

**MARKET**

With a history of solid banking tradition since its establishment in 1964, AAIB is Egypt's fastest growing bank in terms of size and profitability. Its compounded average growth rate for deposit and loan portfolio has consistently outperformed market norms.

This growth rate substantiated AAIB's vision to be the leading financial group in Egypt, providing innovative services with a strong regional presence, being the gateway for international business into the region.

**ACHIEVEMENTS**

Besides being its first multinational bank, AAIB holds the record for being Egypt's first in various banking achievements:-

- The First to have an International foreign exchange dealing room.
- The First to introduce credit cards, opening the world of credit to its clients and merchants across Egypt.
- The First to launch mid and long term foreign time deposits.
- The First to launch Smart technology in credit cards.
- The First to launch a competition for undergraduate students "AAIB Award".
- The First to extend its working hours at all branches, providing clients with full services from 8:30 am to 5:00 pm.
- The First to establish a foundation for social development "We Owe it to Egypt".
- The First to introduce Visa Mini credit cards, Egypt's smallest credit card.
- The First to introduce Merchant Loans.
- The First to introduce social and environmental risk in corporate finance.

**HISTORY**

Incorporated in 1964 as the first Arab multinational bank in Egypt, Arab African International Bank was established by Special Law as a joint venture between the Central Bank of Egypt and Kuwait Investment Authority. Since its inception, AAIB has been one of the most distinguished corporate and investment banks in the region. Each holding a 49.37% stake, the Central Bank of Egypt and the Kuwait Investment Authority form the core of AAIB's shareholder base.

Since its establishment, and throughout the mid 1970s, AAIB grew to be one of the most important financial institutions in the region, with international branches all over the world (London, Lebanon, New York,

Tunisia, Oman, Bahrain, The UAE...etc.), the bank was thriving with a booming middle eastern economy at the time. In the 1980s and with the Latin American debt crisis that resounded all over the globe, AAIB faced hard times till mid 1990s.

Given its history of solid banking, AAIB's perseverance led it to resume its growth. Today, AAIB is Egypt's fastest growing bank, it's gaining significant momentum towards a leading position among Egyptian banks. With a strong regional presence in the gulf, AAIB is maintaining its core competence as a corporate bank. It is also taking strides in retail activities through expanding its product range and presence in the most commercially strategic locations.

**Financial Group**

As part of its drive to offer an ever-broadening range of services to the entire region, the AAIB group has developed new business arms.

The bank's growth was given a boost in 2008 with the establishment of three new subsidiaries: Arab African Investment Holding (AAIH), Arab African Investment Management (AAIM) and Arab African International Securities (AAIS).

AAIH has become the group's major investment arm and manages the other two subsidiaries. AAIH is now targeting the entire Middle East region as a potential field of activity.

AAIM manages three funds together with investment portfolios on behalf of organisations and private individuals. In 2009 the Egyptian Investment Association recognised the group's (Shield) Equity Fund as the best performing open end equity fund for achieving 33% annual growth. In April 2009 the group launched (Juman) Money Market Fund which was oversubscribed in less than a week. The company ended 2009 by managing the SMEs money market fund which the bank launched in cooperation with the Industrialised Modernisation Centre (IMC).

AAIB acquired AAIS in 2008 as part of a reorganisation of management, human resources, location and branding. AAIS' ranking has improved from 94th place in 2008 to 37th in 2009.

The firm offers a full range of brokerage activities including same-day trading, online trading and margin lending, offering its customers secure instant and integrated trading via the internet at a competitive rate. AAIS is widely acknowledged as having one of the best teams of technical analysts in the region.

Recently the group acquired Real-estate Mortgage House (RMH), a company previously owned by Global Investment House.



**PRODUCT**

**Corporate:** AAIB is a major contributor to the Egyptian debt capital market with a powerful role in structuring, managing, book-running and successfully closing syndicated loans. This has consolidated AAIB's core competency in investment and corporate banking and bond markets positioning the bank as a high-end service provider of innovative and customised solutions to leading corporates and international investors.

Regional expansion is another pillar for AAIB's growth strategy; the bank led a number of major syndications in the fields of infrastructure and construction, which has further strengthened its position as a leading investment bank in the region. Enjoying a strong customer base and an active corporate strategy, AAIB's branches in the Emirates are the launching point for expansion into the Gulf.

**Retail:** Retail innovation is another focal point for AAIB; with only 10% of Egypt's population dealing with banks, AAIB sees retail as a growth area and a fertile field for introducing innovative products and services.

AAIB was the first to introduce credit cards to Egypt in the 80s and chip technology in 2003 through its capacity as both issuer and acquirer. In 2007 AAIB launched a variety of innovative products and services. With the Visa Mini Card it introduced the smallest credit card to the Egyptian market.

Merchants benefited from technology enhancement as AAIB introduced GPRS points of sales where the Bank maintains its 45% market share through the migration of all its merchants POS to accept cutting edge smart card technology at highest security standards. The Bank also strengthened its Merchant Programme by launching merchant loans availing optimal

financing to expand size and scope of their business activities, guaranteed by the value of total electronic payment transactions settled between the bank and the merchants, thus eliminating the need for collaterals or personal guarantees. Click2Shop complements AAIB's merchant portfolio, being an internet payment gateway enabling merchants to accept online payments via their websites. The programme is securely coded by MasterCard and an authorised license by Visa. As for its AutoLoan programme, it is meeting increased customer demand, contributing to the enlarged number of facilities granted.

**Wealth Management**

Offering a "One-Stop Banking Shop" for its high net worth clients, AAIB launched its new private banking services under the corporate brand name "Wealth Management".

