



Fransabank Group Honors Media Representatives On the Occasion of its 90th Anniversary

Beirut, December 8, 2011

On the occasion of 90 years of establishment of Fransabank since 1921, Fransabank Group Chairman HE. Mr. Adnan Kassar held today an honorary luncheon hosting media representatives in Le Maillon Restaurant in Ashrafieh, in the presence of a large number of journalists and senior officials from Fransabank.

Kassar welcomed media representatives, stressing on the important role that they play in transmitting the news in objectivity, accuracy and transparency; thanking them for accompanying Fransabank in its successful journey and transmitting its news with professional while stressing on the leading role that the Bank has played and is still playing in the growth of the Lebanese economy in general and the balanced development of the entire nation in particular.

The 90th anniversary of Fransabank Group emphasizes on its continuous commitment to its leading role in the support of the national economy as well as the nation's social, humanitarian and developmental pledge throughout its long history.

This occasion also reaffirms the confidence of President Adnan Kassar and his brother Mr. Adel Kassar – Deputy Chairman and General Manager of Fransabank - as well as the management of the Bank, in the future of Lebanon in its capabilities, and in the strong ability of its people to overcome unfavorable situations that they have been witnessing to date. This country has proven over the years its strength and immunity in times of uncertainty, coming out each time even stronger and more determined to restore and strengthen its financial, economic and cultural role in the region and in the world.

The strong legacy of Fransabank is part of the strong legacy of the banking and financial industry in Lebanon; where the Bank's role falls within the heart of the performance of the Lebanese banking industry. This industry, which - through its monetary and fiscal policies headed by H.E. Governor of Central Bank Mr. Riad Salameh, and its regulatory bodies through their wise leadership and sound management - was able to evolve, grow and expand inside Lebanon and abroad; while enhancing its capabilities on all financial, human resources and operational levels. All this added to its competitive capabilities and avoided it from the effects of the worldwide financial crisis that started in 2008 and which apparently has not been settled yet, but on the contrary its repercussions and consequences increased on the global economy, the banking industry and the financial situation.

During the luncheon, a documentary was presented, revealing Fransabank's journey that started in Allenby Street in 1921, through which 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 TVC campaign that will be launched on major local TV stations and other communication channels. The TVC revealed extracts from almost a century of Lebanon's history where Fransabank was a solid witness on the nation's major milestones and in many times was even an important contributor to its restoration and a support to its development and growth. The film's main heroine is a young girl who witnesses Fransabank's journey - then known as "Crédit Foncier d'Algérie et de Tunisie (CFAT) - throughout its inception in Allenby Street back in 1921. In just few seconds, the advertisement summarizes a selection of events, that marked the collective Lebanese memory, a series of events that translate Fransabank's vision to always look towards a bright tomorrow full of achievements, with a young spirit; driving the Bank towards continuous and evolving innovation and development.

End of Press Release

Enclosed

- Copy of the certificate of establishment of Fransabank in 1921 – that was known at that time “Crédit Foncier d’Algérie et de Tunisie - CFAT”
- Fransabank Group Corporate Profile

For more information:

Fransabank / Marketing Corporate Communications Department

Tel: 01-340180 extensions 1875 / 1805

Fax: 01-344251

E-mail: fransabanknews@fransabank.com