

Press Release

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Emirates NBD receives Best Digital Bank and Mobile Payment Product of the Year in the Middle East Awards for 2017

- **Emirates NBD revolutionised the industry with first-to-market holistic innovations**
- **The bank's digital transformation journey drove growth in its alternative channels**
- **The bank's mobile payment product delivers best in class services**

Dubai, April 20th 2017— **Emirates NBD** received the **Best Digital Bank and Mobile Payment Product of the Year** for 2017 at The Asian Banker's Middle East and Africa Regional Awards Programme 2017. The awards ceremony was held in conjunction with The Future of Finance 2017 Middle East and Africa Convention, held at The Ritz Carlton, DIFC, on April 20th 2017.

Emirates NBD revolutionised the industry with first-to-market holistic innovations

Since 2016, the bank launched a series of digital initiatives such as Enterprise Mobile Banking for SME customers, online pin issuance, fully digitalised end-to-end remittance facility, cardless withdrawal, CRM Cockpit Application in branches, Emirates NBD FutureLab and Liv – the first digital lifestyle bank aimed at millennials.

The bank's digital transformation journey drove growth in its alternative channels

Emirates NBD experienced a surge in digital customers and transactions. In 2016, the bank recorded 420,000 active users of its online and mobile banking, and Smart Business – around 51% of its total retail customers. Moreover, the success of its digital channels was reflected in the high percentage of transactions done outside of the branch which was at 90% in 2016. In line with this, branch transactions have significantly declined.

The bank's mobile payment product delivers best in class services

Emirates NBD has consistently upgraded its mobile payment products with innovative features to build a complete mobile banking solution. The bank introduced Visa Location Services, Emirates NBD Pay, cardless withdrawal, and blocking/unblocking card function to its app. In tandem, it also enhanced security by adding features such as Smart Authentication and Fingerprint Login. As a result, the bank's active mobile customers skyrocketed by 259% since its inception in 2013, while number of transactions increased by 700%.

About 70 senior bankers from award-winning banks in the Middle East and Africa attended the Middle East and Africa Regional Awards Programme 2017, which recognises banks' 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 determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, 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 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.

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