The new service addresses the distinctive banking and lifestyle needs of high net worth clients through the pursuit of an active financial advisory process leveraging on the bank's diversified product range, competency of its affiliated subsidiaries and regional presence.

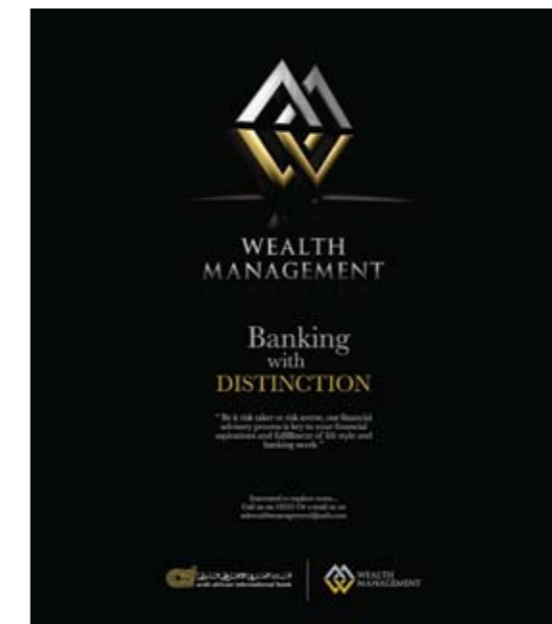
Throughout the new service AAIB continues its role as an active financial advisor to its clients. That is evident through the comprehensive protocol followed by Wealth Management's financial advisors with a client, starting with the profiling stage followed with an adequate asset allocation coupled with regular follow ups for reviews and/or rebalancing which guarantees the growth of client's returns and his trust in a true partnership with AAIB.

AAIB Wealth Management adopts an active financial advisory approach with its high net worth clients targeting to maximise returns on their investment portfolios within predefined risk levels, building on the bank's full fledged investment arms, offering clients the best chance to securely invest without the need to risk outside the bank parameter.

**PROMOTION**

AAIB's brand is in sync with its core values, this is much evident in the bank's pioneering edge in the field of Corporate Social Responsibility (CSR) through reconceptualising the concept of connecting the growth of the institution to growth in society. The bank's role goes beyond profit-making to include a moral mission to society. This is reflected in its commitment to embed CSR in all its policies and practices.

In 2008 AAIB's mandate to add value to



stakeholders was institutionalised by creating a CSR Unit to enact professional adherence to codes of conducts and ethics in dealing with stakeholders. This is enforced through AAIB's engagement within international organisations that enlighten and substantiate its CSR policies. AAIB is Egypt's only bank to be a member of the UN Global Compact which focuses on human rights, labour standards, the environment and anti-corruption. AAIB has joined London Benchmark Group, a London-based organisation



that provides standard parameters measuring the effectiveness of corporate contribution to community development.

In January 2009 AAIB became the first, and only, Egyptian bank to adopt the Equator Principles, a banking industry framework for addressing environmental and social risks in project financing. AAIB believes that finance has to strengthen its role of becoming a force behind positive socio-environmental change around the world. AAIB has vested interest in adopting Equator Principles to further substantiate social, environmental and moral considerations across different sectors of the economy, particularly through its vast network of corporate clients.

In 2003 the Arab African International Bank Award for undergraduate students in Egyptian universities was launched. The students compete in groups to present a new financial product. Over eight months the students go through a process of professional training, coaching and guidance. An advisory board of professionals help train them to do presentations, feasibility studies and understand retail, corporate finance as well as treasury services. AAIB choose three winning groups who receive a financial prize along with non-material benefits. The financial winners are three groups, but the beneficiaries are really everyone who competed and got the exposure and experience evidenced by the fact that most of those who competed ended with commendable career opportunities.

In January 2007, and with a track record at the Cairo Pediatrics specialised hospital since 2004, AAIB launched its foundation for social development, "We Owe it to Egypt". Although established by the bank, its scope and objectives extend far beyond the bank's identity with its primary goal to enact a nation-wide initiative that inspires and mobilises the corporate sector towards making a fundamental difference in the fields of public health and education in Egypt.



AAIB's long history in customer centred policies is manifested in AAIB's initiative "Customer Delight". AAIB believes that its "raison d'être", growth and success are all focused on delivering value to clients. It embraced an undertaking to raising the bar of Customer Delight in financial services, pledging not only distinguished products and services but exclusive experience across all contact points.

**Arab African International Bank has won the following awards:**

- 2010 Best Financial Group - World Finance
- 2010 Quality Recognition Award - J.P Morgan Chase
- 2008 Bank of the Year - The Banker
- 2008 Best Bank in Egypt - Euromoney
- 2008 Quality Recognition Award - J.P Morgan Chase
- 2007 Best Bank in Egypt - Euromoney
- 2007 Quality Recognition Award - J.P Morgan Chase
- 2006 Bank of the Year - The Banker
- 2006 Visa Innovation Award - Visa

**BRAND VALUES**

Corporate brand is one of the bank's valuable assets. This brand is a combination of a strong image, values and culture. The name Arab African International Bank is associated with characteristics such as confidence, Distinction, Dynamism, Empowerment, Integrity, Passion and Patriotism.

All AAIB's internal and external communication emanates from the bank's slogan of "Confidence...Distinction". Believing that a strong brand has to address key values of integrity, AAIB's "Confidence" and "Distinction" signature is becoming imprinted in its brand DNA.

[www.auib.com](http://www.auib.com)

**Things you didn't know about AAIB**

Arab African International Bank was first designated as the Arab African Bank, a name which lingered until 1978 when it was first amended to its current name.

AAIB has been operating for more than 40 years, making it one of the oldest working banks in Egypt.

AAIB has a Dollar Based Equity.

