



البنك العربي الافريقي الدولي
arab african international bank
 Established 1964 by Special Law

MARKET

Along with a history of solid banking tradition since its establishment in 1964, AAIB is Egypt's fastest growing bank in terms of size and profitability. Its compounded average growth rate for deposit and loan portfolio has consistently outperformed market norms. The solid growth trend continued in 2008 when AAIB's ROAE reached 41% in Q3 compared to the same period of 2007, net profit surged by a remarkable growth rate of 45% and loan portfolio reached an increase of 60%.

This growth rate substantiated AAIB's vision to be the leading financial group in Egypt, providing innovative services with a strong regional presence, being the gateway for international business into the region.

ACHIEVEMENTS

AAIB was Egypt's first multinational bank and was Egypt's first in various banking achievements:

- The First to have an International foreign exchange dealing room.
- The First to introduce credit cards in the 1980s, opening the world of credit to its clients and merchants across Egypt.
- The First to launch mid and long term foreign time deposits (Green Pearls)
- The First to launch Smart technology in credit cards - awarded by Visa International as a pioneer in introducing the latest generation of Smart Cards.
- The First to launch a competition for undergraduate students "AAIB Award".
- The First to extend its working hours at all branches, providing clients with full services from 8:30 am to 5:00 pm.
- The First to establish a foundation for social development "We Owe it to Egypt".
- The First to introduce Visa Mini credit cards, Egypt's smallest credit card.
- The First to introduce Merchant Loans (Details at Retail-Products section).

HISTORY

Incorporated in 1964 as the first Arab multinational bank in Egypt, Arab African International Bank was established by Special Law as a joint venture between the Central Bank of Egypt and Kuwait Investment Authority. Since its inception AAIB has been seen as one of the most distinguished corporate and investment banks in the region. Each holding a 49.37% stake, the Central Bank of Egypt and the Kuwait Investment Authority form the core of AAIB's shareholder base.

Since its establishment, and throughout the mid 1970s, AAIB grew to be one of the most important financial institutions in the region with international branches spreading all over the world (London, Lebanon, New York, Tunisia, Oman, Bahrain, UAE etc.), the bank was thriving with a booming Middle Eastern economy at the time.

Today AAIB is Egypt's fastest growing bank, it's gaining significant momentum towards assuming a leading position among Egyptian banks. With a strong regional presence in the Gulf, AAIB is maintaining its core competence as a corporate bank. It is also taking breakthrough strides in retail activities through expanding its innovative product range and geographic presence in the most commercially strategic locations.

PRODUCT

Corporate

AAIB is a major contributor to the Egyptian debt capital market with a powerful role in structuring, managing, book-running and successfully closing syndicated loans. This has further consolidated AAIB's core competency in investment and corporate banking, and bond markets positioning the bank as a high-end service provider of innovative and customised solutions to leading local and regional corporates and international investors.

Regional expansion is another pillar for AAIB's growth strategy and the bank led a number of major syndications in the fields of infrastructure and construction, which has further strengthened its position as a leading investment bank in the



region. Enjoying a strong customer base and an active corporate strategy, AAIB's branches in the Emirates are the launching point for expansion into the Gulf.

Retail

Retail innovation is another focal point for AAIB; with only 10% of Egypt's population dealing with banks, AAIB sees retail as a viable growth area and a fertile field for introducing innovative products and services to the market.

AAIB was the first to introduce credit cards to Egypt in the 1980s and chip technology in 2003 through its capacity as both issuer and acquirer. In 2007 AAIB launched a variety of innovative products and services. With the Visa Mini Card it introduced the smallest credit card to the Egyptian market following earlier introduction of smart technology.

Merchants also benefited from technology enhancement as AAIB introduced GPRS points of sales where the Bank maintains its leading 45% market share through the migration of all its merchants' POS to accept cutting edge smart card technology at highest security standards. The Bank also strengthened its Merchant Programme by launching merchant loans availing optimal financing to expand the size and scope of their business activities guaranteed by the value of total electronic payment transactions settled between the bank and the merchants, thus eliminating the need for collaterals or personal guarantees. Along with this Click2Shop complements AAIB's merchant portfolio, being an internet payment gateway enabling merchants to accept online payments via their websites. The programme is securely coded by international MasterCard and an authorised license by Visa.

RECENT DEVELOPMENTS

The Bank's growth was given further impetus in 2008 with the establishment of new subsidiaries - Arab African Investment Holding, Arab African Investment Management and the acquisition of a 76% of "Al Borak" brokerage firm.

Arab African Investment Holding has the vision of being one of Egypt's leading investment institutions that establishes companies covering different sectors, it started with establishing Arab African Investment Management (AAIM).

