



بنك بيمو السعودي الفرنسي  
Banque Bemo Saudi Fransi



# United Nations Global Compact

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Banque Bemo Saudi Fransi  
Communication on Progress

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## Chairman's Statement

Dear All,

Although BBSF is perceived as a traditional bank, but reality says the contrary, there's nothing traditional about our methods and philosophy.

Traditional thinking suggests planning for the current financial year, but we always think and plan ahead.

Traditional thinking endorses short term profit increase, but we seek deep-rooted long term development.

Traditional thinking recommends cutting back expenses through hard times by spending less money on human capital, but in these hard times we find an opportunity to support our investments by reinforcing our employees' capabilities.

Our philosophy derives from an absolute Syrian attribute, which is constant longing for life, continuity and persistence, just like the longing of Damascus and Aleppo for proving which of them is the oldest inhabited city in the world. Therefore, this year, we consider BBSF's 10th anniversary an opportunity to celebrate our achievements, and an encouragement to accomplish more through a

fresh creative takeoff.

We're going to stay and serve Syria, not only for a few more years, but for many decades to come, through which, our children will put a lot of effort to serve a new generation of customers.

Our vision is really simple: to be the all-time number one bank for all Syrians, and we won't spare any effort that'll let us reach our aim.

**Despite all the difficulties our country is facing, the crisis must end someday.**

And when it does, we'll hope that Syrian conflicts are going to be merely about intellectual matters, like deciding whether Damascus or Aleppo is the oldest inhabited city in the world.

Wishing you a great time reading the first issue of our magazine.



**Riad Obegi**

Board Chairman

## Chief Executive Officer's Statement

Dear colleagues and friends, BBSF is considered one of the pioneer banks in the banking sector. We know exactly what role we play in reinforcing and supporting the economy, and we believe that helping improve the individuals' living level means that we're contributing to the growth of our country all together.

We should put a major effort into meeting our responsibilities and achieving our goals that are represented through integrity, honesty, responsibility, and the complete respect for the morals and principles of the business, because we want to be the bank that people can always trust.

Customer satisfaction is one of our priorities; therefore, every division in our bank is always very prepared to provide our customers with the best services and products.

We're very proud that even through the unfortunate events our country's going through, our branches and employees worked very hard to keep our customers in touch with their accounts and to reassure them that their money is safe.

We understand that the upcoming period has many economic and social challenges, and we're completely confident that we can overcome all of them, due to our human resources and our good financial situation, in order to contribute in constructing our beloved country.

**We hope that next year is a bright one, and that all Syrians live in serenity and ease.**

We pledge to continue through the path we set, and to reach our goal of maintaining our leadership in the Syrian banking market.

Wishing you all and our beloved Syria peace.



**Hassan Izzat Traboulsi**

Chief Executive Officer



## Introduction

### Our Vision

To be perceived by Syrians as the first private bank, and be the leader in providing corporate and individual banking services and in having the largest operating banking network.

### Our Mission

Full dedication to meeting our clients' needs and exceed their expectations. We also seek to increase the rights of our shareholders and improve the living conditions of our employees. In addition, we are committed to contributing in the development of the Syrian economy and society.

### Our Values

- Integrity
- Perseverance
- Confidentiality
- Excellence and Professionalism
- Social Responsibility



## Integrity

All our actions are focused on integrity and the highest ethical standards that we strictly follow.



## Founding Shareholders



### Syrian Shareholders %51

- Individuals %43.56
- Obegi Family %7.44

### Foreign Shareholders %49

- Banque Saudi Fransi (BSF) %27
- Banque Bemo Sal %22

## Board of Directors

### Dr. Riad Obegi

*Chairman*

Syrian

Chairman of Banque Bemo Lebanon and Bemo Europe (Paris)

### Mr. Mahran Hazar

*Vice Chairman*

Syrian

Managing Director of AMICO KSA, Egypt & UAE

### Mr. Yordan Obegi

Syrian

CEO of Obegi Chemicals and Board Member in Bemo Europe (Paris)

### Mr. Samih Saadeh

*Bemo Representative*

*CEO of Banque Bemo Lebanon*

### Mr. Bassam Memaari

Syrian

Prominent Businessman and owner of a shipping company in Tartous, Syria

### Mr. Farid Houry

Syrian

General Manager at Al Tanmia Agricultural Company

### Mrs. Rana Al Zaim

Syrian

Civil Engineer and General Manager of Syrian Gulf Company for Development and Real Estate Investment

