

بنك دبي التجاري Commercial Bank of Dubai



MARKET

Commercial Bank of Dubai has established itself in the UAE market as a leading provider of high-quality banking and financial solutions. Through its high standards, its well-defined focus, team spirit culture and its commitment to deliver the best solutions for customers' banking needs, CBD has taken its customer promise, 'to be the bank which leads the way to greater financial and social prosperity' beyond a simple slogan and turned it into a true organisational driving force.

Commercial Bank of Dubai prides itself on the consistent loyalty of its customers and has maintained close relations with its valued clients for more than four decades despite increased competition in the market place. It is also proud of the vital role it plays in the country's economic prosperity. Starting with a ten-employee branch in 1969 there are now 28 branches, 169 ATMs and 43 Cheque Deposit Machines spread across the UAE, employing some 1,150 staff.

Commercial Bank of Dubai's priorities in the coming years are to increase its share in local and regional markets and is confident that its strong relationship with its customers and associates will continue to give it a substantial competitive edge, allowing it to face future challenges and continue to register sound growth rates in order to meet the expectations of its shareholders and stakeholders.



Strong financial performance, continuous growth, diversified sources of revenues and cautious risk management have made CBD a model to be followed in the major transition witnessed by the local banking sector and a symbol of the countrywide economic development. It continues its pursuit to reach new horizons of enhanced banking business through constant improvement of its capabilities, strengthening its capital base and utilising state-of-the-art technology to meet its needs, modernising its services and developing human resources while

focusing on attracting qualified UAE nationals who are one of the major pillars of CBD's success and advancement.

ACHIEVEMENTS

Commercial Bank of Dubai can proudly stake its claim in this industry as being among the top ten UAE banks ranked by market capitalisation, profitability and efficiency.

CBD's constant striving for perfection has



resulted in a great deal of recognition from the industry and the wider business world. The Bank has twice been a recipient of the Mohammed Bin Rashid Al Maktoum Business Award from the Dubai Chamber of Commerce and Industry, Dubai Quality Award and Dubai Quality Award Gold Category. Constituted by the Department of Economic Development, the Dubai Quality Award is the single most valuable framework for companies to measure their business performance.

Commercial Bank of Dubai was also honoured at the Sheikh Mohammed Bin Rashid Al Maktoum Patrons of the Arts Awards 2011 as a "Friend of the Arts" for its pioneering efforts and support to the arts in Dubai in 2010.

Other awards include Dubai Human Development Award 2006, Human Resources Development Award in Banking and Financial Sector 2006, Best Product Award 2008, by

Banker Middle East, and EMEA Finance's 'Best Local Bank in the UAE 2010', which represents one of the leading industry recognitions in the Middle East's banking sector, and the awards honoured banks that are delivering impressive results despite one of the most severe and dramatic downturns in economic history, boasting rising profits and expanding in the Middle East and internationally.

CBD holds ISO9001:2000 Certification for its training and development as well as Social Accountability (SA8000) Certification.

HISTORY

An Emiri Decree issued, in 1969, by His Highness the Late Sheikh Rashid Bin Saeed Al Maktoum, the founder of modern Dubai, laid the cornerstone of Commercial Bank of Dubai. CBD started out as a joint venture of Commerzbank, Chase Manhattan Bank and Commercial Bank of Kuwait. A minority stake was held by a few UAE businessmen.

In 1982 CBD reached a major milestone in its development when it transformed itself into a National Public Shareholding Company. The success story of Commercial Bank of Dubai over the past four decades in terms of development and prosperity has gone hand in hand with the development and prosperity of the United Arab Emirates itself. Today Commercial Bank of Dubai is proud of its contribution to the economic development of the UAE and Dubai in particular.

The Bank's establishment in 1969 coincided with a period when the emirate of Dubai was witnessing a rapid transformation into an increasingly important regional, latterly global, trade hub under the leadership of the late His Highness Rashid bin Saeed Al Maktoum, the founder of modern Dubai.

As one of the oldest local banks Commercial Bank of Dubai plays an important role in financing UAE's trade and development projects, a role which grew considerably following the establishment of the Federation of the United Arab Emirates in 1971. The Bank has since continued to finance infrastructural projects, promoting the development of trade, business, industry and services throughout the federation.

The Bank's drive to consolidate its capital base over the years has increased its competitive edge and now allows it to maintain growth and expansion in the years to come. This growth, coupled with wise and prudent policies, has given the Bank prominent status in international

banking circles and earned it a distinguished rating from the world's leading financial rating agencies – Moody's, Capital Intelligence and Fitch. The strong ratings reflect the Bank's financial strength, good asset quality, growth and a well focused and effective business strategy.

The growth of all balance sheet items of Commercial Bank of Dubai, coupled with prudent lending and banking policies, has resulted in a financial institution built on strong foundations with most promising prospects for continuing growth in the future.

