 2009, our engineers coordinated with Mercuries Data System Corporation (MDS) and successfully tested and launched the MDS3000, a full-function but low-cost ATM machine. On 1 September 2009, MDS officially granted to VNBC the right of exclusive distribution and maintenance service for all MDS ATMs in the Indochina market. This event marked a new step of development for VNBC in the banking equipment business.
- On 3 December 2009, VNBC and Smartlink ATM Switch systems were officially integrated. Initially, card holders of Vietcombank, Techcombank, and DongA Bank could make cash transactions, check balance, generate account statement, and transfer funds at over 3,000 ATMs belonging to these three banks, which account for approximately 35% of the total number of ATMs in the market. Based on the implementation roadmap, Smartlink and VNBC will expand the ATM integration coverage to 10 banks by the first half of 2010, followed by the remaining banks in their respective system. On top of ATM integration, Smartlink and VNBC also worked hand in hand to provide payment services on electronic channels such as POS, Internet, and mobile phone for banks to bring additional convenience to card users as well as retailers/suppliers in the domestic market.



ENGAGEMENT WITH COMMUNITY

ĐỒNG HÀNH CÙNG CỘNG ĐỒNG

DongA Bank continuously pays special attention to social activities in an attempt to conserve traditional values through educational assistance programs, microbanking loans, among others. It is an honor to engage with the community's development.





Community Activities

1. Appreciating Heroic Acts

To promulgate patriotism and pride for our nation, DongA Bank spends more than VND 60 million to conduct regular visits to mothers of Vietnamese heroes, families of martyrs and wounded soldiers and other citizens who have devoted their lives to our country. DongA Bank also commemorated the 62nd anniversary of Martyrs and Wounded Soldiers' Day, with an expenditure of VND 100 million and provided VND 60 million worth of support for the beloved Truong Sa islands.

2. Caring for Society

- The Bank provided more than VND 500 million worth of assistance for the "Worker Support Program" to help needy workers overcome difficulties; The Bank also participated in various themed Fairs to facilitate friendly interactions with workers, and offered more than VND 700 million as a financial assistance package for victims of natural disasters in Central and Highland regions.
- The Bank organized games for children on the occasion of International Children's Day, Cultural festival, and Mid-Autumn festivals, etc. Notably, the Bank awarded more than VND 100 million worth of scholarships to underprivileged children. The Bank also participated in the "Million pens, Million notebooks" Program and donated 2,000 notebooks as well as gifts to needy children in Bao Loc - Lam Dong province and Can Gio - HCMC.
- The Bank provided free meals (worth VND 6,000 per meal) for senior citizens living alone in Phu Nhuan district for the past 10 years. The Bank also visited the elderly and distributed presents worth approximately VND 20 million to them on the occasion of the Mid-Autumn festival.
- Spent about VND 500 million on various young talent

scholarship and education promotion programs. Awarded 250 scholarships to pupils and students nationwide as well as other exchange programs, coordinated and sponsored by various units of DongA Bank nationwide.

3. Social Welfare and Community-support Programs

- DongA Bank contributes to social welfare and community-support programs in the vicinity whenever it opens a new branch, and has so far provided 14 compassionate houses for the poor, built 2 traditional community houses, and awarded 46 scholarships to underprivileged pupils and issued free ATM cards for local residents.
- The Bank has taken part in over 8 charity walks, such as the "Walking for the Poor" Charity Walk in Phu Nhuan district, to which the Bank contributed VND 200 million, "Energizing the School" program and also the "Vietnamese products for Vietnamese" campaign, etc.
- In 2009, DongA Bank spent VND 3,884,039,000 and made other in-kind contributions to charitable and social activities.

Union and Party Activities

Aside from our mainstream business activities, DongA Bank also paid attention to the development of political cadres within the organization. Tasked with the responsibilities of the Party and Union office, 104 active Party members of 9 Party cells together with the Labor Union and Youth Union participated in some meaningful programs such as "DongA's Smiles" and "Clean ATM Booths", etc. In view of its achievements in 2009, the Party Committee of DongA Bank deservedly received a number of awards, such as the "Transparent and Powerful Party Committee", the "Outstanding Labor Union of DongA Bank" and the Emulation Flag 2009. DongA Bank was also recognized as a distinguished leading bank in the commercial joint stock category, and, last but not least, received the recognition of "Excellent Union of 2009".

