

Press Release

Embargoed for 22nd March 2018

BLOM Bank awarded The Best Retail Bank in Lebanon for 2018

- **BLOM Bank has maintained a strong financial performance despite challenges in the market**
- **The bank has been embracing different technologies on their platforms to create more value for the customers**
- **The bank focused on converting more clients to use digital channels as part of their digital transformation**

Kuala Lumpur, Malaysia, March 22nd 2018— **BLOM Bank** was awarded **The Best Retail Bank in Lebanon for 2018** at The Asian Banker's International Excellence in Retail Financial Services 2018 Awards ceremony, held in conjunction with The Asian Banker Digital Finance Convention at the Westin Kuala Lumpur in Malaysia.

BLOM Bank has maintained a strong financial performance despite challenges in the market

Currently, among the top three banks in the Lebanese banking sector (on a consolidated level), BLOM Bank achieved the strongest financial performance in the market. The same can be said in the retail banking segment as BLOM Bank continues to post higher retail deposits and retail loans in the third quarter of 2017. In terms of profitability, the bank has attained the highest rates—return on investments and return on assets—among its peers in the industry.

The bank has been embracing different technologies on their platforms to create more value for the customers

In their efforts to create more value for the customers, the bank has embraced different technologies on different platforms. In 2017, BLOM Bank has developed and launched “BLOMPay”. This application is the first of its kind mobile payment application in Lebanon which is integrated within their internet banking application. Furthermore, to enhance and add more feature to their internet banking platform, the bank has developed an option for their customers to automatically add a beneficiary online.

The bank focused on converting more clients to use digital channels as part of their digital transformation

In line with digital transformation, the bank aspires to convert more clients to use digital channels. To reach this, BLOM Bank have put in place clear key performance indicators (KPIs) to measure the success of their initiatives on different channels such as internet/mobile banking, automated teller machines, branches and online presence.

About 200 senior executives from award-winning retail financial services institutions from about 25 countries across the Asia Pacific, the Middle East and Africa attended The Asian Banker Digital Finance Convention, which recognises financial institutions' 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.

For more information please contact:

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com