PRODUCT

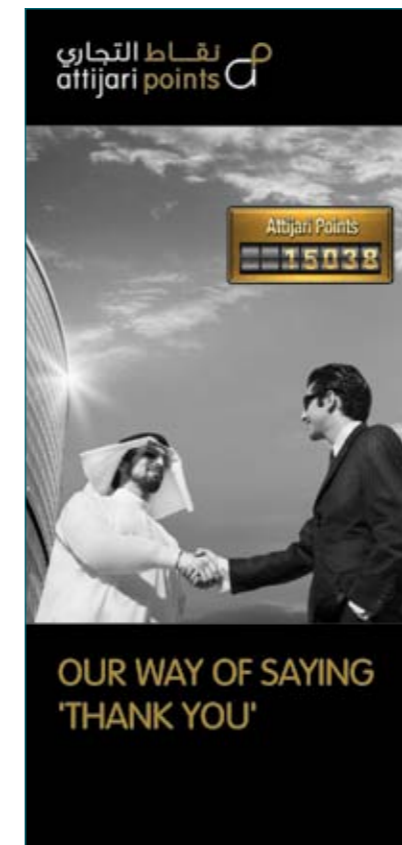
Despite a visible slowdown in the UAE's consumer lending landscape as a whole, CBD recently launched a number of new initiatives and crossed some major milestones. The Bank unveiled its Attijari Points Rewards Programme in 2010, becoming the first Bank in Dubai to offer a unique, bank-wide loyalty programme that rewards customers for not just the transactions they make across a variety of CBD's products and services, but also for simply signing up for them.

With the Bank's focus on affluent customers, it extended its reach to the target segment in 2010 by opening new state-of-the-art Al Dana Wealth Management Centres.

It continues to make refinements to its long-term strategy of service excellence and has launched a drive to further improve service standards at its branches. Recent client satisfaction surveys show that CBD's high net worth clients in particular are very satisfied with its service levels.

The Bank has enhanced the services on its e-channels by adding utility payment companies to its online bill payment facility. Today CBD offers a range of retail and commercial banking products and services at par with any other bank in the industry. In the future it aspires to take on the financial services industry head-on so as to be able to meet customers' expectations of better interest rates, new services, easier access and better technology.

In recent years the Bank has continued to add products and improve its services, introducing Islamic banking services through its Attijari Al Islami brand and a wealth management offering for high net worth individuals. Al Dana Wealth Management is a programme exclusively tailored to suit the requirements of the Bank's high



net worth customers and provide them with a variety of innovative investment funds to manage their wealth and achieve their financial goals.

CBD's 'Attijari Al Islami' centres are distinguished by their modern design and are managed by a team of professionals in this field who have tremendous experience in understanding client needs and in providing them with innovative Sharia-compliant financial solutions.

To keep pace with technological development, Commercial Bank of Dubai offers "Attijari Online" banking service which allows customers to access information immediately and safely over the Internet.

RECENT DEVELOPMENTS

CBD is keen to develop the Bank's infrastructure using the latest equipment; systems and technologies. They further intend to continue their gradual expansion throughout the country by opening more branches and modernising existing branches.

Since its inception Commercial Bank of Dubai has considered the recruitment of UAE nationals as one of its priorities. It has always aimed to attract and train nationals, appointing them in responsible leading positions without neglecting the abilities and promotion prospects of other staff, regardless of their nationalities.

Emiratization remains at the core of CBD's Human Resource strategy. The upward trend continues with UAE Nationals now constituting 41% of all employees placed across the Bank at all levels and, most importantly, in key leadership positions. This trend is set to continue with Emiratization becoming a strategic concept in the Bank's future plans.

Its success in encouraging and developing Emiratis was, once again, celebrated and recognised in 2010 with the Human Resources Development Award for 2009. Emiratization of the Bank's staff is a systematic and continuous process involving regular and intensive training courses not only in-house, but also at the Emirates Banking Institute or abroad, allowing them to upgrade their skills and cope with the latest developments in the banking industry.

Commercial Bank of Dubai has business partnerships with colleges and institutes in the UAE, such as the Higher Colleges of Technology, as well as with the Emirates National Development Programme and The National Human Resource Development and Employment Authority (TANMIA).

PROMOTION

Based on its vision that its role is not limited to just being a financial institution, social responsibility has been among one of CBD's top priorities. From this standpoint CBD has followed a balanced strategy by devoting its efforts and resources to serve society and participate in its development.

CBD understands that its success as a financial institution is driven by the success of its society. Its objective as an organisation goes beyond financial performance; it also measures its success by its efforts to make a difference in the community.

As a responsible corporate citizen Commercial Bank of Dubai gives back to society and the community, supporting humanitarian work and rendering continuous service to the society of the UAE. The Bank has always been actively involved in community relations and sponsoring social, educational, cultural and sports events directed at the welfare and development of the country.

The Bank was one of the major supporters of "Dubai Cares" campaign which aimed at supporting the children of the world. CBD has always been keen on assuming its social responsibility through various initiatives of providing support and sponsorship to a range of sport, cultural, community and charitable activities and events. Proud of their great achievements so far, they look forward to the future with confidence and optimism.

BRAND VALUES

CBD's Vision

The Bank which leads the way to greater financial and social prosperity

CBD's Mission

- Clients: To be recognised as the preferred banking partner in their target client segments
- Employees: To be recognised as an employer of choice through the fostering of a motivational environment which rewards superior performance
- Society: To be recognised for their ethical banking practices and for their contribution to the social well-being of the communities in which they are present
- Shareholders: To be one of the most profitable banks in the UAE

www.cbd.ae



Things you didn't know about Commercial Bank of Dubai

Commercial Bank of Dubai was established in 1969.

Commercial Bank of Dubai started out as a joint venture of Commerzbank, Chase Manhattan Bank and Commercial Bank of Kuwait. A minority stake was held by a few UAE businessmen.

In 1982 Commercial Bank of Dubai evolved into a National Public Shareholding company.

Commercial Bank of Dubai was a pioneer in Drive-Through ATMs in the UAE with the first one launched at its Jumeirah Branch on the Beach Road.