Proud Accomplishments

- Key Enterprise in the Application of Modern Technology;
- Saigon Entrepreneur Award for Mr. Tran Phuong Binh, Chief Executive Officer of DongA Bank;
- Holder of Vietnam Guinness Record for being the first bank to operate mobile ATM network, awarded by Vietnam Book and Record Center;
- Leading Brand Award in 2009;
- Winner of the 6th Vietnam Brand Gold Cup presented by Science and Technology Union Association of Vietnam and carried out by Vietnam Brand Journal;
- Golden Brand Award and Outstanding Logo And Slogan Award in 2009, awarded by VATAP and Vietnam Ministry of Industry and Trade during the 3rd anniversary ceremony of Anti-Counterfeit Day;
- Won the Prestigious Securities Brand category of the Unlisted Securities Brand Awards 2009, organized by Vietnamese Association of Securities Business (VASB), State Securities Committee (SSC) and other related partner units;
- Emulation Flag granted by the Government for achieving excellent performance (July 2009).





HIGHLIGHTS OF ACHIEVEMENTS

NHỮNG THÀNH QUẢ ĐẠT ĐƯỢC

DongA Bank commits to continuous improvement and reforms to enhance its business efficiency. By implementing a strategy focused on strengthening its human resource capabilities and upgrading IT infrastructure, Dong A Bank has established a strong and solid foundation for future growth through advanced products and services that create outstanding competitive advantages in the market.



Key Events of the Year



DongA Bank's network now spans over 173 branches and 24-hour Banking transaction centers spread throughout various cities & provinces nationwide.

1. Accomplished business plan for 2009

DongA Bank turned in a profit before tax of VND788 billion in 2009, which exceeded business plan by VND38 billion. The Bank also delivered the other operating targets, most noteworthy was the issuance of another 1.5 million bank cards, which met the target and grew the card business by 96% versus 2008. This is a remarkable achievement in the general context of an economy and banking sector emerging from the difficulties and challenges brought by the global economic crisis in 2008.

2. Creating a humane brand image

Besides business operations, DongA Bank also actively engaged in meaningful charitable and social activities. Such activities include paying tribute to mothers of Vietnamese heroes and families of martyrs and wounded soldiers; providing support for the program "For the beloved Islands", presenting compassionate houses for the underprivileged, supporting the elderly and poor laborers working at industrial parks and processing zones; providing aid for victims of natural disasters; supporting blood donation drive; organizing programs such as "Support for Teachers", "Grateful Pen Strokes", "Awards for Top Students of the University and College entrance examinations"; offering exclusive sponsorship for HCMC Overseas Vietnamese Students Club (OVS); supporting for the program "Million pens, Million notebooks" in partnership with Thanh Nien newspaper and participating in various charity walks such as "Walking for the Poor", "Vietnamese Products for Vietnamese", etc.

3. DongA VIP Banking

Besides the strategy of extending banking services to mainstream customers, DongA Bank also developed a premier and differentiated suite of services that caters

exclusively to the needs of VIP customers. With elegant interior design, luxurious space and sublime customer care services, DongA VIP Banking has redefined banking and finance services to discerning customers. DongA VIP Banking was officially launched to both markets in Hanoi City and HCM City in end 2009.

4. Welcoming the year 2010 with "DongA Thanks" program

The customer base of DongA Bank reached 4 million as of end-2009 – which is the most valuable asset of DongA Bank over its 17 years of operation. In appreciation of the loyalty and trust of customers, we rolled out the "Thanks from DongA" program with the theme "Transact more - Gain points - Fulfill dreams". All transactions with DongA Bank during the specified period will be converted into bonus points and may be exchanged for thousands of valuable prizes.

