

04

SOCIAL VALUE CREATION FOR PEOPLE

- 4.1 Our CUSTOMERS: Inclusive Business and Financial Wellbeing
- 4.2 Our EMPLOYEES: Diversity, Empowerment and Growth
- 4.3 Our COMMUNITY: Social Care, Protection and Development

Our Social Value Creation

At NBE, we consider ourselves the Bank of ALL Egyptians — a key contributor to Egypt Vision 2030 by connecting all enablers and prospering all people.

Social Wellbeing as a concept entails a large spectrum of definitions, that vary across countries and times depending on the context. However, crystalizing the manifestation of social wellbeing is often regarded as a challenging endeavor for all actors, and for the financial sector no less, particularly in finding a balance between social wellbeing and banking functions and products.

Positioned as the largest bank in Egypt in terms of financial and human capabilities, NBE is entrusted with paramount responsibility to lead the Banking Sector towards its role of improving lives of citizens and prospering the National Economy.

As the “Bank of ALL Egyptians”, we own the responsibility of deploying our comprehensive “Social Pledge” for our customers, employees, and the community at large.



OUR INCLUSIVE CRC







(Commitment – Responsibility – Contribution)

 <p>OUR CUSTOMERS</p>	<p>Towards Financial Growth</p>	<p>Our commitment to customers encompasses individuals & SMEs through a diverse array of products & services, & an extended network of delivery channels.</p>	<p>(Read on: Financial Inclusion, Digital Banking.)</p>
 <p>OUR EMPLOYEES</p>	<p>Towards Empowering Growth</p>	<p>Our responsibility to our employees responds to their aspirations & development.</p>	<p>(Read on: Our Employees & Employees Wellbeing.)</p>
 <p>OUR COMMUNITY</p>	<p>Towards Inclusive Growth</p>	<p>Our Contribution to the citizens of Egypt embrace their dire needs & rights.</p>	<p>(Read on: Our Community.)</p>

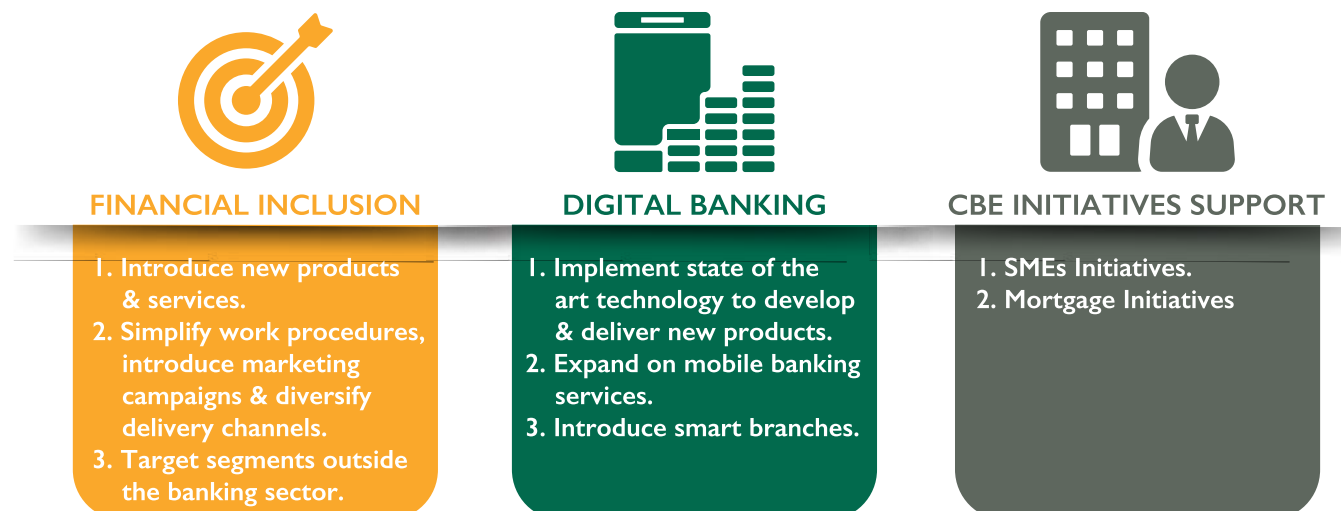


Our Customers

INCLUSIVE VALUE CREATION TO OUR CUSTOMERS

CAPITALS	ENABLERS	OBJECTIVES	NBE'S VALUE CREATION
 SOCIAL & RELATIONSHIP CAPITAL	Lending Facilities Laws & Regulations Responsible Marketing	<ul style="list-style-type: none"> Individualized Products Simplified Accounts & Lending Process Privacy & Data Protection Easy Access to Information Financial Literacy 	 NBE'S VALUE CREATION Accessibility
 INTELLECTUAL & MANUFACTURING CAPITAL	Digital Banking Information Security FinTech Innovation	<ul style="list-style-type: none"> Diversified Delivery Channels Privacy & Data Protection Entrepreneurship & Affordable Services Innovative Products 	 NBE'S VALUE CREATION Adequacy & Affordability
 HUMAN CAPITAL	Frontlines & Call Center	<ul style="list-style-type: none"> Advisory Support Financial Education Informative Decision 	 NBE'S VALUE CREATION Awareness and Advisory

