
Bank's Future Business Plan

The bank will continue in implementing its strategies and achieving its goals which aim at reinforcing and improving its financial position after the world economic crisis; moreover the bank will strive to offer distinguished products and services that suit its existing clients' needs and will work on attracting new clients as per Société Générale's Group vision.

The bank will work on achieving its goals through:

1. Developing the quality level of products and services that are offered to the bank's customers.
2. Launching new products targeting categories of professionals and youth to cope with the changing market needs.
3. Launching new credit cards which complete the collection of cards offered by the bank, in addition to issuing smart cards to increase security.
4. Reinforcing the bank's geographical presence through opening new branches including VIP branch, as well as increasing the bank's ATM machines.
5. Developing employees' competencies and instilling team spirit through marinating a professional atmosphere.
6. Focusing on attracting low cost deposits, especially all types of retail clients' deposits.
7. Intensive follow-up on the collection of bad debts and classified debts with the aim of minimizing their volume, also focusing on following up on the due amounts on all the facilities accounts.
8. Start developing an equipped site with basic human resources and needed equipments, in which the bank can continue working in case of disasters as part of business continuity plan.
9. The bank is intending to increase paid-up capital by the end of 2010.