

Press Release

Fransabank offers 10 new iPad 2 to the First Clients of its New Hamra Sadat Branch

Beirut, January 26, 2012

Within the framework of the continuous expansion of its Branch Network, Fransabank Group recently offered 10 new iPad 2 to 10 clients as a reward for their loyalty to Fransabank, during a ceremony that was held mid-January in Fransabank's headquarters in Hamra.

The lucky winners were selected among the first new customers who opened their Bank account before December 2011 with Fransabank's Hamra Sadat Branch, which started its operation in August of the same year, as Fransabank Group's 108th Branch in Lebanon. The Group's 108th Branch confirms Fransabank's leading position as the 1st in terms of the Largest Local Branch Network, as awarded in the Lebanon Opportunities in December 2011.

Mr. Philippe Hajj, Deputy General Manager - in the presence of Hamra Sadat Branch Management as well as key representatives from Fransabank and the winners - confirmed in his speech the commitment of Fransabank to excellence in customer service and innovation in this field. He also congratulated the winners of the iPad 2 for adopting Fransabank as their Bank of Choice. In turn, iPad 2 winners - while convening around a cocktail reception following the gifts distribution - shared their experiences and suggestions with Fransabank team and congratulated Fransabank management for the quality of services provided at Hamra Sadat Branch.

The objective of rewarding clients is part of Fransabank's customer care strategy that focuses primarily on providing excellence in customer service and increased accessibility to the Bank's wide array of services and products by the largest number of people across the country. In this respect, and among the various gift distribution campaigns held during the year in general, 60 clients were offered in particular in Summer 2011 an iPad 2 each for using Fransabank's MasterCard Credit Cards.

It is worth noting that Fransabank is aggressively pursuing its wide plan of local branch network expansion, relocation and rebranding with enhanced standards such as new signage, new façade and new decoration, to align with the Bank's corporate image of Tomorrow Starts Now, best portrayed in the Bank's latest 90 years anniversary corporate campaign, where Fransabank carries the torch of "90 Years Young and a Legacy that Builds the Future!".

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