

Fransabank Group: “The Best Banking Group in Lebanon for the Year 2012”

Beirut 26 November 2012. Fransabank Group is pleased to announce that it has been awarded “The Best Banking Group in Lebanon for the Year 2012” by “The Global Banking & Finance Review Magazine”, the world leading internet magazine specialized in financial and investments news.

This prestigious award was granted after a series of assessments by specialized experts in the worlds of finance and banking, and came as an acknowledgement of Fransabank’s proved record of innovation in banking, anticipation of its evolving customers’ needs and requirements, as well as inspiring growth in its key financial indicators, while at the same time sustaining its socially responsible role towards the communities where it operates.

The Global Banking & Finance Review is an online magazine that has evolved from the growing need to have a more balanced view for informative and independent news for the global banking and finance industry. It mainly rewards institutions that stand out in their particular area of expertise in the finance industry as for transparency, growth in their main financial indicators, CSR initiatives, corporate governance and innovation. This makes the award in itself one of the most prestigious global awards as it is considered a benchmark for performance and reliability within the banking and finance world. On this occasion, the Global Banking & Finance Review quoted: “Fransabank has been selected as the ‘Best Banking Group in Lebanon for the Year 2012’ after a series of in-depth assessments on several important parameters by industry analysts world-renowned for their reliability in their subject matter.

His Excellency Mr. Adnan Kassar, Chairman and General Manager of Fransabank Group commented on the importance of this award, which is the 8th one received this year by Fransabank Group or one of its leading entities: “We, are proud to receive this distinct award as an acknowledgement of the outstanding performance of our Group, that is currently celebrating its 90 years of financial legacy in Lebanon. He added: “We, at Fransabank, strive to consistently enhance our financial performance at all levels in order to advance further our positioning amongst other banks, and to uphold our financial legacy. Accordingly, we vow to undertake the best daily practices to the communities where we operate in order to impact positively on the growth of our financial indicators, and to increase our socially responsible involvement in the life of these communities.” He continued: We stress also on implementing the best international corporate governance practices, while innovating in everything we do to provide our wide clientele base with value-added financial services that increase our contribution in the development of our economy and to further integrate our Group in the international business and finance communities.

It is worth noting that Fransabank Group was also awarded this year several other international awards, namely:

- The World Finance “Best Investment Bank in Lebanon” for the year 2012, awarded to the Group’s investment and private banking arm, Fransa Invest Bank SAL
- The Banker “Deals of the Year 2012 - Loans - Middle East” awarded to Fransabank SAL, BLC Bank SAL and Fransa Invest Bank SAL
- The Banker “Deals of the Year 2012 - Bonds: Sovereigns, Supras and Agencies - Middle East” awarded to Fransa Invest Bank
- The “Cristal Sapphire Prize” to Fransabank’s 90 years Anniversary TV commercial from the Mena Cristal Awards
- The “Best Contactless Innovation Card Award” from the Smart Card Awards 2012 for the Middle East for Fransabank MasterCard PayPass Card



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