EMPOWERED BY OUR STRATEGY PILLARS



INCLUSIVE GROWTH THROUGH FINANCIAL INCLUSION

THE GLOBAL PERSPECTIVE

According to the World Bank, Financial Inclusion, also called inclusive finance, refers to efforts to make financial products and services accessible and affordable to all individuals and businesses, regardless of their personal net worth or company size. Financial Inclusion strives to remove the barriers that exclude people from participating in the financial sector and using these services to improve their lives

A profound understanding of the interdependency of the Social Role of Banks is crucial to set and implement a comprehensive Strategy towards Financial Inclusion.

Studies conducted by the World Bank revealed several barriers that hinders the banking sector to attract the unbanked in developing economies; those who are considered financially excluded on the demand side.

Voluntary exclusion is recognized through multiple barriers: those generated from personal beliefs (such as no-need for an account, a family member already has an account, or others).

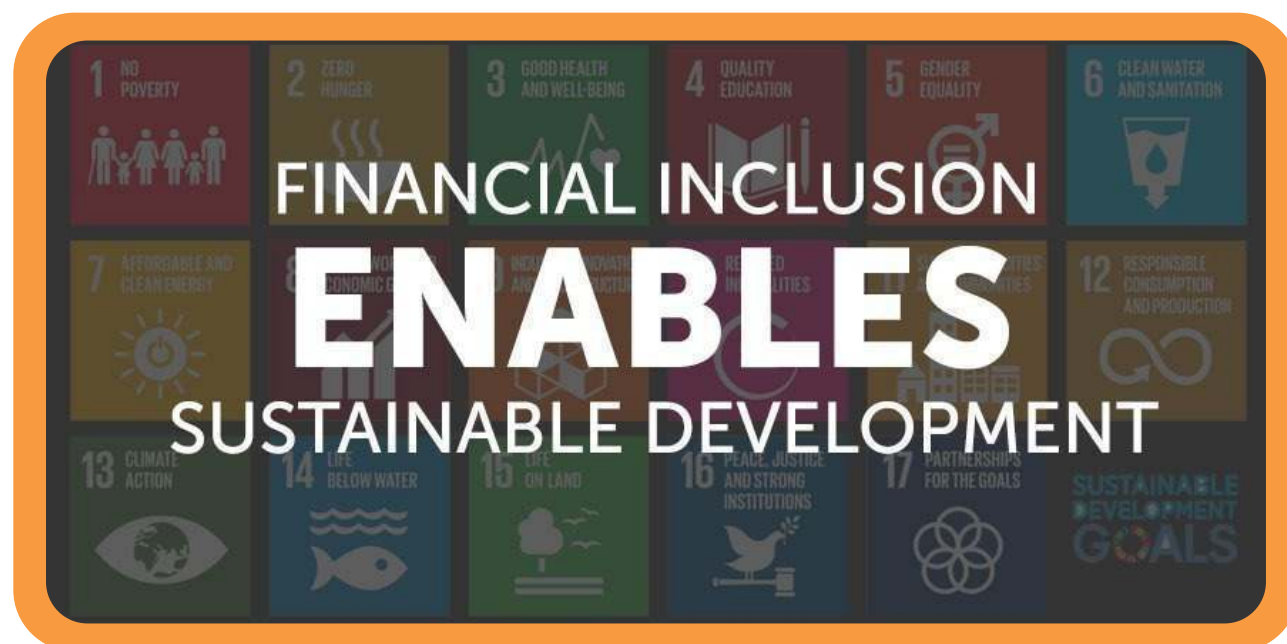
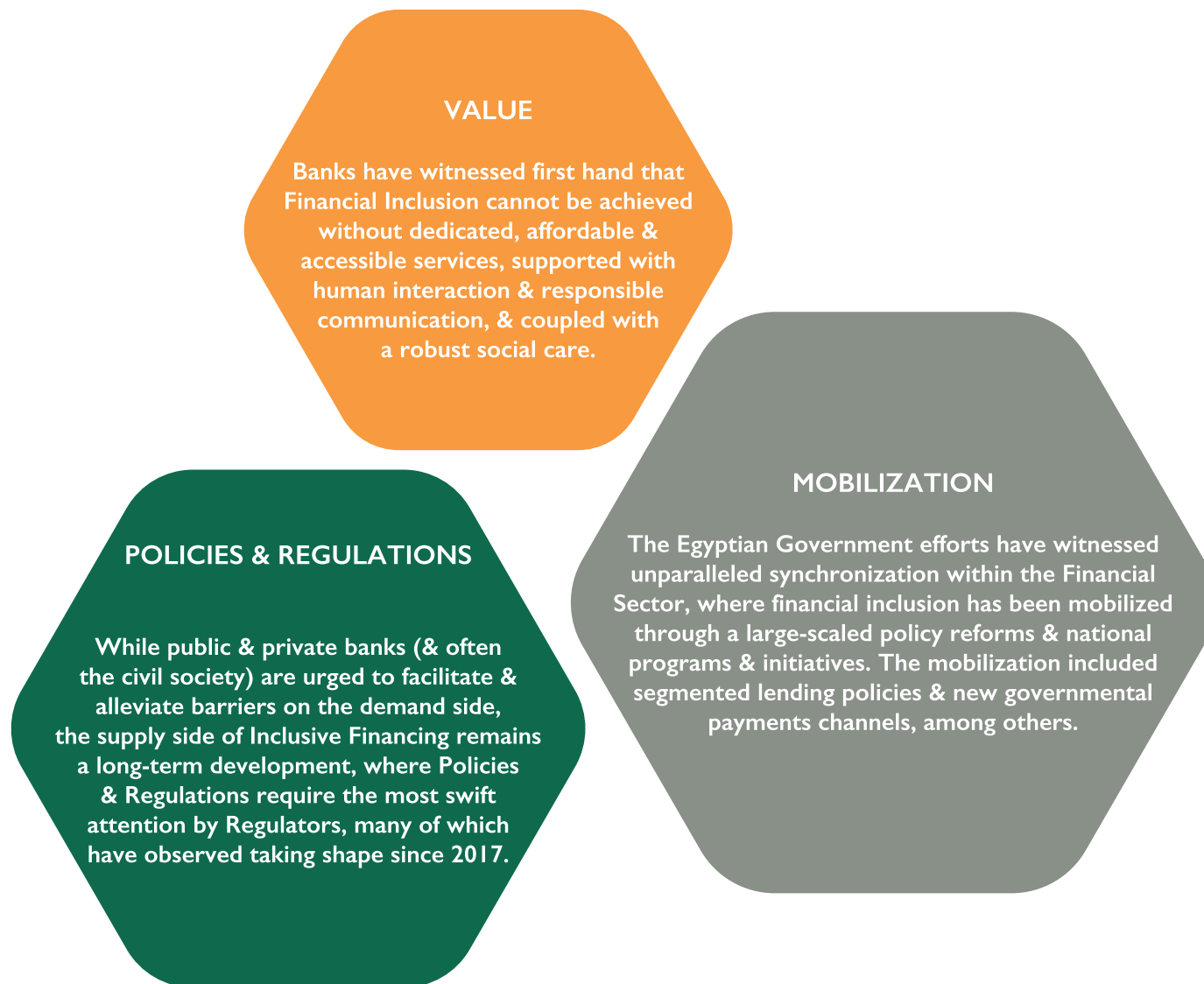
From Exclusion to Inclusion:

Other Involuntary exclusion are barriers that fall under the responsibility of the Banking Sector to address. They are categorized in five main areas as per the World Bank (2008):

- Lack of trust in the banking system (social intimidation);
- Lack of necessary documentation (rigid regulations, no collaterals, financial illiteracy);
- Financial inability and high cost associated to request for banking services (cost of finance is not a priority due to low-income);
- Financial services are not accessible or too far away (lack of means of transport due to low-income);
- Technological barriers of the digital age.



FINANCIAL INCLUSION: A NATIONAL PERSPECTIVE



DIGITAL TRANSFORMATION

MOST IMPORTANT NATIONAL INITIATIVES TO STIMULATE THE USE OF ELECTRONIC CHANNELS IN PAYMENT

CONTRACTED SUPPLIER	All Government Agencies: Dues in excess of 20,000 EGP to contracted suppliers. Obligated no payment of dues in cash or through bank checks.
PUBLIC SERVICE: NON-CASH PAYMENT	All Government Agencies completion within two years. Commissioning all government agencies to provide services to the public or managing public facilities to provide their clients with means of non-cash payment. Obligated no payment of dues in cash or through bank checks.
CITIZENS: EXEMPTION FEES & DISCOUNT	Until the end of March 2019. Exempting citizens from expenses for opening an account for mobile payment services. Reducing the expenses for mobile payment services by 50%.
NATIONAL PAYMENT BRANDED SYSTEM	For Government Payments & Support Disbursements. Relying on a national branded payment system in both in kind and cash. The first card was already issued in September 2018.
BILL TRANSFERS	Approval of the transfer of the bill regulating the use of means of payment, besides a prelude to the House of Representatives & the Council of Ministers for presentation in front of the House of Representatives.