### Mr. Riad Abu Al Nasr Bassatneh

Syrian

Chairman of BB Naft Trading and Prime Oil Company, Board Member at Global Oil Industries

## Board Advisors

### Dr. Nabil Sukkar

General Manger of Syrian Consulting Bureau

### Bertrand Viriot

Former General Manager and Vice President of BBSF

## Executive Management Committee

### Hassan Traboulsi

*Chief Executive Officer*

Syrian, holds a Bachelor's degree in Business Administration from the University of Wisconsin, USA, 1976. He joined BBSF in 2012. He has more than 37 years of international experience in managing financial and investment companies in Europe and the Middle East. Mr. Traboulsi was a board member and executive committee president at different financial and insurance organizations in the Middle East and North Africa between 1990 and 2010.



Photo: Hassan Traboulsi, Andre Lahoud, Nada Saliba, Imad Chehimi

### Andre Lahoud

*Deputy Chief Executive Officer*

Lebanese, holds a Diploma in Banking Management, Accounting and Business Science. Joined BBSF in 2004 and has over 31 years of banking experience in Syria and Lebanon. Mr Lahoud established BBSF retail network in Aleppo and was later reassigned to Damascus headquarters as Assistant General Manager – Retail in 2012. In 2014, Mr Lahoud was appointed as the Deputy Chief Executive Officer

### Nada Saliba

*AGM - Remedial & Trade Finance*

Syrian, holds an MBA from ESA. Joined BBSF in 2004 and has over 19 years of experience in Credit Lending and Financial Management.

### Imad Chehimi

*Treasurer and Business Relationship Manager*

Lebanese, holds a Bachelor's degree in Business Administration - Banking and Finance. Mr. Chehimi joined BBSF in 2010 and has over 34 years of experience in the banking sector. His field of experience encompasses Treasury and Foreign Exchange markets. Mr. Chehimi is a member of the executive committee of the ACI (The Association Cambistes International) in Geneva.

### Yara Suleiman

*AGM - Corporate Lending*

Syrian, holds an MBA from the Lebanese American University, Lebanon and a Bachelor's of Business Administration from the American University of Beirut, Lebanon. Mrs. Suleiman joined BBSF in 2004 and has over 10 years of banking experience.

### Sami Mounayer

*AGM - Retail*

Syrian, holds a Bachelor's degree in Business Administration and General Management, University of Louisiana, USA. Mr. Mounayer specialized in retail banking from Washington mutual bank, USA and joined BBSF in 2004. He has over 12 years of banking experience.

### Khaled Abou Albourghol

*COO*

Syrian, holds a Master's degree in Banking and Finance from the Bordeaux Segalen University, France. Mr. Abou Albourghol joined BBSF in 2005 and has over 12 years of banking experience in UAE and Syria.



## BBSF's Journey

Today while celebrating our 10th year, we want to remember our important achievements which make us feel like the first family to involve in the banking business in Syria.



BBSF 29 Ayyar, 2004



Launch of BBSF Daraa, 2006



Launch of BBSF Mezzeh, 2005



Establishment of the first Financial Company in Syria, 2008



Launch of BBSF Fourkan, 2009

### 2004

- Launch of BBSF main branch, 29 Ayyar, Damascus- First Day
- Launch of BBSF main branch, Azzizieh, Aleppo

### 2005

- Launch of BBSF branch, Tartous
- Launch of BBSF branch, Bab Touma, Damascus
- Launch of BBSF branch, Lattakia
- Launch of BBSF branches, Homs and Hama
- Launch of BBSF branch, Mezzeh, Damascus
- Launch of BBSF branch, Al Madina, Aleppo
- Launch of BBSF branch, Hawash, Homs

### 2006

- First Housing loan campaign
- First Retail loan campaign
- Launch of BBSF branch, Daraa

### 2007

- Launch of the first Visa card in Syria
- Launch of BBSF branch, Hassakeh
- Launch of BBSF branch, Deir Al Zor
- Launch of BBSF branch, Malki, Damascus
- Launch of BBSF branch, Mouhafaza, Aleppo

### 2008

- Establishment of the first Financial Company, Bemo Saudi Fransi
- Sign an agreement with the Syrian Insurance Federation
- Launch of BBSF branch, Qamishli
- Launch of BBSF branch, Sweida
- Launch of BBSF branch, Harika, Damascus

