



Byblos Bank opens the first e-BRANCH in Lebanon

Byblos Bank Headquarters, Ashrafieh, November 2011: In a bid to provide clients with innovative and efficient banking services, Byblos Bank opened on Thursday, 24 November 2011, its brand new e-BRANCH at its headquarters in Ashrafieh, Sassine, in the presence of clients, media representatives, and the Bank managers.

This first-of-its-kind e-BRANCH is accessible round-the-clock and allows LBP and USD cash, check, and envelope deposits, as well as LBP, USD, and Euro cash withdrawals. Customers can use their Visa Debit, Credit or Charge Cards at the e-BRANCH ATMs to benefit from these free services. No commissions are charged on cash deposits transactions, which have instant value date.

Georges Fares, Head of Group Card Products, said: "At Byblos Bank, we are forward-thinking and on the vanguard of innovation. We are using advanced technology to serve our clients and make their fast-paced life easier. In the past five years, cues have been increasing at our branches and affecting our customer experience. This is how the idea of the e-BRANCH was born. Today, with this ground-breaking service, clients who cannot visit our Bank because of their early or late work hours can do their self-service banking operations at their convenience and in a very secure environment."

Byblos Bank is planning to expand its e-BRANCH network in the few coming months in several Lebanese regions.