5. Prioritizing training for Managers

DongA Bank conducted a training course for potential managers and two executive development courses for existing managers during the year, with a total attendance of 160 participants. The objective is to build a bench-strength of young managers with functional competencies and management skills, supporting the Bank's development needs.

6. Ground-breaking ceremony for several modern offices

DongA Bank opened a number of new offices consistent with the design of its modern Headquarters Building. Viewing of DongA Bank's modern facilities can be seen at these locations:

- HCM City: Tan Binh Branch, Bach Dang Transaction Office, Au Co Transaction Office, Hoc Mon Postal & Transaction Office;

- Mekong Delta Region: Tien Giang Branch, Ben Tre Branch, Tra Vinh Branch;
- South-eastern region: Binh Phuoc Branch;
- Northern region: Bac Giang Branch, Hai Duong Transaction Office, Thai Binh Branch;
- Central Region: Hue Branch, Quang Ngai Branch.

The entire DongA Banking network comprises 173 branches and 24-hour Banking transaction centers spread across various cities and provinces nationwide.

7. Alliance between VNBC and Smartlink

VNBC and Smartlink systems were formally integrated to provide system-compatible payment services through various electronic transaction channels. The initial phase integrated the ATM systems of the first 3 participating banks, namely Vietcombank, Techcombank and DongA Bank. Cardholders of the three above-mentioned banks can now perform transactions such as cash withdrawal, balance inquiry, bank statement generation and fund transfer at any of over 3000 ATM transaction points within the system of the 3 banks. The parties also coordinated to provide payment services through other electronic transaction channels such as POS, Internet and mobile phone for the convenience of card users as well as retailers and suppliers of products and services in the domestic market.

8. New Cards, New Features

Aside from the DongA multi-purpose ATM card which has dominated the domestic market, DongA Bank has integrated the advanced features of the multi-purpose ATM card to develop new types of ATM cards serving different user segments: Securities Card, Pensioners' Card, Students' Link Card, Doctors' Card specifically for medical practitioners; Shopping Card for consumers purchasing high-quality Vietnamese products and Teachers' Card for the teaching profession, etc.

9. High-impact services and products

- Launched in February 2009, the 24-minute Loan disbursed via the DongA Bank Card account, is a loan product designed for all, following simple lending procedures where approval is processed within 24 minutes.
- Reaching the milestone of 500,000 customers transacting through DongA eBanking channels, a portfolio exceeding 30 products, and an average transaction value of VND 2,000 billion per month, DongA Bank has the largest electronic transaction channel, which further enhances its image as a dynamic and modern retail bank.
- In September 2009, DongA Bank issued a guide book titled "How to Reduce Inconveniences in Life" for customers using the multi-purpose ATM cards. Using cartoon designs and lively illustrations, the guidebook provides hypothetical embarrassing situations which customers can be placed in at any time in their daily life. Each situation features a corresponding tactful and unexpected solution as also illustrated in the guide book.



- In the past year, DongA Bank implemented the "1km – Live coverage" direct-marketing program in order to introduce the multi-purpose ATM Card and other banking services directly to households and businesses located within the 1 km radius of every DongA Bank transaction office nationwide.

10. Prestigious Brand

During the past year, DongA Bank was honored to receive valuable awards granted by prestigious institutions such as: Vietnam Brand 2009; Golden Brand 2009; Impressive Logo and Slogan 2009; Key Enterprise Applying IT; Prestigious Securities Brand 2009; and Certificate of Recognition awarded by Vietnamese Book and Record Center for being the first bank in Vietnam to introduce mobile ATM system, etc.

These prestigious awards are crucial to DongA Bank and inspire us along the journey of opportunities and challenges as we develop into the Best Retail Bank of 2010 selected by customers.

Operations Review

2009



The Bank’s profit before tax was VND 788 billion, which exceeded the target by VND 38 billion.

Vietnam’s Economic Overview in 2009

The concerted effort of various governments in 2009, together with effective solutions, enabled the world to arrest the global financial crisis. The world economy has made a gradual recovery, while the stock market has shown some positive signs. However, gold prices increased drastically, further complicated by market volatility. This has a serious impact on the balance of payments for many countries.