FINANCIAL INCLUSION IN NBE

Financial inclusion is part of our DNA, it is a framework embedded in our core business activities, long before the concept was globally recognized or mobilized. It has accompanied and shaped our past, present, and future.

Across this report, we share with our stakeholders how NBE works relentlessly to create value to its Customers by providing accessible and affordable products and services.

Coordinated efforts across several business (Retail, Financial Inclusion, Digital Banking, Strategy and Sustainability Department), NBE ensures the implementation of a winning Strategy with successful results. In 2019, NBE has daily welcomed 2000 new clients of the lowest-income individuals representing over 22% of our daily acquisition.

NBE'S REGULATORY ALIGNMENT

Based on all globally assessed barriers, the Central Bank of Egypt (CBE) has defined several key national challenges and causes for financial exclusion. This national alignment assisted NBE in updating its Strategy, re-articulating supporting policies and pin-pointing priorities related to financial inclusion products and services; all aimed to serve two main segments:

- The underserved/unbanked: SMEs, women, and youth.
- The underprivileged segments: the unemployed, low-income individuals.

Furthermore, in line with CBE instructions, dedicated Financial Inclusion departments are being established across all public and private banks in Egypt. This independent business unit shall be responsible of the preparation of medium-term strategies. To this purpose, NBE is in the process of developing its 3 - 5 years financial inclusion strategy in alignment with NBE Sustainability Framework which was approved by the BoD in 2019. (Read on: Our Sustainability Strategic Framework)

