

# Investors' Newsletter



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## Bank of Beirut Bulletin

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## New Corporate Identity

Mr. Salim Sfeir, Chairman General Manager of Bank of Beirut, proudly launched the Bank's new Corporate Identity to its employees during an exclusive event held at Le Palais des Congres Dbayeh on March 27<sup>th</sup>, 2012 followed by a public press conference launch on April 11<sup>th</sup>, 2012 that was held at the Four Seasons Hotel in the presence of a large number of media representatives, Bank's Management and senior executives.

Mr. Sfeir described this identity revamp as "a quantum leap reflecting Bank of Beirut's deep will to keep up with modernity and evolution through a double action plan encompassing both the external look and feel and the internal work infrastructure".

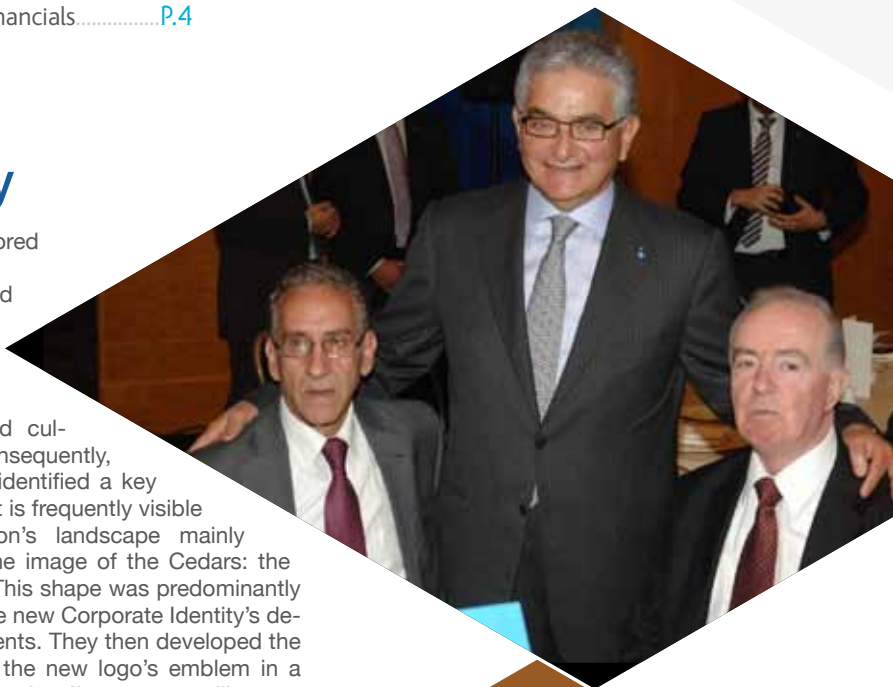
The new Corporate Identity was carefully designed and masterminded by the worldwide acclaimed strategic branding consultancy agency Allen International. Mr. Michael Allen, Chairman of Allen International, elaborated on the rationale

They explored symbols, shapes and visuals in the Lebanese nature and culture. Consequently, the team identified a key shape that is frequently visible in Lebanon's landscape mainly through the image of the Cedars: the pyramid. This shape was predominantly used in the new Corporate Identity's design elements. They then developed the design of the new logo's emblem in a wrapping style effect so as to illustrate Bank of Beirut's attitude and concern in wrapping their Customers with care. The new Corporate Identity is unique, eye-catching, highly recognizable and truly authentic to both its origins of inspiration: the Lebanese culture and the culture within Bank of Beirut. Quoting Mr.Allen, "the new Corporate Identity allowed the outside of the Bank to represent the inside of it".

The reviewed Corporate Identity branding was immediately put into implementation throughout the many various Bank of Beirut branches in Lebanon and overseas including all of the 15 Beirut Hellenic Bank branches in Australia.

**All in all, the launch of Bank of Beirut's new Corporate Identity and new internal infrastructure entities allows us to reach with confidence into global markets while strengthening and maintaining our hold on the local market,** and to continuously inspire

growth, innovation and pro-activity to all our family members. This "quantum leap" allows us to raise the name of Beirut even higher on all grounds and to serve the Lebanese even better wherever they are.



behind the new Corporate Identity that was designed as a reflection of Bank of Beirut's values and vision. He pointed out that in today's highly competitive banking industry, building a strong Brand is now even more important than ever to raise awareness, to build trust and to maintain customer loyalty.