AAIM is a specialised asset management firm that covers the MENA region. Building on a heritage of innovation and customer service from its parent company Arab African International Bank, AAIM has brought together tradition and innovation to develop a market-leading approach to wealth creation across some of the world's fastest-growing emerging markets.

Another subsidiary is Al Borak brokerage firm, a company that was acquired by AAIH (76%). Al Borak covers the local market and owns extended relations with regional and international players. Currently Al Borak acts as a brokerage firm, but in the near future it will offer a wide array of services including online trading, same-day trading, short selling, margin lending and others.

PROMOTION

AAIB's brand is in sync with its core values. This is evident in the bank's pioneering edge in the field of Corporate Social Responsibility (CSR) through reconceptualising the concept of connecting the growth of the institution to the growth in society. The bank's role goes beyond profit-making to include a moral mission to the society. This has been reflected in its strong commitment to embed CSR in all its policies and practices.

In 2008 AAIB's mandate to add value to stakeholders was institutionalised through establishing a CSR Unit with the objective of enacting professional adherence to codes of conduct and ethics in dealing with stakeholders. This inclination is enforced through AAIB's engagement within international organisations that enlighten and substantiate its CSR policies. AAIB is a member of the UN Global Compact which focuses on human rights, labour standards, the environment and anti-corruption. AAIB has also joined London Benchmark Group, a London-based organisation that provides standard parameters measuring the effectiveness of corporate contribution to community development.



Recently AAIB has adopted the Equator Principles, a banking industry framework for addressing environmental and social risks in project financing. AAIB believes that finance - in present times - has to strengthen its role of becoming a force behind positive socio-environmental change around the world. A leader in corporate finance in Egypt's growing and well diversified economy, AAIB has a vested interest in adopting Equator Principles to further substantiate social, environmental and moral considerations across different sectors of the economy, particularly through its vast network of corporate clients.

In 2003 Arab African International Bank Award for undergraduate students in Egyptian universities was launched. The students compete in groups to present a new financial product. Over eight months the students go through a structured process of professional training, coaching and guidance. An advisory board of professionals help train them to make presentations, feasibility studies and understand retail and corporate finance as well as treasury services. At the end three winning groups are chosen who receive a financial prize along with non-material benefits. The financial winners are three groups, but the beneficiaries are really everyone who competed and got the exposure and experience testified by the fact that most of those who competed ended with commendable career opportunities.

In January 2007, and with a track record at the Cairo Pediatrics specialised hospital since 2004, AAIB launched its foundation for social development, "We Owe it to Egypt". Although established by the bank, its scope and objectives extend far beyond the bank's identity with its primary goal to enact a nation-wide initiative that inspires and mobilises the corporate sector towards making a fundamental and positive difference in the fields of public health and education in Egypt.

AAIB has a long history in customer centred policies. This concept is manifested in AAIB's initiative "Customer Delight". AAIB believes that its "raison d'être", growth and success are all ultimately focused on delivering value to clients. It embraced an undertaking to raising the bar of Customer Delight in financial services, pledging not only distinguished products and services but exclusive experience across all contact points. Towards this end AAIB is mobilising its resources while seeking continuous engagements with clients.

In order to further its message of integrity and directness with its clients AAIB has taken an important step in nurturing its brand by restructuring the advertising material of two of its well-known products. This came as a move to create a more up-to-date image of those products and meet today's ever changing marketplace.

Another new aspect was a keenness from AAIB to further relate to its existing clients, this was manifested in a restructuring of its credit card statements to include a comprehensive bulletin illustrating the most important offers and news of the month instead of a mere advertisement as it used to be.

www.aajib.com has gone through a total revision process, whereby a new design was created, new sections added and many up-to-date features included.

BRAND VALUES

AAIB's corporate brand is one of the bank's most valuable assets. This brand is a combination of a strong image, values and culture. The name Arab African International Bank has been associated with characteristics such as Confidence, Distinction, Dynamism, Empowerment, Integrity, Passion and Patriotism.

All AAIB's internal and external communication emanate from the bank's slogan of "Confidence... Distinction". Believing that a strong brand has to address key values of integrity AAIB's "Confidence" and "Distinction" signature is becoming inherently imprinted in its brand DNA.

www.aajib.com



Things you didn't know about AAIB

- Arab African International Bank has won the following awards:
- 2008 Bank of the Year by The Banker
 - 2008 Best Bank in Egypt by Euromoney
 - 2007 Best Bank in Egypt by Euromoney
 - 2007 Quality Recognition Award by JP Morgan Chase
 - 2006 Bank of the Year by The Banker
 - 2006 Visa Innovation Award by Visa

