

Fransabank Group Honors its Human Capital On the Occasion of its 90th Anniversary

Beirut, December 15, 2011. On the occasion of 90 years of establishment of Fransabank since 1921, HE. Mr. Adnan Kassar - Chairman and Mr. Adel Kassar - Deputy Chairman & General Manager, held on Saturday, December 10, 2011 an honorary gala dinner hosting around 1,600 of Fransabank Group staff.

The staff gala dinner falls within Fransabank Group's 90 years anniversary celebrations and stresses on the Group's continuous commitment to its human capital throughout its long history. When asked about the major Secret behind the continuity and success of Fransabank, Mr. Adel Kassar would answer: "The Human Capital". He adds: "The Human Capital is Essential, Essential, Essential..."

To kick off an evening full of powerful communications and entertainment, previous Miss Lebanon Christina Sawaya welcomed President Adnan Kassar on stage, to address his warm speech where he stressed on Fransabank's "90 Years Young" belief. Kassar asserted: "With 90 Years of proud baggage since the establishment of Fransabank and on the verge of our Centennial Jubilee, every one of us is looking towards the future with youthful vision, filled with big dreams and grand determination to continue our successful journey, hand-in-hand, towards further success and achievements.

"Our achievements," Kassar elaborated, "could not be realized if it were not to a determined and hard-working human capital. He added: "My brother Adel and I always strongly believed in our human capital and its importance as well as its vitality for strong Business family ties, that we all cherish at Fransabank. Throughout the years, we were both keen on securing favorable working environments that encourage communication and interactivity among Fransabank family members, thus inciting each and every member to excel in his or her performance." Before leaving the floor to his brother Mr. Adel Kassar, Mr. Adnan Kassar wished attendees and Fransabank Group more and more success.

In turn, Mr. Adel Kassar's moving speech on fraternity and family ties mainly was a robust invitation to all Fransabank human capital to take his exemplary relationship with his brother President Adnan Kassar as a role model of "success" in their daily life; be it at work, or with their personal families. He urged them also to be always loyal to Lebanon and to Fransabank Group which in its turn stayed loyal to the community it serves throughout the years. He also affirmed: "From the moment we entered the banking sector, we participated in shaping it and developing its infrastructure. We were the first to go to "non-bankarized" rural areas like Baalbeck, Halba and Jezzine during situations of prosperity or turmoil, moving from South to North, East to West, providing equal development opportunities, without recourse to religious or political considerations. Our main target was to have a unified nation where we all live in brotherhood."

During the gala dinner, a documentary prepared by renowned film maker Philippe Aractangi revealed fabulously Fransabank's journey that started in Allenby Street in 1921, and how the Bank was registered as the first operating Bank in Lebanon. The documentary also pointed to the most important events that the country witnessed in general and to the development and growth of Fransabank Group in particular throughout the years in more than 7 countries worldwide. This is coupled with Fransabank having the widest local reach with the largest local branch network in Lebanon at large and the most remote areas specifically, thus contributing to the balanced economic development of Lebanon. The documentary was followed by a reveal of the new TV commercial that was launched on local TV stations and other communication channels on December 15, the same day the Group was established 90 years ago!

End of Press Release
