

# Our Strategy



## Vision

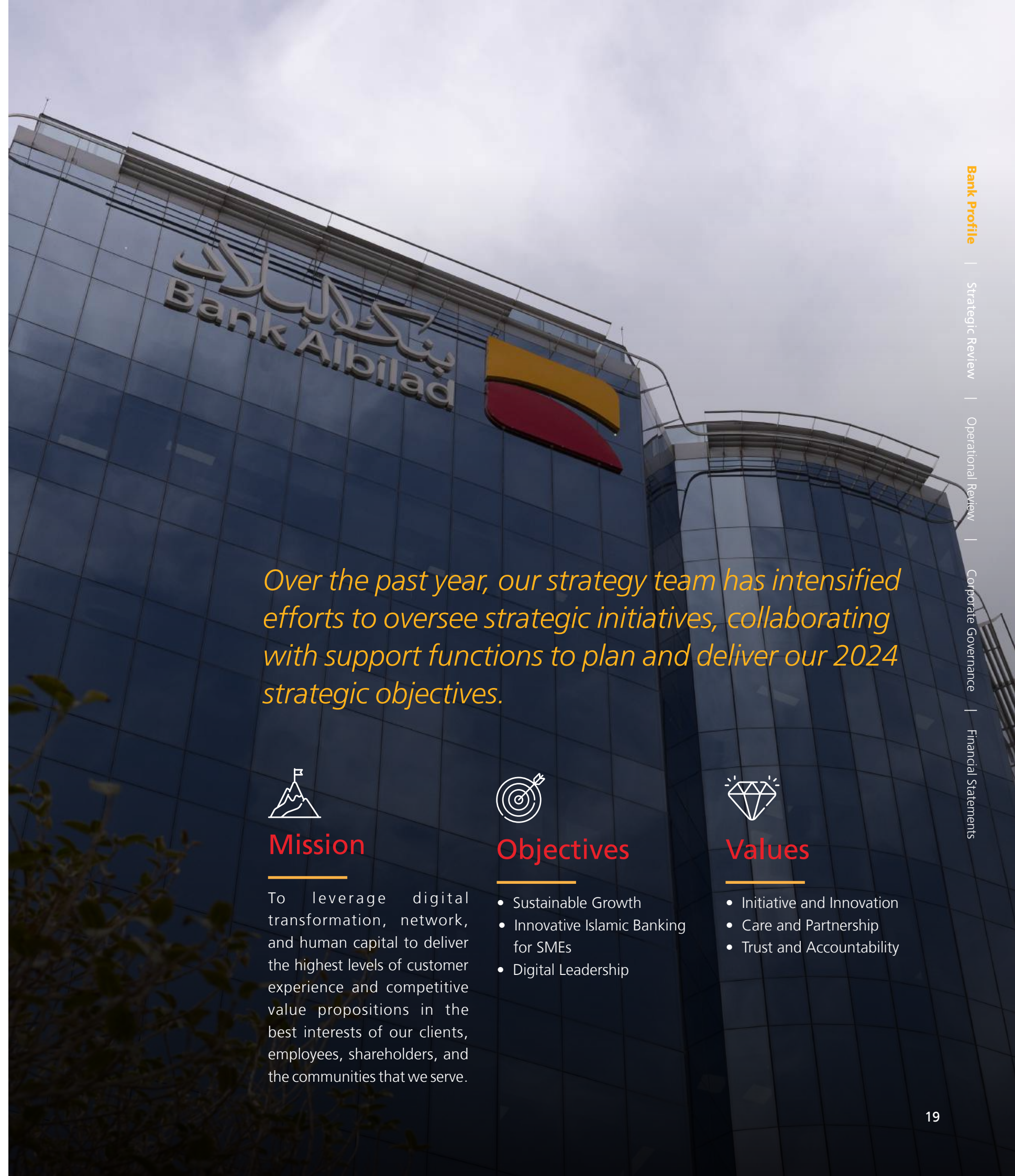
To be the preferred choice of innovative Islamic banking solutions.



## Strategy Review

Since our establishment in 2004, Bank Albilad has been at the forefront of modern Islamic financial solutions, guided by a steadfast commitment to innovation and excellence. Our strategic adaptability has enabled us to effectively respond to the changing needs of our stakeholders and the broader market, thereby maintaining our competitive advantage and fostering consistent growth.

Over the past year, our strategy team has intensified efforts to oversee strategic initiatives, collaborating with support functions to plan and deliver our 2024 strategic objectives. This collaborative approach supports management's decision-making processes by providing comprehensive research, insights, and analyses, enhancing the exceptional value and service we offer clients, employees, and shareholders.



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## Mission

To leverage digital transformation, network, and human capital to deliver the highest levels of customer experience and competitive value propositions in the best interests of our clients, employees, shareholders, and the communities that we serve.



## Objectives

- Sustainable Growth
- Innovative Islamic Banking for SMEs
- Digital Leadership



## Values

- Initiative and Innovation
- Care and Partnership
- Trust and Accountability