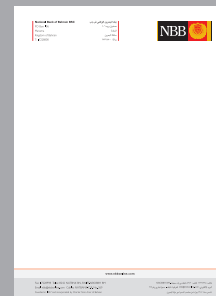
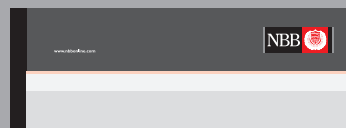
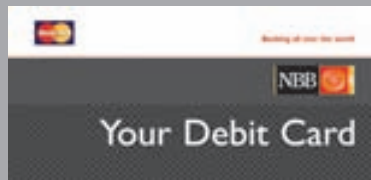
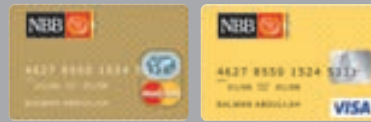


As part of its ongoing commitment to both its customers and partners, NBB has unveiled a new corporate image, representing a significant milestone in the Bank's history. The new identity is more than just a new logo - it's a new brand direction that aims at enhancing its relationship with its customers and partners.





“We are changing while we are at the pinnacle of our performance, to make sure we uphold our market leadership,” said Mr. Hassan A. Juma, MD & CE - NBB. “We are opening the way to a new passion of banking in an increasingly competitive market environment. Our focus is to meet and exceed our customer needs, ensuring that we deliver financial reward, expediency and eventually peace of mind in this fast developing sector.”

As part of changing the corporate image, the graphic design of all the Bank’s forms and information materials will change as well, just as the internal and external appearance of branches and representative offices will be altered.

The new logo integrates key design elements that reflect and translate the trust and assurance customers have invested in NBB over the years. It combines the permanence and potency on which the Bank’s rich heritage is built, yet also encompasses innovation, a trademark of the Bank known for providing a speedy, flexible and ingenious approach to customers’ financial needs.

“As we build on the success of the past, we are keeping our eyes firmly fixed on the future as we continue to fortify our position as the leading financial institution in the Kingdom,” added Mr. Hassan A. Juma.