

Press Release

Embargoed for 20th April 2017

National Bank of Oman awarded the Best Retail Bank in Oman in the Middle East Awards for 2017

- **National Bank of Oman's retail banking proposition took another major leap forward in 2016 with a series of strategically important initiatives ways to deliver superior service**
- **National Bank of Oman continued to reach new milestones in its mission to lead the Sultanate's financial services industry**
- **Nuqati is Oman's first comprehensive banking loyalty programme and the launch represented a landmark retail banking initiative**

Dubai, April 20th 2017— **National Bank of Oman (NBO)** received the **Best Retail Bank in Oman** 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.

NBO's retail banking proposition took another major leap forward in 2016 with a series of strategically important initiatives ways to deliver superior service

The bank continued to aggressively innovate its products and services, with a particular focus placed on expanding its extensive alternative distribution capabilities. New retail banking and stock market trading mobile phone apps were launched in response to the bank's customer centric initiative, while an enhanced internet banking platform delivered a seamless experience for companies operating between Oman and the United Arab Emirates (UAE).

NBO continued to reach new milestones in its mission to lead the Sultanate's financial services industry

NBO achieved a net profit of \$144.92 million in the face of very challenging market conditions. Net interest income from conventional banking and revenues from Islamic financing activities increased by 7.2%, driven by modest growth in loans and a favourable funding mix.

Nuqati is Oman's first comprehensive banking loyalty programme and its launch represented a landmark retail banking initiative

Nuqati was launched in June 2016 as the first comprehensive banking rewards programme in the sultanate. The programme is designed to reward customers for their entire relationship

with the bank, with points earned based on their use of NBO products and service. Points can then be easily redeemed via NBO's mobile banking app and internet banking portal to pay credit card and utility bills or exchanged for packages at over 200,000 hotels, 900 airlines and 150,000 car rentals partners worldwide.

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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