The Vietnam economy faced many difficulties in the face of complex volatility. The Vietnamese Government introduced a number of solutions to stem the economic slowdown, such as: adopting a flexible monetary policy (including interest and exchange rates) and rolling out of the stimulus package, etc. Through timely and effective solutions, Vietnam not only avoided a recession but

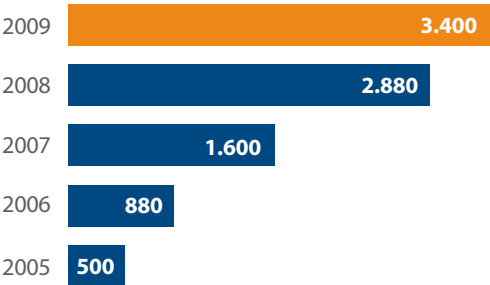
also posted a GDP growth rate of over 5% in 2009, while the Consumer Price Index increased by more than 7%. The Banking and finance sector faced many difficulties (especially concerning year-end liquidity). In spite of that, the sector continued its stable development and achieved a fairly strong growth rate.

DongA Bank has firmly established its strong market position after 17 years of operation. With strong capabilities in technology, the Bank’s services are comprehensive, convenient and accessible to users. In the past year, DongA Bank has made stable progress together with various key events to become a highly reliable joint stock commercial bank to millions of customers. The bank also managed to deliver the committed targets.

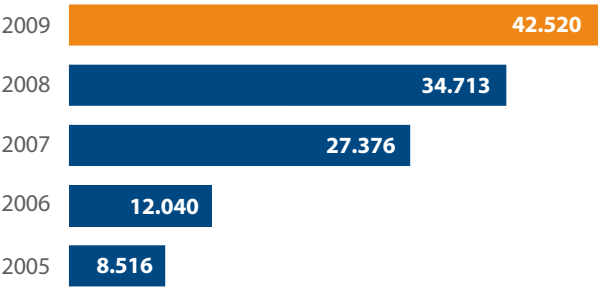
Operational Highlights 2009

In more than 17 years of operation, DongA Bank has consistently maintained its sustainable growth rate. This is evident in the business results of DongA Bank for the past 5 years as follows:

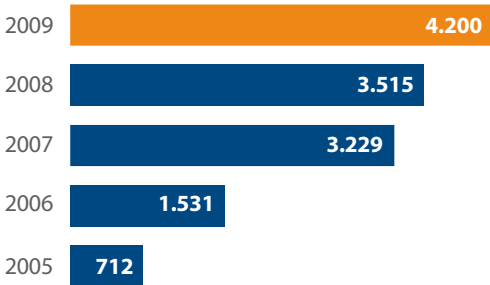
TARGET	UNIT	2009	2008	2007	2006	2005
Total Assets	VND Billion	42,520	34,713	27,376	12,040	8,516
Stockholders’ Equity	VND Billion	4,200	3,515	3,229	1,531	712
Charter Capital	VND Billion	3,400	2,880	1,600	880	500
Average Balance of Capital Mobilization	VND Billion	33,392	27,543	14,007	8,584	6,576
Average Outstanding Loan Balance	VND Billion	29,464	23,463	11,513	6,635	5,330
Revenue of Trade Finance Operations	USD Million	2,533	2,383	2,039	1,365	1,095
Revenue from Remittance	USD Million	991	1,181	1,000	755	689
Number of Issued Cards within the year	Cards	1,483,993	755,887	724,351	626,890	322,063
Total Revenue	VND Billion	3,954	4,444	2,287	1,451	693
Earnings Before Tax	VND Billion	788	703	454	211	139
Earnings After Tax	VND Billion	588	539	332	160	101



