

Byblos Bank and AUB announce the winners of The Makers competition

Byblos Bank Headquarters, Ashrafieh – 31 August 2016: Byblos Bank and the Suliman S. Olayan School of Business at the American University of Beirut (AUB) announced the winning team of The Makers competition.

Lea Asayran, Nadine El Chab, Majd Fakhry, Faten El Rayess and Joanna Rayshouni's project was chosen by a jury composed of Byblos Bank executives, AUB professors, and independent jurors during the final round of the competition. The winners distinguished themselves by presenting a medium-term plan to efficiently develop The Makers Account. Each member of the winning team received a cash prize along with a special gift from Byblos Bank.

"We thank you for your hard work, your dedication and the time you put into this project," said Georges Fares, Head of Group Cards, Accounts and Bancassurance Products at Byblos Bank. "The Makers Account is all about what youth can make for their future, and by participating in this competition and helping us develop one of our retail products, you are doing just that," he added.

"We see the relationship between AUB's Suliman S. Olayan School of Business and Byblos Bank as strategic and representing a partnership geared toward achieving a common goal: bettering business education in Lebanon by equipping it with real-life experiences," said Dr. Antoine Sabbagh, Executive Director of the Undergraduate Program at the Suliman S. Olayan School of Business of the American University of Beirut. He added: "The Makers Account's competition is one such tool allowing that and no wonder that it embodies our school's mission of providing students with world-class education. I look forward to a sustained partnership with Byblos Bank."

The Makers competition started with AUB Students forming groups and working for several weeks on a presentation which would explain how they think Byblos Bank can develop The Makers Account. Representatives from Byblos Bank along with AUB professors then selected three groups for the final round. These groups had to present their project at Byblos Bank Headquarters in front of the jury. This special initiative follows a series of activities organized by Byblos Bank in collaboration with several Lebanese universities.

The Makers Account is completely free of charge and offers access to mobile banking, NFC payment, mobile payment, and 24/7 assistance. The account also provides access to exclusive year-round offers from the Bank's preferred partners; special offers on training sessions, workshops and seminars; and generous rewards through Akram Program, Lebanon's most generous card loyalty plan.

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