

Personal Banking Group (PBG)

PBG Contribution to Group FY'18 metrics



With a focus on the diverse needs of the retail, affluent, private banking and SME customer segments, the Personal Banking Group (PBG) offers a wide range of attractive products, from current accounts, deposits, credit cards and loans for day-to-day banking needs to more sophisticated investment solutions and small banking products and services.

Our achievements

PBG delivered a strong performance in 2018, with profitability improving on the back of a reduction in operating expenses, coupled with a decrease in impairment charges. Operating income was lower year-on-year, principally due to the impact of risk-asset optimisation on interest and non-interest revenue sources.

Through successful digital lead-sourcing and product campaigns, PBG's loan portfolio grew sequentially during the year, leading to renewed momentum in personal lending and credit cards. Customer deposits saw a healthy growth in 2018, boosted by higher CASA balances.

During the second quarter of 2018, FAB announced plans to integrate the business of its consumer finance subsidiary, Dubai First, into PBG, as part of the bank's ongoing integration journey and efforts to optimise its operations, products and services. FAB also organised the National Housing Exhibition in September, which was attended by over 7,000 potential customers.

As of the end of December 2018, FAB's domestic network comprised 79 branches and cash offices compared to a count of 103 a year prior. This reflects the bank's continued efforts to improve operating efficiency and leverage digital solutions through a 'smart' multichannel distribution model.



Serve all types of customers



Full suite of products



Large distribution network

79 branches and pay offices in UAE with a presence across all 7 emirates

More than **2.5Mn** customers

Enhanced customer experience

During 2018, the business continued to focus on delivering distinctive propositions, improving customer service and growing acquisitions in a highly competitive market, while increasing reliance on digital channels to drive sales and enhance productivity. Following FAB's successful systems integration in the last quarter, PBG launched a new online banking platform and mobile banking app, reflecting our commitment to digital transformation for an enhanced customer experience. PBG also continued to enhance offerings across Private Banking, Elite and Business Banking.

New offerings

In 2018, PBG successfully launched the UAE's first fully-featured digital wallet, 'Payit', which allows its users to send and receive money instantly at any time of day, make payments through merchant partner applications, websites or by scanning QR codes, as well as split bills with friends and track their spending. PBG also continued to build on its strong

merchant portfolio, launching its online analytics tool, Merchant Portal, while the Business Banking team witnessed significant growth across liabilities. The business also launched its product offering in Saudi Arabia.

Recognition

FAB investment managers were recognised by Global Investor Group and awarded UAE Asset Manager of the Year and Sukuk Manager of the Year 2018.

Looking Ahead

Going forward, our key focus is to continue to be a leading retail franchise in the UAE and to build a strong presence in selected international markets such as KSA and Egypt. We will also focus on developing our digital capabilities and continue in our efforts to leverage customer driven data to build differentiating customer value propositions with competitive product and services across all our customer segments.