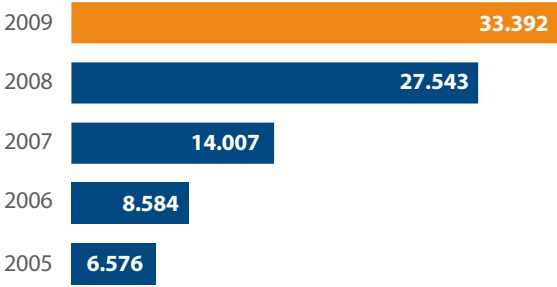
Charter Capital



Total Assets



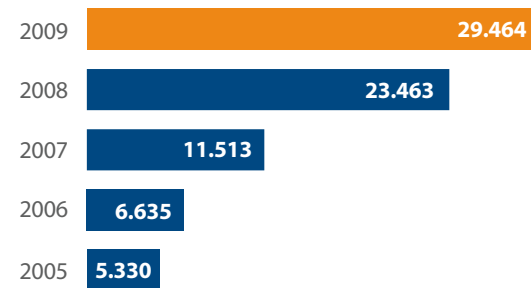
Stockholders’ Equity



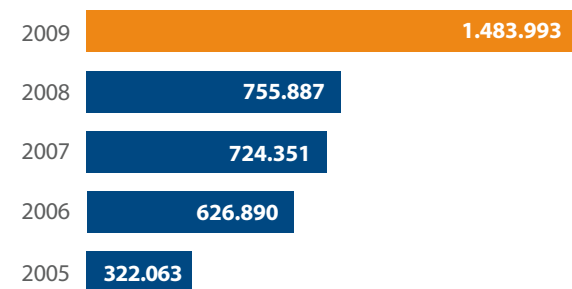
Average Balance of Capital Mobilization

Operations Review

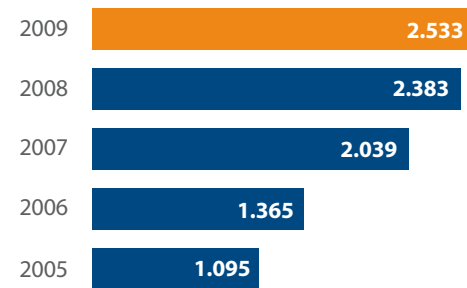
2009 (continued)



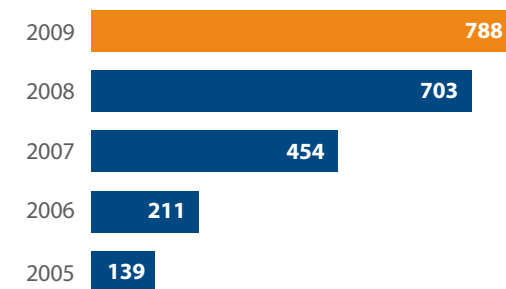
Average Outstanding Loan Balance



Number of Issued Cards within the year



Revenue of Trade Finance Operations



Earnings Before Tax

Financial Highlights 2009

TARGET	UNIT	ACHIEVED	PLAN	ACHIEVED/PLAN
Total Assets	VND Billion	42,520	40,000	106%
Charter Capital	VND Billion	3,400	3,400	100%
Average Balance of Capital Mobilization	VND Billion	33,392	32,000	104%
Average Credit Balance	VND Billion	29,464	29,000	100%
Revenue of Trade Finance Operations	USD Million	2,533	2,400	105%
Consolidated Earnings Before Tax	VND Billion	788	750	105%

Total Assets

As at end 2009, total assets reached VND 42,520 billion, a 22% increase over 2008 and 106% delivery of Plan. Of which, mobilized capital amounted to VND 36,714 billion, a 23% increase compared to the beginning of 2009. The Bank ensured a robust oversight on liquidity management. Simultaneously, the Bank's charter capital was increased to VND 3,400 billion and Shareholders' Equity stood at VND 4,200 billion.

Credit Operations

Total Outstanding Loan as of 31/12/2009 stood at VND 34,687 billion, a 36% increase over 2008. The average credit balance reached VND 29,464 billion, which met 100% of the planned target. Overdue debt is tightly managed and within the year, Dong A Bank has closely identified overdue debts as well as made provisions for credit risks as per State Bank regulations. The proportion of overdue debt is just 2% of total debt balance as of 31/12/2009.

Foreign Exchange and Gold Trading

Foreign exchange operations meet the demands of customers for trade financing and provide timely support for remittances.

