

Press Release
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Barclays awarded the Best Retail Bank in Zambia in the Middle East Awards for 2017

- **Barclays achieved a remarkable financial performance in 2016, growing its profit by 73.5%**
- **The bank focused on enhancing customer relationships and becoming the go-to choice of its clients**
- **The bank invested on its digital channels, introducing new mobile services**

Dubai, April 20th 2017— Barclays received the **Best Retail Bank in Zambia** 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.

Barclays achieved a remarkable financial performance in 2016, growing its profit by 74%

2016 was another successful year for Barclays as its profit increased by 74%, while its revenue rose by 31%. The bank has put efforts in managing its costs, which resulted to a decline in its cost-to-income ratio. It also sustained its dominance in the industry by growing its retail deposits by 31% and capturing 20% share of the market.

The bank focused on enhancing customer relationships and becoming the go-to choice of the clients

The core of Barclays' strategy is building better customer relationship and trust. The bank engaged with its clients both offline and online by organising deposit mobilisation campaigns and increasing its social media presence. The bank also implemented stricter lending procedures to keep a closer eye on non-performing loans, which remains to be a challenge in the industry.

The bank invested on its digital channels, introducing new mobile services

In 2016, Barclays bolstered its digital portals in line with its move towards mobile banking. It launched several concepts such as a cardless cash deposit and cash transfer through mobile phones to enhance its mobile capabilities. Barclays also introduced "Hello Money" for instant funds transfer and payments.

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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