

Press Release
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BLOM Bank awarded the Best Retail Bank in Lebanon in the Middle East Awards for 2017

- **BLOM Bank has embraced the omnichannel banking trend which includes tighter integration between core and channel systems**
- **BLOM Bank has been able to maintain a remarkably stable performance despite operating in an unstable neighbourhood**
- **Digital innovation has helped increased essential to achieve product differentiation and institutional growth**

Dubai, April 20th 2017—**BLOM Bank** received the **Best Retail Bank in Lebanon** for 2017 at The Asian Banker's Middle East and Africa Regional Awards Programme 2017. The awards ceremony was held in conjunction with the Future of Finance 2017 Middle East and Africa Convention, held at The Ritz Carlton, DIFC, on April 20th 2017.

BLOM Bank has embraced the omnichannel banking trend which includes tighter integration between core and channel systems

BLOM Bank has invested in a core banking application that is built around a middleware which centralizes customer data and interactions thus driving efficiency, productivity and speed to market. Its middleware systems facilitate consistent cross-channel messaging and functionality through a Service Oriented Architecture (SOA) which enables the bank to use the same services across all channels to optimizing costs. As an example, BLOM Bank has enabled all of its cards for internet usage with predefined internet limits.

BLOM Bank has been able to maintain a remarkably stable performance despite operating in an unstable neighbourhood

The bank's profit reached \$298.33 million and representing the highest net profit in the Lebanese banking system. Relative profitability also performed impressively, with the rate of Return on Investments and Return on Assets the highest recorded among listed Lebanese banks.

Digital innovation has helped increased essential to achieve product differentiation and institutional growth

In 2016, the bank launched OneSumX, an initiative integrated with BLOM Bank's long-standing core banking system. It automates and simplifies the process of collecting, storing,

analysing, tracking and reporting on information relevant to operational losses, risk and control assessments.

About 70 senior bankers from award-winning banks in the Middle East and Africa attended the Middle East and Africa Regional Awards Programme 2017, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region is attached.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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