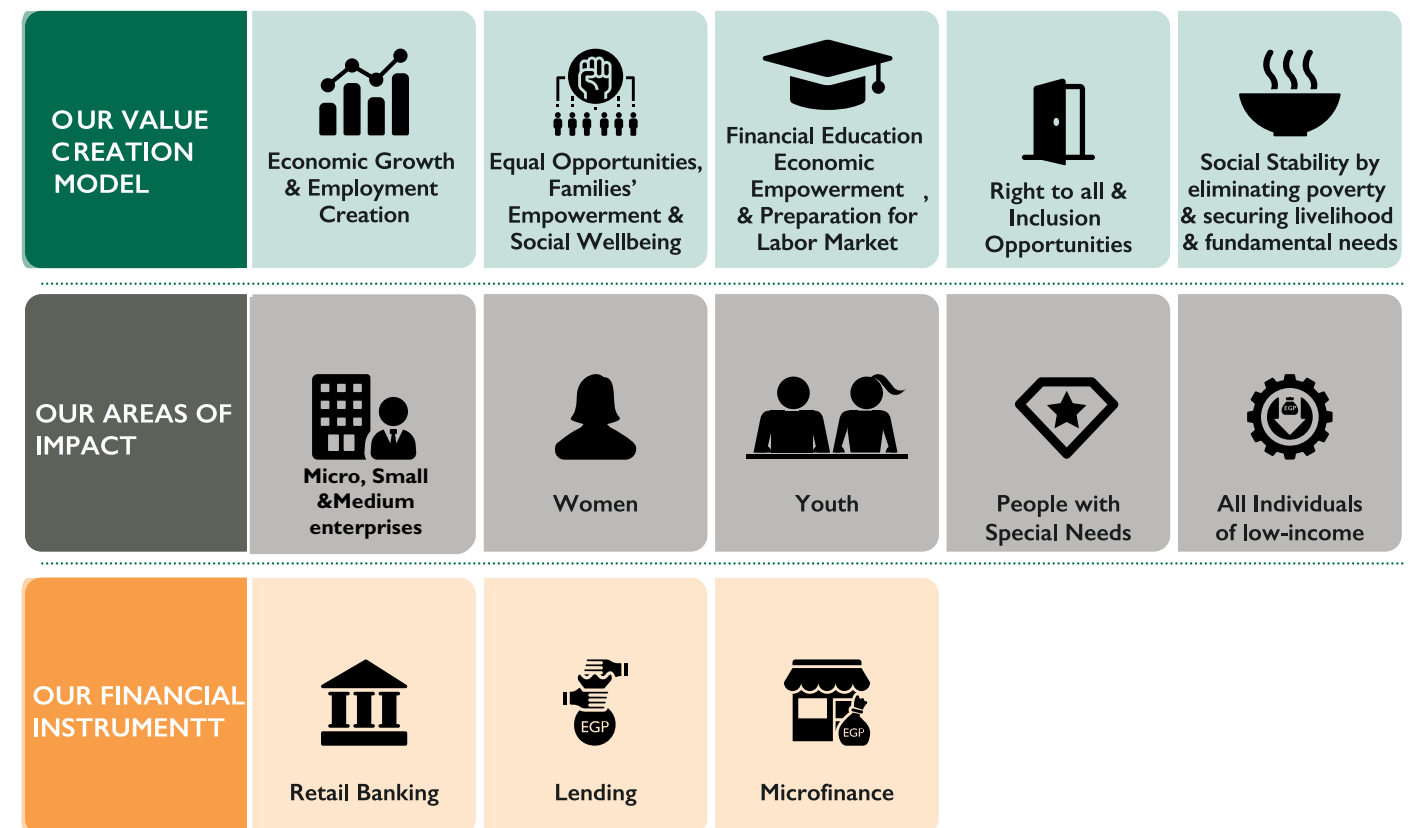
HOW NBE CREATES VALUE



NBE'S FINANCIAL INCLUSION STAKEHOLDERS



NBE'S FINANCIAL INCLUSION FRAMEWORK





ACCESSIBILITY

ATMs, Branches & Digital Branches

It is undeniable that digitalization had a fundamental effect in addressing the pitfalls of "Access Barriers" for a large segment of underserved and unbanked population, but for millions of Egyptians, "Physical Access" is still critical to ease the entry for those intimidated by the un-knowns of the banking system. That's why our branches remain an essential part of our customer advisory functions. Blending Physical & Digital Access has provided NBE with a wide-scaled network which is key to ensure Inclusion and Access for ALL.

OUR CHANNELS



BRANCHES

With a total of 483 branches, NBE was able to maintain a most needed service for all Egyptians. In 2018-2019, our nation-wide network of branches included 413 branches, 59 Small branches and 11 Units for foreign exchange functions in touristic areas. Our number of branches have been steadily increasing with a rate of 50 branches a year, with the largest expansion in Upper Egypt. This growth is aimed to overcome access barriers.
(Read more on: [Geographical Presence](#).)



ATMS

Our Network of branches is reinforced by a strong network of ATMs. With 300 new ATMs added in 2019, we have reached a total of 4097 ATMs, with the largest expansion in the Delta region. It is important to note that NBE's criteria for adding new ATMs is based on our assessment of high movement (withdraws and deposits) and the One-time Cash Withdrawal Service has been upgraded with a higher withdrawal limit. Committed to facilitating access for people with special needs, technical features have been added to our ATMs.
(Read on: [Inclusive Banking for Persons with Special Needs](#).)



NBE extended its POS network to 19,245 machines, placing our market share 23.2%.

Our Digital Branches & Self-serving Terminals:

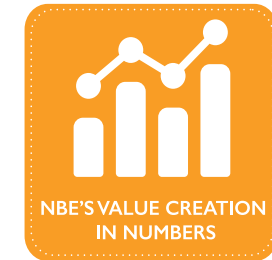
Branches remain an essential part of banks operations and customer-advisory functions. For retail banks, technology has several goals: the migration of transactions and sales to digital channels, 24/7 customer access for every interaction, a personalized approach to sales, and a unified, omnichannel user experience meaning that customers get a seamless experience whether they are online, on an app, or at the branch.

The First of Its Kind In Egypt: 4 Flagship Digital Branches In 2019, Targeting 25 By End Of 2020

Our four e-branches are flagship milestones and the first of their kinds in Egypt. Prompting this seamless customer experience, addressed our quest to increase the value of our customers' banking experience by providing them with a 24/7 comprehensive and personalized hub along with the availability of all types of products (opening accounts, cards requests, or loan application).

Aimed to make our services as affordable and convenient as possible, this NBE's new generation of branches is based on "Self-Serve Terminals", enabling our customers to carry out their financial needs in a swiftly manner. The Terminals provide a full range of services: opening accounts, buying certificates & deposits, subscribing to Al Ahli Net, requesting bank statements, updating personal information, and phone cash related requests, among others.

In the first six months post opening of our digital branches in the Cairo area, traffic has reached 5500 customers, with over 14,000 transactions amounting to EGP 300 mn.



Furthermore, the assessment of our customer demographics and their banking trends and needs during those critical first months have proven to be very significant and reflective of NBE's success in addressing a need in the market, bringing us closer every day to overcome the barriers of financial inclusion:

- Subscribing to the NBE Ahly-Net was the highest requested service among all ages (above 21, 30, 40, 50 and 60 segments) at 30-36% of each segment's total requests. This was particularly important for the age category above 60 who are usually more comfortable with traditional banking and human interaction, rather than digital tools.
- Purchasing Certificates presented the 2nd highest requested service among the ages above 40 at 25-30% of total request of each of those segments.
- A remarkable interest in our e-branches was recorded, with 66% of the customers using them were those between 21 and 40.
- On the youth inclusion front, 76% of the youth customers under 21, were new customers requesting opening new accounts for the first time in NBE.