## Transaction Banking

The Cash Management and Transaction Banking Services department was launched in April 2012 as an innovative form of investment tool dedicated solely for the transactions of businesses and corporations. With this department, Bank of Beirut **will be the first local bank to launch a full fledged Business Online Banking platform** which allows the Bank's corporate clients to manage their business online, anytime and anywhere on a 24/7 basis. **Facilities provided include a fully automated payroll solution, a collection and reconciliation platform and integration services.**



## بيروت لايف Beirut Life

Launched in April 2012, "**Beirut Life**" is a new born Bank of Beirut insurance company offering a full array of insurance services at the best conditions. **Beirut Life's** services offer the Bank key opportunities to access the Lebanese market which is still very under-exploited in terms of insurance products. **Beirut Life will offer securities covering products such**

**as retirement plans and life insurance plans, all aimed at protecting Bank of Beirut clients and their families against the financial impacts of life, death or disability.** Bank of Beirut is committed to innovation in products, services and technology. **Beirut Life's** software platform allows for direct solutions at the Bank's counters as well as for the possibility for Clients to buy most of their insurance online.



## The Academy Your Path to High Performance

**The Academy** of Bank of Beirut was newly created and also launched in April 2012 as a training and learning center aimed at providing the Bank's employees with the highest standards of banking knowledge and of quality customer services' best practices. **The Academy** is a means of promoting the skills and competencies of the Bank's employees through certified trainings by international training experts with global experience. All training programs are highly interactive with

study modules including group workshops, group discussions, role playing, and sharing of best practices. Certification is granted upon completion of the required modules in the curriculum and will benefit all of the employees that are certified as well as the Bank and its Clients. Benefits for all members include having a more competent and informed workforce as well as demonstrating to Clients the Bank's



## ▶ Gold Club launching

Bank of Beirut proudly launched the “**Gold Club Service**” on March 2012. A Gold Club is more than just a bank account; it aims to simplify customers’ banking needs of today and to help them in achieving their financial goals for tomorrow. It is a personalized tailored service addressed to the segment of emerging mass of affluent adults holding a minimum of USD25,000 and/or earning a minimum salary of USD1,000. Several benefits and lending offers will be available for Gold Club members. All details concerning the Gold Club, its benefits, offers and privileges are available at all our branches and are displayed on our website.



*Gold Club*

## ▶ Omani Entrepreneurship Support



MUSCAT-AMIDEAST celebrated the graduation of the second and final batch of entrepreneurial students who benefited from a sponsorship deal by Bank of Beirut.

As a matter of fact, Bank of Beirut provided scholarships for 20 Omanis in order for them to take advantage of AMIDEAST’s “Starting a Business” course which is offered in partnership with Cisco Entrepreneur Institute. The 48-hour programs were conducted for two separate groups of participants, from October 2011 till March 2012.

*“At Bank of Beirut, we believe in giving”, said Ramy Zambarkji, Bank of Beirut’s Managing Director of the Oman branches. “We are very proud to support any event which addresses some of the most prevalent issues in the Sultanate and makes a tangible difference to the lives of Oman’s most vulnerable”.*

Zambarakji emphasized that the Bank has achieved a lot of encouraging results in this field which inspires him to continue supporting similar promising programs. Zambarakji stated that “With the developments and requirements of the economic growth in the Sultanate, the Bank is offering a precious opportunity with one objective: helping entrepreneurs to achieve their targets”.

