

Press Release

Embargoed for 27th May 2015

National Bank of Egypt wins the Best Retail Bank in Egypt award for 2015 on the financial year 2014

- **National Bank of Egypt is the largest bank in the country, holding 29% of the market share in deposits, almost 40% in unsecured lending and 30% in credit cards in force**
- **The bank grew its profit by 13%, auto loan business by 35% and credit cards business by 11% in 2014 and updated its operating procedures to adhere to international governance and capital adequacy standards**
- **NBE bank prides itself on its first to market innovative products and services while maintaining a low operating ratio**

Dubai, May 27th 2015—National Bank of Egypt(NBE) won the **Best Retail Bank in Egypt** award for 2015. The bank received the award at The Asian Banker's 2nd Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27th 2015, held in conjunction with the Middle East and Africa International Banking Convention.

NBE remains the largest bank in the country, holding 29% of the market share in deposits, almost 40% in unsecured lending and 30% in credit cards in force. It also operates the largest physical network in the country, providing customers easy access to its services while competing with local and international banks alike. The bank's retail business forms a major constituent of its revenues and profits, contributing 35% to total profit in 2014.

The bank grew its profit by 13%, auto loan business by 35% and credit cards business by 11% in 2014. It also concentrated on its SME business, and established a robust IT infrastructure to support operations providing a 360 degree view of the customer. The bank also updated its operating procedures to adhere to international governance and capital adequacy standards.

The bank prides itself on its first to market innovative products and services while maintaining a low operating ratio. In 2014, the bank launched its mobile banking application, which provides customers with product information, ATM/branch locator, credit card and loan application and NBE offer requests, among other services- with more services expected in the current year. In addition, the bank introduced a new mortgage product, prepaid cards, and upgraded its mobile payments system.

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

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