Our Blended Advisory & Digital Services

Our Digital branches include several e-services that provide personalized communication through our digital tools and technologies: Interactive Teller Machine (ITM), Customer Services Advisor, Video Conference, Interactive Screen and Meeter/Greeter.

NBE strongly believes that this blended human interaction establishes trust and a proximate relation between the bank and

branches visitors. It re-assures our customers that our front-liners are always available for advisory support through this most convenient and accessible form of blended service.

NBE's care to provide a sense of familiarity and ease is significantly important for a large segment of society, particularly those who are newly banked, or new to digital tools.

Accessibility & Digital Inclusion:

Our digital inclusion plan incorporates rolling out alternative distribution channels in most of the Governorates Branches, ATMs, and Agents Banks:

- Increasing its branch network by 50 branches per year; 50% of which are in governorates outside Greater Cairo & Alexandria.
- Cooperating with agent-banks to represent NBE in rural areas to promote financial inclusion.
- Targeting to double the number of POS through partnership with Fawry & E-Finance.

INTERACTIVE SCREEN

This screen allows customers to inquire about specific products such as loan calculator, or apply for any financial service, such as Personal loan, auto loans, or credit card application.

CS OFFICE/ ADVISOR

This office to receive customer requests and provide all information to clients who wish to obtain a specific product or service.

MEETER/ GREETER

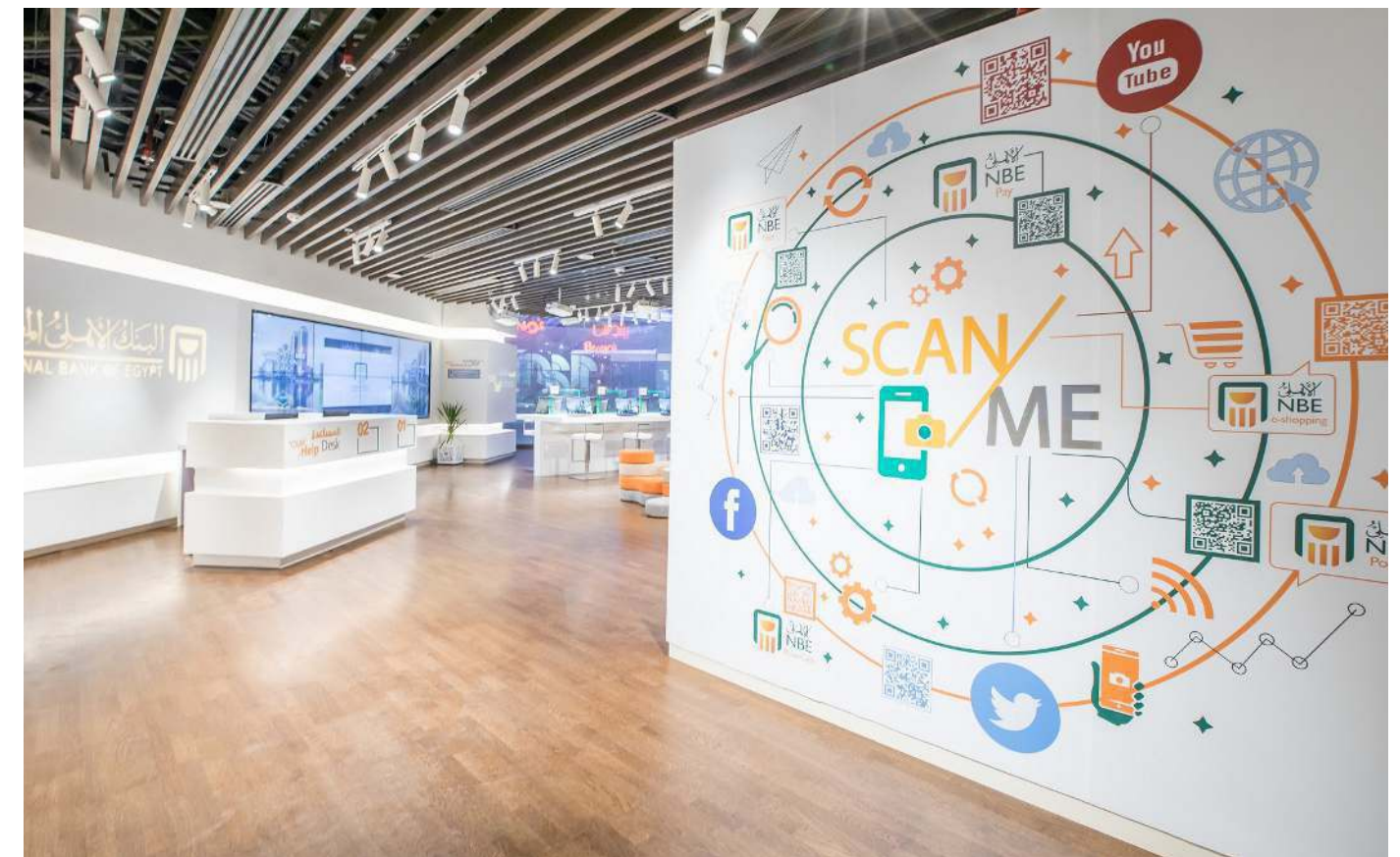
This office welcomes & assists clients with their inquiries related to usage of the electronic channels available in the branch.