## ▶ 2011 Dividend Payouts

Bank of Beirut has distributed the 2011 dividends on common and preferred shares as approved by the Ordinary General Assembly Meeting held on April 12th, 2011. The dividend paid is detailed below:

LBP 650 per Common Share

**Preferred Shares Series “D”:** 9.00% of issue price (9.00%\*USD25.00=USD2.25 per share)

**Preferred Shares Series “E”:** 8.00% of issue price (8.00%\*USD25.00=USD2.00 per share)

**Preferred Shares Series “F”:** 8.00% of issue price (8.00%\*USD25.00=USD2.00 per share)

**Preferred Shares Series “G”:** 6.75% of issue price (6.75%\*USD35.00=USD2.3625 per share)

**Preferred Shares Series “H”:** 7.00% of issue price ((7.00%\*USD25.00\*number of days\*\*)= USD0.455 per share)

\*\*Number of days for Preferred shares Series “H”: (for the period from 28/09/2011 date of the Bank’s Extraordinary General Meeting of shareholders approving the capital increase, till 31/12/2011)

All above dividend payments are subject to a 5% tax deduction as per regulations.

## ► Q1 2012 Stock Performance

Bank of Beirut share price continued its stable performance in the first quarter after a notable appreciation of 4.3% in 2011 despite political and financial distress facing the MENA region, mainly supported by the bank's low exposure to this region and notwithstanding the good and improved end of year financial results. The share price has hit its highest of USD20 in September 2011 with USD1million market cap. (1)

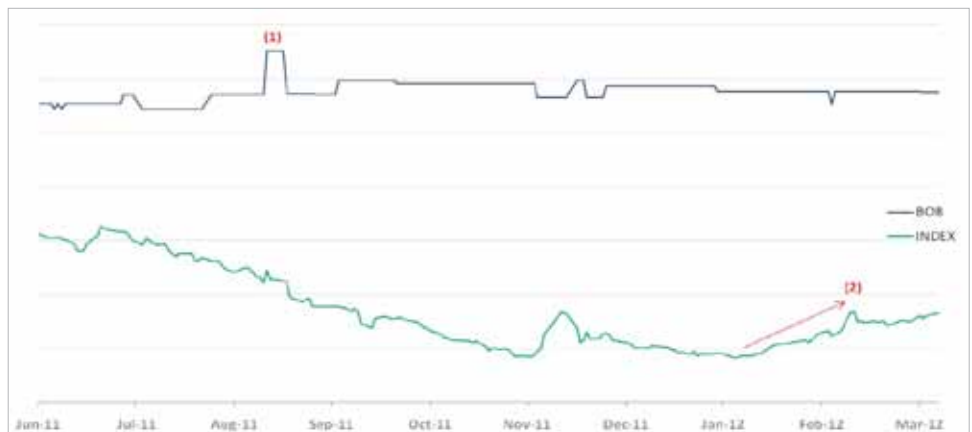
In the Lebanese stock market, the year 2012 started positively for Beirut Stock Index and for banking stocks in particular, after a bad trading year in 2011. Although last year's troubling global economic environment is still weighing, the first quarter had several positive factors providing a certain relief for the markets:

- At the end of January, the top listed banks announced their un-audited financial results for the year 2011, show-

ing improved results. Bank of Beirut itself showed remarkable performance: 2.4% increase in Net Profits, 27% increase in Deposits, 42% increase in Loans & Advances, and 22% increase in Total Assets. Notwithstanding the fact that -as quoted by one of the top rating agencies- Bank of Beirut's exposure is close to null in the conflicted regions. The bank's biggest exposure is largely located in triple-A rated countries such as Australia, United Kingdom, Germany, and UAE.

- On January 31<sup>st</sup>, Standard & Poor's affirmed Lebanon's stable outlook supported by its strong and resilient banking sector.

As a result, in the second months of the year, the Beirut Stock Index regained its uptrend closing the first quarter at 1224.30 up by around 3.75% (2). As for Bank of Beirut share price, it closed the first quarter of 2012 at USD19.29.



Pricing source: Bloomberg

## ► Q1 2012 Interim Financials

Bank of Beirut unaudited financial statements as at March 31<sup>st</sup>, 2012 recorded a remarkable growth in most financial indicators and stability in profit, whereas the Net Income reached USD21.9Million for the period ended September 31<sup>st</sup>, 2012. The main following financial indicators, as compared to same period last year, recorded an increase in:

- Total Assets for USD9.56Billion, a growth rate of 5.22%
- Customers' Deposits for USD7.43Billion, a growth rate of 9.85%
- Loans to Customers by USD3.3Billion, a growth rate of 8.36%
- Shareholder's Equity by USD1.1Billion, a growth rate of 16.3%



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