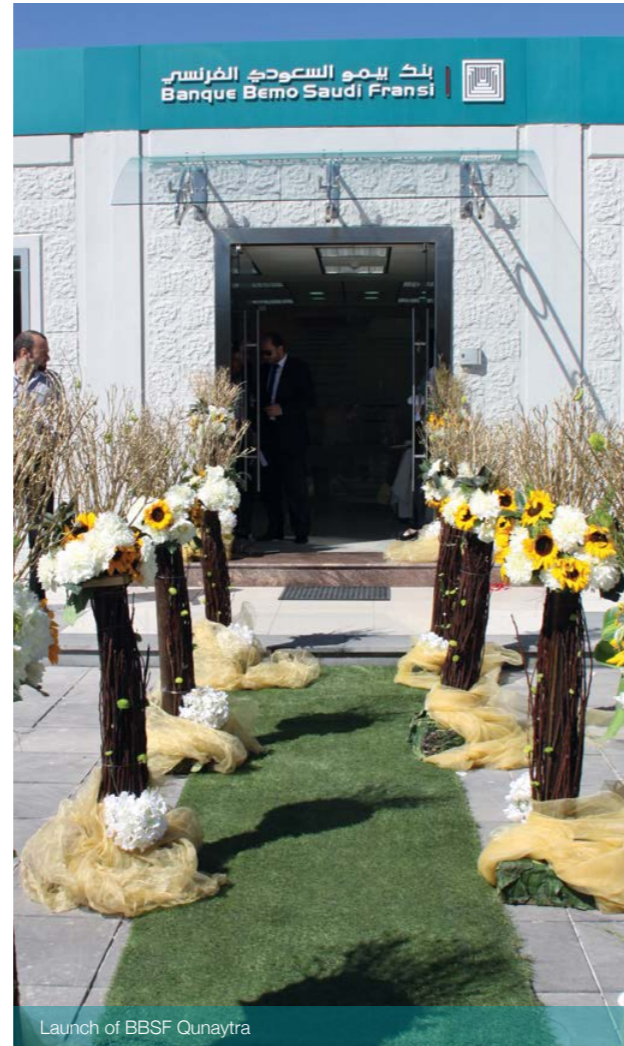
### 2009

- BBSF 5th Anniversary celebration
- First Bank to come out with IPO in the DSE
- Launch of BBSF branch, Sulaymanieh, Aleppo
- Launch of BBSF branch, Dummar, Damascus
- Launch of BBSF branch, Jaramana, Damascus
- Launch of BBSF branch, Fourkan, Aleppo
- Launch of BBSF branch, Sahnaya, Damascus
- Applying quality management standards in accordance with ISO 2000 :9001





Launch of BBSF Abbasiyin, 2010



Launch of BBSF Qunaytra



BBSF's 10th anniversary

## 2010

- Purchase of BBSF head quarter building at Eighth Gate Project
- Launch of BBSF branch, Abbasiyin, Damascus
- Launch of BBSF branch, Safita, Tartous
- Participate in various exhibitions

