

Press Release

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SAMBA wins Best Retail Bank in the Kingdom of Saudi Arabia for 2014

- **The bank increased its customer base by 10% by focusing on service through more efficient branch banking and digital channels.**
- **Driving customer traffic to online and mobile channels resulted in an increase of 60% in the bank's active online and mobile users in 2013.**
- **The bank has also streamlined its credit cards and loans approval processes to significantly cut approval times.**

Sydney, April 3rd 2014—SAMBA won the Best Retail Bank in the Kingdom of Saudi Arabia for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

In 2013, SAMBA's customer base increased 10% as it focused its efforts on offering new tailored products within each customer segment. SAMBA does not compete on price but focuses instead on service through more efficient branch banking and digital channels. The bank launched its "Think Samba" campaign, offering working solutions that free people up to let them do what they enjoy. This campaign effectively gave the bank a more human face as it was traditionally better known for technology and innovation.

By investing heavily in alternative channels, the bank was able to provide a wide range of mobile and online services. The bank launched Saudi Arabia's first e-mall with a virtual credit card that allows customers to shop online. Driving more traffic towards online and mobile channels has resulted in an increase of 60% in active online and mobile users in 2013.

SAMBA has streamlined its credit card approval processes so that existing customers can apply for a credit card and have it in their hands within 10 minutes, down from two to three days. With the new underwriting system, customers will know if they have been approved in a matter of minutes and can activate their cards in the bank branch before leaving. The bank is also able to provide customers with a loan within 45 minutes of application.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their 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 used to determine the winners 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 Singapore-based company has offices in Singapore, 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. The company's website is www.theasianbanker.com

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