

Press Release

FOR IMMEDIATE RELEASE

Al Hilal Bank and IT Partner Infosys Limited win Best Self-Service Banking Project in the Middle East for 2014

- **Al Hilal Bank was awarded the Best Self-Service Banking Project for its initiative and investment in its corporate internet banking project.**
- **The bank is now able to cater to the increased volume of customers, offer secure online services, roll out new functionalities on a regular basis and build upon existing products to enhance customer satisfaction at reduced cost, among other capabilities.**
- **Al Hilal Bank offers e-banking services that are intelligent, seamless and in real time without compromising security.**

Dubai, April 30th 2014—Al Hilal Bank and its technology partner Infosys won the award for Best Self-Service Banking Project in the Middle East for the year 2014 at The Asian Banker's first annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on April 30th 2014.

Al Hilal Bank was awarded Best Self-Service Banking Project for its initiative and investment in its corporate internet banking project. The bank is now able to cater to the increased volume of customers, offer secure online services, roll out new functionalities on a regular basis and build upon existing products that the bank offers through the branches. This has reduced operating cost, while significantly improving customer experience and satisfaction. It also assist the bank in complying with regulatory requirements, has reduced manual interventions through automation, and its cross sell of products and services has increased.

Al Hilal Bank offers e-banking services that are intelligent, seamless and in real time without compromising security. It provides best-in-class e-banking customer service, with a number of services being provided real time, and enhanced intuitiveness and usage at reduced cost. The bank's corporate internet banking project has improved the performance of the bank in general functions as a result of the implementation.

Award-winning banks 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.

The awards programme is designed to identify emerging best practices as well as to identify implementation goals and challenges from which other banks and vendors can learn. It is also designed to populate The Asian Banker's vendor selection programme with benchmarks and

realistic goals that other banks taking the same path can set themselves. This program uses the same criteria and stringent evaluation process as The Asian Banker Technology Implementation Awards presented during our annual Summit and focuses solely on the achievements in the Middle East & Africa banking industry. Winners are selected by a panel of advisors, industry leaders, practitioners, and academics, based on in-depth submissions that exhibit new concepts, new technologies, and creative thinking.

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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