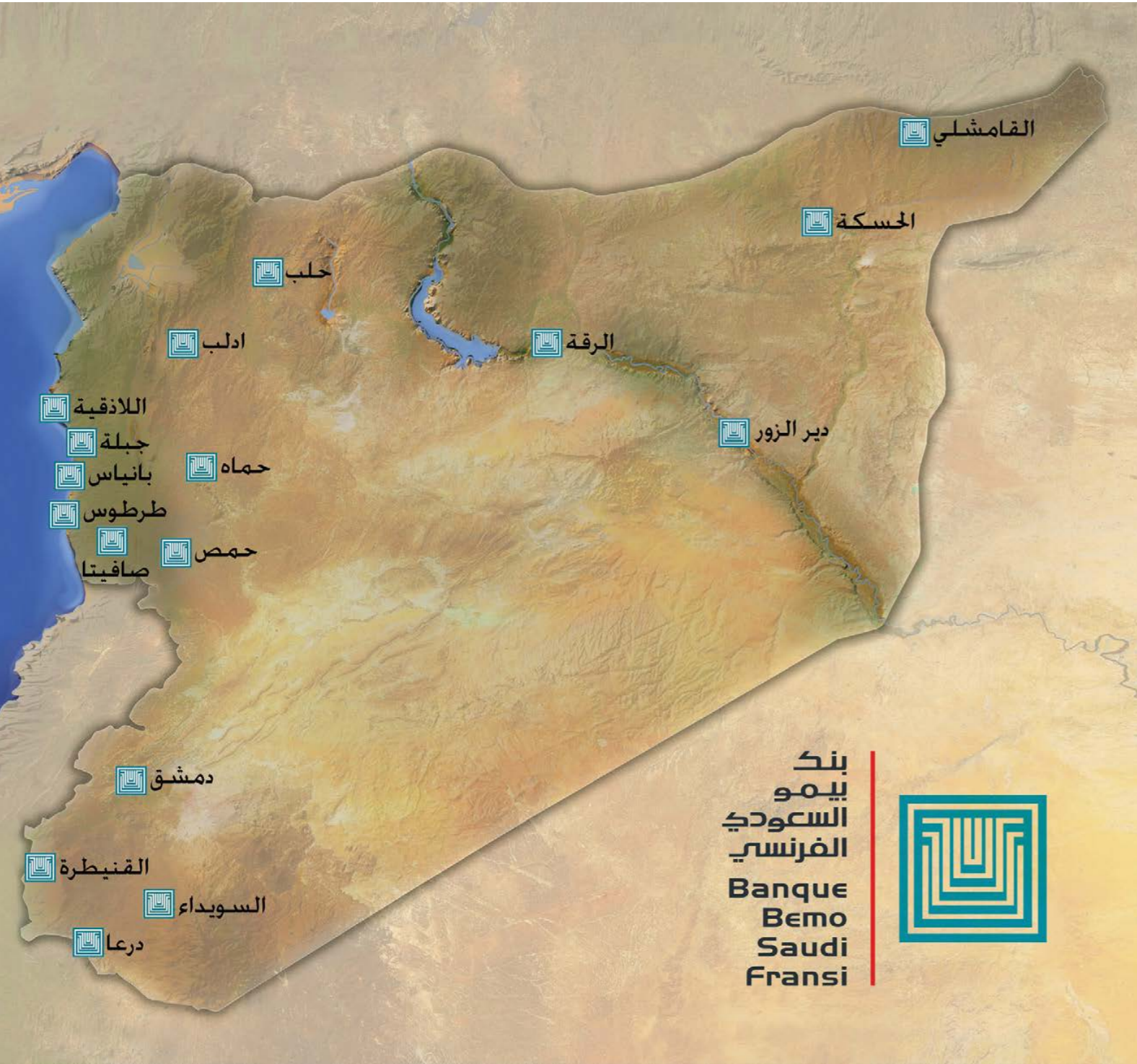
## 2011 - 2012 - 2013

- Launch of BBSF second branch in Tartous
- Launch of BBSF branch, Qunaytra

## 2014

- First Syrian Expatriate Housing Loan campaign
- Housing loan and Retail loan campaign
- BBSF Participation in some charity work through licensed charity organizations
- Celebrating BBSF's 10th anniversary
- Moving the general administration's office in Damascus to Cham Palace Hotel.





## BBSF Locations Map

### Damascus

Cham Palace (Main Branch)  
29 Ayyar  
Bab Touma  
Mazzeh  
Malki  
Harika  
Dummar  
Jaramana  
Sahnaya  
Adra  
Abbasiyin  
Douma;  
Tyliani

### Tartous

Al Thawra Highway  
Al Massaref Street  
Tartous Mina Office

### Aleppo

Azzizieh (Main Branch)  
Al Madina  
Al Mouhafaza  
Sulaymanieh  
Fourkan Street  
AL Sheikh Najjar

### Homs

AL Hamra  
Hawash  
AL Hadara  
Hissieh

### Lattakia

Thamen Min Athar Street  
Thawra Highway  
Lattakia Mina Office

### Daraa

Sweida

### Qunaytra:

Safita

Banyas

Jableh

Idleb

Hama

Al Raqqa

Deir AL Zor

Hassakeh

Qamishly



## Confidentiality

We strictly keep all our information confidential at all times.

## Housing Loan



منكبر فيكم  
وبيكبر بيتكم

القرض السكني

011/3020  
www.bbsfbank.com

بنك بيمو السعودي الفرنسي  
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This loan was launched when BBSF's management discovered the customers' diverse needs in this field, which requires providing flexible housing loans in terms of multiple financing options and benefits. It is also in line with the bank's strategy of introducing new banking products to support and help individuals proceed despite the great challenges they're facing.