VIDEO CONFERENCE

This service allows customers to contact the call center directly through video conferencing from the branch, which enhances their personal experience.

INTERACTIVE TELLER MACHINE (ITM)

Interactive Teller Machine (ITM) is a video-based interactive technology allowing customers to conduct transactions and banking services driven by a centrally based teller, in a highly engaging real time video/audio interaction. It allows the customer to conduct higher & more sophisticated transactions through the video interaction, including cash withdrawals up to EGP 30,000 & cash deposit up to EGP 50,000. Or depositing NBE checks for collection (Retail).



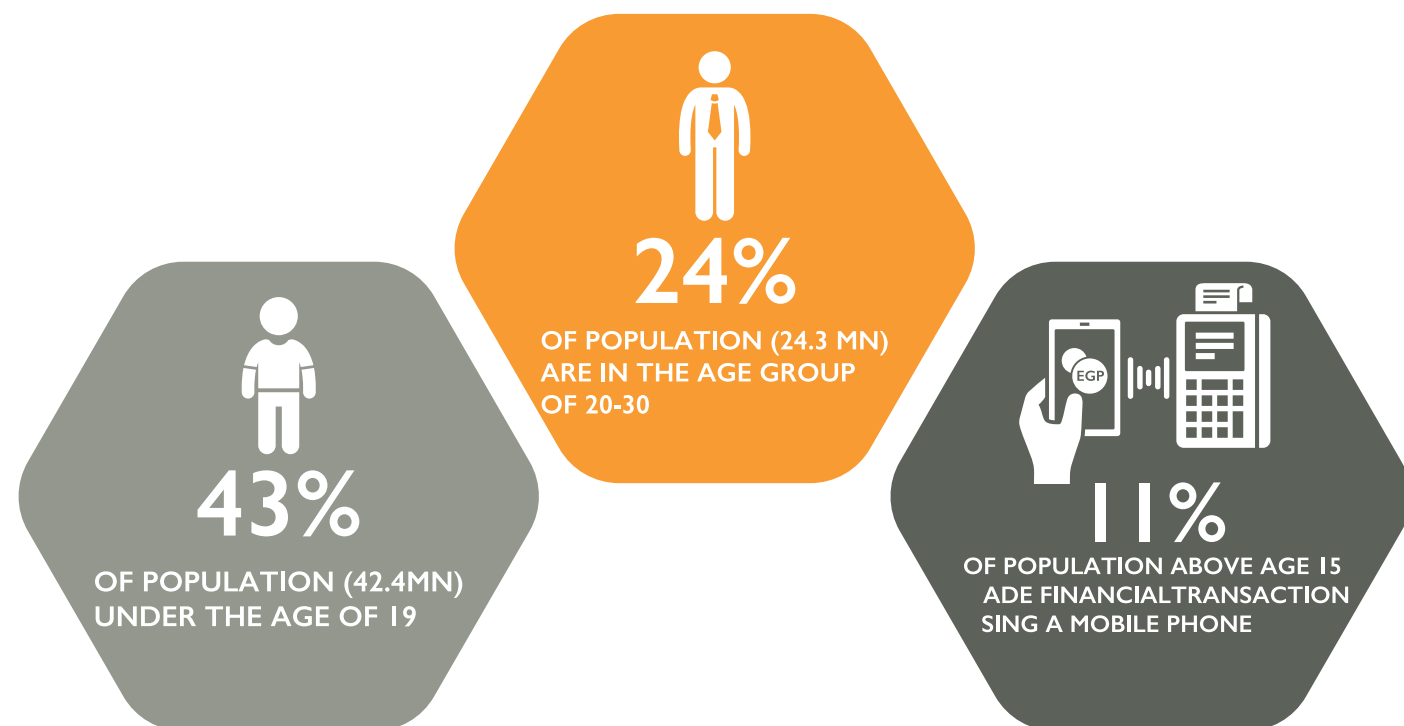
Digital Banking

Digital Banking Services are cost efficient; they help improving profitability by reducing dependence on physical branches network. They equally support operational efficiency practices by maintaining accurate data and prompting a more reliable and timely management of Information.

Currently in Egypt, 52% of men have bank accounts against only 35% of women, which is considered the largest gender gap compared to other regions. However, mobile penetration rates are perceived as one of the most decisive drivers in prompting digital banking as an effective path for financial inclusion. Thus, the relatively high rates of mobile phones ownership in Egypt are a great enabler for financial inclusion among people without bank accounts. Currently in Egypt, 86% of men and 75% of women have mobile phones, and this is considered an opportunity that best serves financial inclusion.

