



Semaan Bassil Advises Colleagues to Take “Live with Optimism” to Heart as Byblos Bank Holds Annual Gathering

Byblos Bank Headquarters, 7 December 2012: Byblos Bank held its Annual Gathering with special attention paid to its new motto “Live with Optimism” as some 1,500 employees of the Bank and its insurance subsidiary, ADIR, took part in the festivities.

In his remarks to the gathering, Semaan Bassil, Vice-Chairman and General Manager of Byblos Bank Group, pointed out that, according to research, the main difference between successful and unsuccessful people lies in being endowed with two key characteristics: values and optimism. This is why, he explained, “Byblos Bank is keen to see that its employees are rooted in its values of integrity, performance, teamwork, and customer focus; and are inherently optimistic about work and life.”

Bassil also underlined Byblos Bank’s financial stability by noting three main indicators: the Bank’s high liquidity rate, which is one of the highest in Lebanon’s banking sector; its success in lowering the rate of debts that are unlikely to be collected (although these are in any event sufficiently covered by more than 98%); and the Bank’s high capital adequacy ratio, which reaches 13% when the requirement, according to Basel III, is 12% as of the end of 2015. He added: “We recorded another remarkable achievement in 2012, as our level of customer satisfaction has reached its highest rate since 2003, surpassing all other banks in Lebanon according to a specialized study carried out by the Pan Arab Research Center (PARC).”

Bassil finally urged all employees to brace themselves for the upcoming challenges by clinging to Byblos Bank values and keeping their optimism in life to offer top-notch services to clients and efficiently contribute to the Bank’s progress and growth.