

CREDIT LIBANAIS

A Leading Universal Group

In 1994, Credit Libanais became the first bank to merge its operation in Lebanon by acquiring First Phoenician Bank and Capital Trust Bank. In 1996, Credit Libanais became the first Lebanese bank to have its Eurobond listed on an international stock exchange.

Today, Credit Libanais is engaged in full-service banking activities including retail, corporate and investment banking as well as mortgage lending. Through its subsidiaries it is also active in insurance, data processing, credit card issuing, leasing, and real estate investment. Through its fully owned investment bank, Credit Libanais Investment bank (CLIB), Credit Libanais has a seat at the Beirut Stock Exchange and undertakes stock market transactions.

On a daily basis, the bank's foreign section handles a large volume of letters of credit and money transfers. Its dealing room is active in money placed and money taken, investment in bonds and CDs. Credit Libanais has acted as co-lead manager in numerous international issues in foreign currencies on behalf of the Lebanese government and private institutions.

Universal Banking Services

The CL Group provides a full and diversified range of banking and financial products which comprises:

- * Retail banking,
- * E-banking,
- * Corporate banking,
- * Investment banking including long-term loans or syndicated loans, financial advisory services, debt and equity financing, recapitalization and strategic advisory, mergers and acquisitions assistance,
- * Treasury management,
- * Private banking and asset management.

The Group's main competitive advantage rests largely on its culture of performance, in combining the dynamism and motivation of a new generation of bankers with the know-how, expertise, and proven leadership of its more experienced team members.

CL's mission and long-term growth rests above all on its ability to continuously and consistently provide better, faster, more reliable and more personable customer servicing. CL has a highly-Sophisticated Customer Relationship Management (CRM) system which aims at optimizing its multi-channel distribution platform while improving and standardizing service



Dr. Joseph Torbey, Chairman & General Manager

quality always with greater cost-efficiency in mind.

During 2004, Retail Banking as a core activity continued to reinforce the Bank's strong position on the market. As a result, the overall number of customers increased by 6% while product sales increased by a sizeable 55% compared to 2003. This growth is distributed as follows: car loans increased by 131%, school loans 86%, micro-finance 40%, consumer loans 33%, personal loans 18%, cards 26%, Iskan loans 14.5%, and Kafalat by 13%.

Phase one of the Customer Relationship Management (CRM) became fully functional this year, providing the Bank with the essential tools to segment and profile customers in order to match their needs to the appropriate Credit Libanais products and services. Customer satisfaction translated into an increase of the cross-selling ratio. This phase also consists of numerous query capabilities aimed at highlighting areas of possible business developments.

Branch Network

Credit Libanais' network consists of 57 branches located primarily in the regions with the greatest economic potential, a Representative Office in Montreal, Canada and the International Banking Unit (IBU) in Limassol, Cyprus. Through this network - one of the largest in the country - we provide a comprehensive selection of deposit, lending, investment and insurance products and services. These services are also available to customers through sophisticated distribution channels including, WAP banking, telephone banking, Customer Service Center, TV banking and internet banking.

Representative Office - Montreal, Canada

Credit Libanais' Representative Office was established in the Montreal city center, a metropolitan hub home to large Lebanese and Arab communities, to reinforce cooperation between Canada and Lebanon on the one hand, and Canada and the Middle East on the other hand. Moreover, the Representative Office facilitates the following:

- Ensuring a liaison between North American banks wishing to establish correspondent banking relationships with their Lebanese and Middle Eastern counterparts.