

Press Release

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Samba Financial Group wins Best Retail Bank in Saudi Arabia award for 2015

- **In 2014 Samba's strong growth momentum was driven by strong fundamentals and operating efficiencies, achieving core retail deposits of \$21 billion.**
- **It launched SambaMobile App which takes advantage of new location-based technology, allowing customers to bank and perform a multitude of banking transactions on the go.**
- **Samba's reputation as the most innovative brand in the region was further cemented with the launch of yet another first for Samba in the Middle East—instant credit cards at branches.**

Singapore, March 19th 2015—Samba Financial Group (Samba) won Best Retail Bank in Saudi Arabia award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella, Singapore on March 19th 2015.

With core retail deposits of \$21 billion, Samba's strong growth in 2014 was driven by strong fundamentals and operating efficiencies. It has maintained its position as the "Safest Bank" in the kingdom, its consistent performance a testimony to the solid position Samba has carved for itself in the market.

The bank continued to push the envelope in innovation and technology, achieving many firsts in the marketplace. In 2014, it launched SambaMobile App for iOS, Android, BlackBerry and Windows smartphones and tablets which takes advantage of new location-based technology. Through this new technology, Samba customers can bank, send money, make Sadad payments, settle traffic fines, and perform a multitude of everyday banking transactions on the go.

Samba's reputation as the most innovative brand in the region was further cemented with the launch of yet another first for Samba in the Middle East—instant credit cards at branches. This service now allows a customer to apply for a Samba credit card in the branch, get an instant approval and walk out with a new Samba credit card in just minutes.

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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