

Press Release

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Al Ahli Bank of Kuwait awarded the Best Retail Bank in Kuwait for 2017

- **Al Ahli Bank of Kuwait increased the value of its franchise**
- **The bank introduced new mortgage product aimed at customers from neighbouring UAE**
- **The bank also increased digitisation investments through the “Simpler Banking” initiative**

Tokyo, Japan, March 17th 2017— **Al Ahli Bank of Kuwait** was awarded the **Best Retail Bank in Kuwait** for 2017 at The Asian Banker’s International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region’s most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at the Conrad Tokyo on March 17, 2017.

Al Ahli Bank of Kuwait increased the value of its franchise

Al Ahli Bank of Kuwait expanded its retail footprint in 2016 by acquiring Piraeus Bank Egypt. In addition, the value of its franchise in terms of retail assets and deposits grew by 10.8% and 22%, respectively. The bank also recorded sound financial performance through 2016, with profit and revenue growing by 11% and 10%, respectively.

The bank introduced new mortgage product aimed at customers from neighbouring UAE

Al Ahli Bank of Kuwait introduced a number of innovative products, including a UAE mortgage product, catering to the mortgage needs of customers in the UAE.

The bank also increased digitisation investments through the “Simpler Banking” initiative

In 2016, the bank focused on increasing its investments in digitisation. Al Ahli Bank of Kuwait introduced “Simpler Banking”, which aims to simplify the banking experience of the customers through enhanced features on the bank’s digital banking portals.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, 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 evaluation process across three months 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.

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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