



## Personal Banking

The year 2001 was a new period of successful results in the personal banking segment, among which one of the most relevant indicators is the 21,000 new customers gained during the year, with which the Personal Banking portfolio reached 190,000 account holders, thus ratifying Banco de Chile's leading position, with the highest market share both in number of accounts and amount.

In achieving these results, a significant positioning factor has


been the Young Adult segment, with the development of specific products, such as "Banjoven" and "Cuenta Corriente Joven", and promotional

activities developed by the "Banca Joven Team".

Although market conditions were not favorable for consumer credits, three successful "ExtraCrédito" campaigns were launched during the year - March, July, and December - which doubled historical credit placement levels during said months.

A highlight for the second quarter was the successful mortgage campaign, which resulted in a 52 percent average growth in housing

mortgages and an 8 percent annual growth, which is far higher than the 2 percent shown by the rest of the banking industry.



**Retail Portal**

- Current Account Balances and Statements, and Credit Lines
- On-line Funds Transfers
- Credit Cards Enquiries and Payments
- Utility Bill Payments
- Agreements on Automatic Bill Payments
- Request for Home Delivery of Cheekbooks
- Investment on Time Deposits
- "Ahorro Total" Account Opening
- Banking Emergencies
- E-mail Delivery of Information
- Insurance Simulation and Sale
- Mortgage, Automobile and Personal Loans Simulation



## Banco de Chile in 2001

Regarding credit cards, Banco de Chile continued to gain market share in the most relevant segments. In domestic purchase volumes, its share grew from 16.4 percent in December 2000 to 17.3 percent in December 2001, while in international purchase transactions the bank's share grew from 18.7 percent to 19.5 percent over like period. Furthermore, during 2001 we recorded a 9 percent increase in the number of credit cards issued,

a figure that represents the highest growth rate in the industry. Co-branding with Travel Club played an important role in said growth rates, where the "Travel Club" card has been positioned as the best in the market.

Another noteworthy result was the volume of Redcompra operations, which ratifies acceptance thereof in the market. Monthly operations increased from 208,000 to 418,000 throughout the industry from December 2000 to December 2001,

representing a 109 percent growth thus constituting an important factor of customer satisfaction and loyalty. Banco de Chile keeps its strong competitive position, with a market share of 19.6 percent of the number of transactions and 18.3 percent of amounts involved therein.

The process of increasing banking penetration in the consumer market, which includes payment of remunerations and pensions, ended the period with

over 330,000 customers of "Cheque Electrónico" (e-check), with a market share of 33 percent of demand accounts. This result was supported by a 35 percent increase in the number of companies

with remuneration payment contracts and by a 30 percent increase in the stock of sight accounts. Regarding other products designed for this segment, during 2001 we recorded a 7 percent increase in the volume of loans via credit cards, consumer credits and credit lines, with a 15

percent penetration in this market.

Finally, we should mention the strong positioning achieved by Banco de Chile in the personal banking market, confirmed by the most relevant market survey figures, such as first place in banking oriented to persons, bank oriented

to young adults, recalling and attractiveness of advertising campaigns, and overall service quality. Banco de Chile also consolidates its first place in preference for banking products and stands for the third consecutive year as the preferred bank to move to (Adimark).

## Affiliates

### Administradora Banchile de Fondos Mutuos S.A.

In 2001, this affiliate kept its leadership position in the Mutual Funds market, managing 20.3 percent of industry net worth. It ended the period with Ch\$ 3,075 million in profits, which represent a 62.4 percent return on capital.

### Banchile Corredores de Bolsa S.A.

It ended the period with Ch\$ 4,443 million in profits, with a 49.8 percent return on capital, thus keeping its top position in the stock market segment, with a 14.3 percent market share.

### Banchile Asesoría Financiera S.A.

Advisory services provided during the year relate mainly to economic assessments, liability restructuring ,

disposal of assets, and corporate market. In addition, it participated in many bid processes concerning important real estate assets.

### Banchile Corredores de Seguros Ltda.

Total premiums brokered by this affiliate in the year 2001 amounted to some UF 735,287, with an annual growth of 40.42 percent. Profits for the period amounted to UF 15,942, representing a 65.63 percent increase in relation to the previous year.

### Banchile Factoring S.A.

In 2001, this affiliate recorded a Ch\$ 466 final profit, a figure that represents an annual return on capital of 34 percent.

