

Press Release

FOR IMMEDIATE RELEASE

## **Barclays Kenya wins The Best Retail Bank in Kenya award for 2015**

- **Barclays Kenya grew its retail assets and liabilities by 12% and customer base by more than 10% over 2014**
- **The bank's most popular products are its credit cards, deposit product and retrenchment insurance products**
- **Customers can open new accounts online in 30 minutes and view offers and discounts on their Barclays debit and credit cards via the bank's secure website**

**Dubai, May 27<sup>th</sup> 2015**—Barclays Bank Kenya won the **Best Retail Bank in Kenya** award for 2015. The bank received the award at The Asian Banker's 2<sup>nd</sup> Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27<sup>th</sup> 2015, held in conjunction with the Middle East and Africa International Banking Convention.

Barclays Kenya is the largest bank in the country by assets and the largest credit card issuer in the country. In 2014 the bank grew its retail assets and liabilities by 12% and customer base by more than 10%. The bank's retail business contributes nearly two thirds of its total income and it holds a 23% market share in core deposits, with a high ROA of 7%.

As a part of its ongoing retail and customer growth strategy, the bank operates the only 24/7 call centre in the market, and is focussing on perfecting its debit card offering. The bank's most popular products remain its credit cards, deposit product, and its retrenchment insurance products for payroll customers.

Over the last few years the bank has been moving to a digital banking model. Customers can open new accounts online in 30 minutes, and view offers and discounts on their Barclays debit and credit cards on the bank's secure website. Barclays Kenya has a well established social media strategy, with the largest following of any bank in the country.

The Asian Banker's Middle East and Africa Awards are acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry. Over 100 institutions from the Middle East and Africa were evaluated across 30 different countries. A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

### **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](http://www.theasianbanker.com)

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