

Byblos Bank and American Express Middle East sign new partnership agreement

Beirut, April 24, 2012: Byblos Bank, one of the top three banks in Lebanon, and American Express Middle East (AEME) have today announced a new agreement allowing Byblos Bank to distribute and offer American Express Charge Cards to its eligible clients.

Under this agreement, American Express Middle East will issue U.S. dollar-denominated American Express Charge Cards, and Byblos Bank will distribute them to its customers, including The Centurion® Card, The Platinum Card®, The American Express® Gold Card and The American Express® Card. The Charge Cards have no pre-set spending limit and also give Cardmembers access to Membership Rewards® from American Express, enabling them to collect points which can be redeemed against a wide variety of reward categories.

“Customer convenience is the driving force at Byblos Bank, and we always seek to provide our customers with superior products and services,” said Mr. Georges Fares, Head of Group Card Products at Byblos Bank. “The American Express Charge Cards have been tailored to meet the needs of frequent travellers who require financial flexibility wherever they are in the world. We are extremely happy to partner with American Express Middle East to offer these unique products to our customers”.

“American Express Middle East is extremely pleased to sign this partnership agreement with Byblos Bank. We are committed to developing prestigious products that offer Cardmembers compelling offers, outstanding value and first class customer service. The American Express Charge Cards suite is ideally positioned for Byblos Bank’s most premium customer base”, said Mr. Hassan Mokdad, Country Manager, Lebanon, AEME.



With no pre-set spending limit, Cardmembers have the purchasing power that suits their lifestyle. In addition, Cardmembers are provided with personalised service and valuable benefits, such as regional and global airport lounge access, enrolment into the award-winning Membership Rewards[®] programme and, comprehensive travel insurances.

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About American Express Middle East

AMEX (Middle East) B.S.C. (c) - American Express Middle East provides reliable, flexible, tailored and rewarding solutions for its Cardmembers, Merchants and Business Partners in the region since 1977. American Express Middle East became a joint venture company in 1992, owned by Mawarid Investment Limited and American Express.

American Express is the Card for those individuals who value service, unmatched flexibility, access and daily rewards wherever they are in the world. Operating across markets in the Middle East and North Africa region, the company issues dollar currency Credit and Charge Cards: The Centurion[®] Card, The Platinum Card[®], The American Express[®] Gold Card, The American Express[®] Card (Green) as well as Company and Corporate Cards. American Express Middle East also offers a range of local currency-denominated Credit Cards to give Cardmembers across the region even greater flexibility. American Express Cards are accepted at millions of locations in more than 200 countries and territories worldwide.

About Byblos Bank

Incepted in 1960, **Byblos Bank** is one of Lebanon's top three banks. The Bank boasts one of the largest and best-spread domestic branch networks, and is actually present in 12 countries in the Middle East, Europe, and Africa.

Byblos Bank is listed on both the Beirut Stock Exchange and the London Stock Exchange. As a vote of confidence in its performance and continuous growth, the International Finance Corporation (IFC), a member of the World Bank Group, has invested in 2010, USD 100 million in Byblos Bank's shares, while the investment of PROPARCO, a development financial institution partly held by the Agence Française de Développement (AFD), stood at USD 30 million.

Byblos Bank provides full-fledged consumer banking, commercial banking, and capital markets services to an ever growing clientele, both locally and internationally. To date, Byblos Bank maintains a substantial presence in Lebanon, the United Kingdom, France, Belgium, Armenia, Cyprus, the United Arab Emirates, Syria, Iraq, Sudan, Nigeria, and the Democratic Republic of the Congo. In all these countries, the Bank is committed to adhering to international standards of corporate governance, customer satisfaction, and quality service, and to drive business growth while supporting social and economic development.