## Syrian Expatriate Housing Loan



بيتك بوطنك

قرض البيت السوري  
لكل مغترب سوري  
والدفع بالسوري

القرض السكني للمغتربين

011/3020  
www.bbsfbank.com

بنك بيمو السعودي الفرنسي  
Banque Bemo Saudi Fransi

The Syrian Expatriate Housing loan was created to give Syrian Expatriates a chance to buy their dream house or apartment inside Syria, through easy terms and features that help customers of all groups meet their requirements and needs.



## Semi-Retail Loan



منكبر فيكم  
وبيكبر شغلكم

القرض المهني

011/3020  
www.bbsfbank.com

بنك بيمو السعودي الفرنسي  
Banque Bemo Saudi Fransi

This loan was launched to assist the owners of small and medium-sized companies to expand the scope of their economic activity.

## Cash Facilities



منكبر فيكم  
وبتكبر أعمالكم

التسهيلات الائتمانية

011/3020  
www.bbsfbank.com

بنك بيمو السعودي الفرنسي  
Banque Bemo Saudi Fransi

## Cash Facilities

- Overdraft accounts
- Promissory notes issued by BBSF
- Short term loans (one year maximum)
- Medium term loans (one year to five years)
- Long term loans (more than five years)

## Non-cash Facilities

- All types of bank guarantees
- Documentary Credits: Import and Export
- Export underwriting
- Import and Export Bills for Collection

## Online Banking

# حسابك المصرفي أينما كنت بأي وقت

الخدمات المصرفية الإلكترونية  
تضمن من إدارة حسابك  
المصرفي على مدار  
الساعة

الخدمات المصرفية الإلكترونية

011/3020  
www.bbsfbank.com

بنك بيمو السعودي الفرنسي  
Banque Bemo Saudi Fransi



BBSF provides its services on the Internet through its distinctive website [www.onlinebbsf.com](http://www.onlinebbsf.com), which offers the following features:

- A secure around the clock access to your personal accounts' data.
- Transferring money between personal accounts or to other accounts within the bank
- Viewing and printing your account statement
- Requesting a detailed account statement
- Requesting an ATM card
- Requesting a checkbook
- Viewing interest rates and foreign currency exchange rates
- Sending suggestions to the bank via instant messages
- Providing an easy and secure way to help business owners pay staff salaries



## Social Responsibility

Because we consider ourselves a member of the Syrian society, we're always striving to make a strong, effective contribution to this community by improving the economy, in addition to living and welfare standards.





## BBSF's 10th Anniversary



Under the auspices of the governor of the Central Bank of Syria, BBSF held a business luncheon for its clients, Board of Directors and staff to celebrate BBSF's 10th anniversary. During the ceremony, Dr. Adeb Mayyalleh, Governor of the Central Bank of Syria, talked about the current economic situation that Syrian banks are experiencing, focusing the strength and ability of the Syrian banking sector to continue under these circumstances, highlighting the efforts put by the Central Bank of Syria to ensure the continuity and stability of Syrian banks.

Furthermore, Chairman of the Board of Directors, Dr. Riad Obegi, thanked all employees, board members and customers for their support, dedication and their confidence in BBSF, wishing them success, and wishing Syria peace and tranquility.

CEO Mr. Hassan Izzat Traboulsi proceeded to honor employees who have spent ten years working in BBSF, and expressed his appreciation to all whom

contributed to the success of BBSF, the bank with the largest share of success and prosperity among the privately owned banks operating in Syria. Finally, head of the Syrian Arab Red Crescent organization, Dr. Abdul Rahman Attar, thanked BBSF for donating 10 million Syrian pounds to the Syrian Red Crescent as part of its social responsibility during these circumstances.

It is worth mentioning that this year BBSF have completed its tenth year as the first operating privately owned bank in Syria. BBSF is considered one of the leading banks in the Syrian banking sector, in terms of its various services, multiple branches, its shareholders' commitment, its founders' banking expertise, the staff's high professionalism, in addition to a large segment of clients that believe in BBSF's leading role in the development of the banking sector in Syria.





### Employee Recognition Ceremony, July 2014



Damascus, July 14th 2014  
 On the occasion of the holy month of Ramadan, BBSF organized an Iftar for its employees and managers, in the context of the social activities that BBSF arranges every year. The bank has honored a number of employees that had a distinguished performance

during 2014 in recognition of their efforts, and relating to the bank's strategy that considers employees a key partner in achieving success and continuity in light of the challenges and difficulties facing the labor market today.

