

OUR STRATEGY

The strategy guiding Bank Albilad's operations covers all operational segments of the bank.

It takes into account the acceptable levels of risk in achieving the Bank's vision and objectives, which include increasing market share, achieving growth in earnings and net profits and expanding its capital base. In 2019, the Bank targeted the expansion of its digital delivery channels to personal and SME customers, diversifying its client base and increasing income from investments. Raising productivity is also a key element of the strategy, achievable through the improvement of procedures and staff performance, as well as the most effective distribution of branches.

In 2019, the Bank's capital was increased by SAR 1.5 billion with a total paid-up capital of SAR 7.5 billion through its aims to boost available resources.

The Bank's strategy in 2019 focused particularly on technology and innovation. Unprecedented levels of investment in new technology are delivering improved levels of digital services to customers, as well as enhancing the Bank's Treasury and Risk Management systems. At a secondary level, significant resources were placed into growing the mortgage lending book, resulting in record sales. The bank's strategy reflected on supporting its digital channels, which includes a roll out of new self service kiosks for Enjaz customers, and, for the first time in the Kingdom, a POS device enabling international money transfers.





The overall theme of Bank Albilad's strategy for 2020 is centered on leveraging our channels, networks and expertise to deliver sustainable growth. This will be supported by our ongoing efforts to achieve operational excellence and a performance-driven culture. Innovation is key to the success of our products and services which will be further diversified and enhanced to build a highly dynamic business structure.

The Bank will also continue its efforts with the aim of developing resources and making good use of its facilities to provide customers with convenient streamlined services, competitive value-added offers, thoughtful experiences and expert advice.



VISION

To be the choice provider of genuine Islamic banking solutions



MISSION

To strive through initiatives and innovations to provide our banking services on a genuine Islamic bases to meet the ambitions of our stakeholders: clients, employees and shareholders.



Customer-Centric

High quality tailored service elevating customer satisfaction and profitability of customer base via deepening their wallet share



Innovative products and channels

Innovative, profitable, and tailored suite of Islamic products delivered through reliable and contemporary channels



Operational Excellence

Excellence in governed and strategically-aligned operations focusing on standardization, effectiveness, and efficiency



Adaptive Organization

Collaborative and effective organization embracing healthy working environment and knowledge-rich, performance-driven culture



VALUES

Initiative and Innovation

Care and Partnership

Trust and Accountability