The total value of foreign currency purchases converted into USD reached USD 6.5 billion in 2009, an 80% increase over 2008. The value of foreign currency sales amounted to USD 6.6 billion, an 82% increase over 2008.

Investment Activities

Total investments of Dong A Bank amounted to VND 1,457 billion as of 31/12/2009, in which

	Year 2008 (VND Million)	Year 2009 (VND Million)
Total Investments	1,200,493	1,457,041
1. Trading securities	243,934	386,730
Trading securities	278,946	428,504
Provisions for depreciation of trading securities	(35,012)	(41,774)
2. Investment securities	135,801	359,201
Available-for-sales securities	143,549	350,868
Held-to-maturity securities	13,383	8,333
Allowance for depreciation of investment securities	(21,131)	
3. Long-term investments	820,758	711,110
Other Long Term Investments	820,758	740,493
Allowance for depreciation of long-term investments		(29,383)

Trade Finance Operations

Revenue of trade finance operations reached USD 2,533 million, a 6.3% increase over 2008 and achieved 105% of the set target. In March 2009, DongA Bank was honored to receive the Straight - Through Processing (STP) award granted by Standard Chartered Bank in recognition of DongA Bank's achievements in the field of trade finance operations. This is the third consecutive year that DongA Bank was granted this prestigious award from reputable international banks such as: Deutsche Bank A.G, Standard Chartered Bank, The Bank of New York, American Express Bank (2007) and Wachovia Bank (2008).

Cards

DongA Bank focused on the development of the Card business through programs such as the "Cards for 100% Savings Account Customers", and the "1km-Live Coverage" marketing program, which increased

the number of issued cards in 2009 to 1.5 million, a 96% increase over 2008 and met the set target. The cumulative number of cards issued by DongA Bank is now 4 million.

Fast Money Transfer

In 2009, the fast money transfer operations of DongA Bank generated a revenue of VND 6,179 billion, an 8% increase over 2008.

Bill collection and payment services

The total revenue for this service came in at VND 34,710 billion in 2009, a 50% increase over 2008, and the number of enterprises using this service increased by 1,718 year-on-year.

Key Financial Indicators

2009

- Changes in Shareholding: Charter Capital updated as at 31 of December 2009 was VND 3,400 billion.
- Dividends Paid in 2009 stood at 12%.

Unit: VND Billion						
No.	Index	2009	2008	2007	2006	2005
1	Total Assets	42,520	34,713	27,376	12,040	8,516
2	Charter Capital	3,400	2,880	1,600	880	500
3	Shareholders' Equity	4,200	3,515	3,229	1,531	712
4	Capital Adequacy Ratio (%)	10.64%	11.30%	14.36%	13.57%	8.94%
5	Total Revenue	3,954	4,444	2,287	1,451	693
6	Reserve Fund for Credit Risk	345	267	64	14	12
7	Earnings Before Tax	788	703	454	211	139
8	Earnings After Tax	588	539	332	160	101
9	Net Profit/Share Capital (ROEA)	18.06%	18.01%	20.89%	23.5%	16.2%
10	Net Profit/Total Assets (ROAA)	1.49%	1.69%	2.05%	1.55%	1.35%

Business Targets

2010

- Earnings before tax set at VND 1,100 billion, an increase of 41% over 2009;
 - Total assets set at VND 60,000 billion, an increase of 42% over end-2009
 - Total paid-up capital set at over VND 50,000 billion, an increase of 39% over end 2009;
 - Total outstanding loan set at VND 43,000 billion, an increase of 25% over end-2009;
- Total value of international payment estimated at over USD 2,600 million, an increase of 3% over end-2009;
 - Revenue from outward remittance payment estimated at USD 1 billion, an increase of 1% over 2009;
 - Issuance of additional 1,000,000 DongA Bank Cards;
 - Increase charter capital to minimum VND 6,000 billion and to list shares on the stock exchange;
 - Expand operations network by upgrading transaction centers to branches at provinces without existing branches; set up additional transaction centers in provinces;
 - Continue training for key positions and conducting professional courses for management and staff.