### Employee Recognition Ceremony, November 2014



BBSF held another employee recognition ceremony to honor employees that were distinguished during the second half of the year, and they have been granted certificates of appreciation for their efforts in keeping the status of BBSF as the leading bank in Syria.



## Social Responsibility



**Syrian Culture - Supporting Art**  
BBSF is very committed to contributing to the enrichment of the Syrian culture by supporting Syrian artists, considering it a vital sector in our society. Therefore we organized an exhibition featuring about a hundred paintings by Syrian artists who were present at the exhibition along with guests and visitors. The event was a great success and was met with appreciation.



**The Red Crescent**  
BBSF participated in some charity work through licensed charity organizations, most important of which is the Red Crescent, highlighting the bank's responsibility to support the community.



## The Launching of Dr. Oussama Al-Ansari's Scholarship

In BBSF we put together our strategy in order to occupy the leading position among the other privately owned banks at all levels. We began our journey determined to build, develop and attract outstanding Syrian potentials to rise with our country towards better banking prospects.

The educational program was always a priority within the BBSF plan; therefore, was the launch of a scholarship and the signing of a memorandum of understanding with the Higher Institute of Business Administration (HIBA). We named the grant after Dr. Oussama Al-Ansari, former Vice Chairman of the Board who passed away a few years ago. This scholarship is a token of our appreciation and gratitude for a sophisticated and graceful Syrian character.

The grant was officially launched through the signing of a memorandum of understanding between both parties. The signing ceremony was attended by Dr. Riad Obegi, Chairman of the Board, Mr. Hassan Izzat Traboulsi, CEO of BBSF, and

Dr. Ali Al-Kheder, Dean of the Higher Institute of Business Administration (HIBA).

The memorandum of understanding included the foundations of cooperation and coordination between the parties, and the acceptance terms of applicants from the third, fourth and fifth undergraduate years, as well as acceptance terms of graduate students as an exception.

This grant aims to contribute to the advancement of the scientific level by offering a helping hand to our advanced students to support them through their educational phase, in relation to BBSF's belief that science has an essential and effective role in the reconstruction period.

Dr. Al-Ansari was one of the inspiring competencies in Syria and the Arab world. His impact on the banking and financial sector was unique, with more than forty years of experience he gained mostly in Britain and the United States. However, he has not forgotten his native country, Syria. He dedicated his last ten years to build an important

practical example in the Syrian financial sector.

He was known for his ambition, vision and his hard work to achieve his objectives, and was named the godfather of the banking and finance sector. He was one of the ten experts who founded the Dubai Financial Market. He's also known for his high expertise in the most important financial companies and the global financial market, as he led the establishment of the Syrian stock market along with a group of experts, to match the rapid requirements of the capital market, creating an advanced financial market.

Moreover, he detained various positions, including being a member and Vice Chairman of the Board at BBSF, and a member of the Board of Directors in the Syrian Commission on Financial Markets & Securities (SCFMS), where he presented his expertise and was an inspiration to everyone. He also presided over the Board of Directors in the Syrian Air aviation organization since 2009.





## The First Exhibition for Syria's Reconstruction – Sima

### BBSF participates in the First Exhibition for Syria's Reconstruction



BBSF participated in the activities of the First Exhibition for Syria's Reconstruction, which was held in Dama Rose hotel in the period between 24 and 26 of the current month. This participation comes within the bank's plan in contributing effectively to the reconstruction of our beloved country Syria, by offering banking products and services, and providing

facilities that help support the Syrian economy, and keep up with the newest economic developments. As usual, our performance was exceptional in terms of our brilliant team, the professional work of our various departments, and their full readiness to provide all information about our products and services.



BBSF is fully committed to the highest levels of excellence and professionalism, and always seeks to develop its services and products, in addition to improving its banking connections in order to leave a strong impression, taking in consideration, that since its foundation, BBSF was the first bank aiming to leadership and success at all levels.



## | Conclusion

Banque Bemo Saudi Fransi has shown constant commitment to abide by the ten principles of Global Compact and worked hard to apply them carefully, with full attention to every single detail. The Bank will therefore be a highly effective member of the Global Compact Committee and will lead by example all other institutions in the Syrian Market.

Banque Bemo Saudi Fransi  
Mnkbar Fikm