The diversification of our delivery channels and types of products have been fundamental to ease access to our banking services for the unbanked/underserved population or the newly banked customers. The entry point of businesses and individuals to the banking system is no longer acquired at a costly fashion. Once our customers establish their first engagement with the bank, we offer them an entire banking experience at the most convenient proximity.

In addition to the direct value creation in terms of access to banking and finance, Digital Banking also allowed us to leverage a unique circular benefit. "User behaviors and trends" are a source of big data for analytical purposes that answer to our understanding of customers' preferences. This led to assessing and anticipating customers' demands, and allowed us to offer tailored solutions.



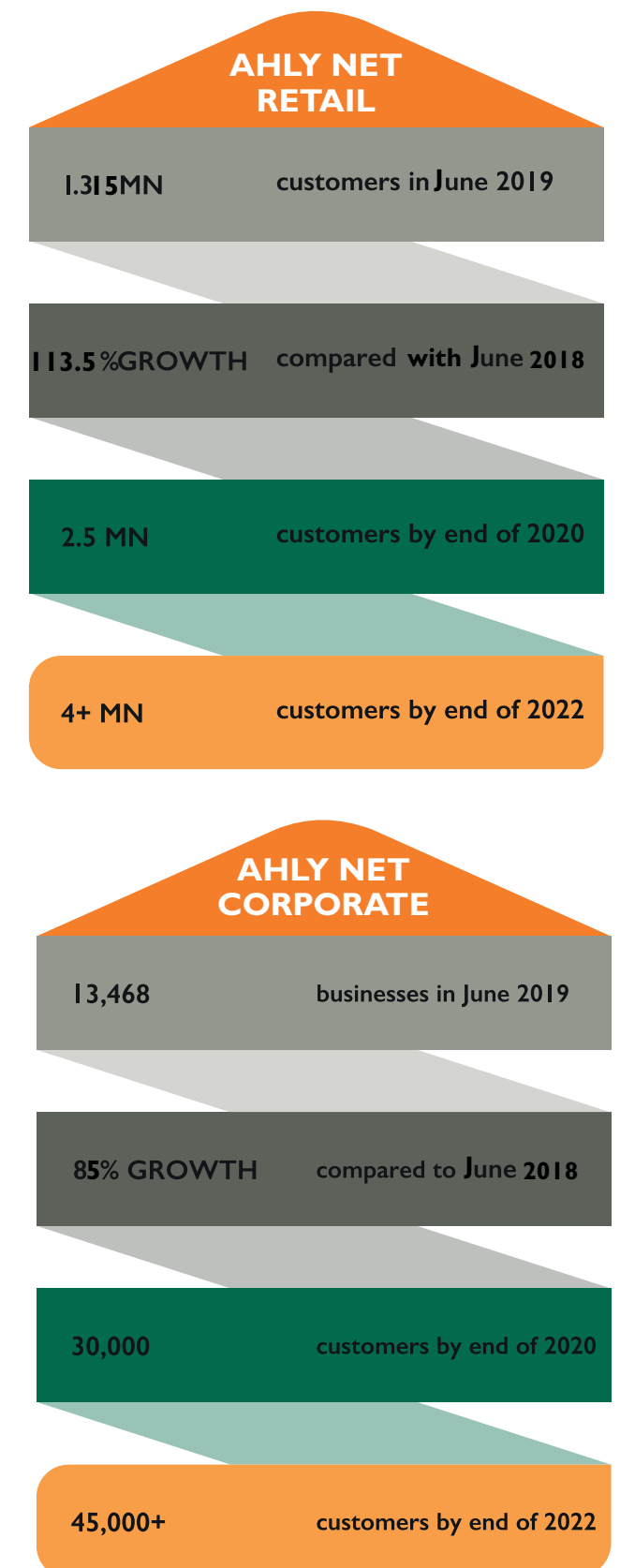
Ahly Net:

Launched in May 2017, Ahly Net is the NBE Online Banking Platform that provide services for both retail and corporate customers. Through 2018 and 2019, the services have expanded to include purchase/redemption/ modification of investment certificates, saving containers and term deposits. In addition, other services were added such as money transactions between different accounts within or outside the bank in LCY, executing recurring and future transfers automatically, credit card payments, and direct donation channels to the entities registered on Al-Ahly Net service, among others.

The number and volume of transactions have substantially grew almost 50 folds since its launch. Transactions reached 1.2 mn for retail customers in 2018-2019, compared to 23,655 in 2016/17. Similarly, Al Ahly Net Corporate has witnessed the same trend and increased from 12 transactions in 2017 to 38,041 transactions in 2018/2019.

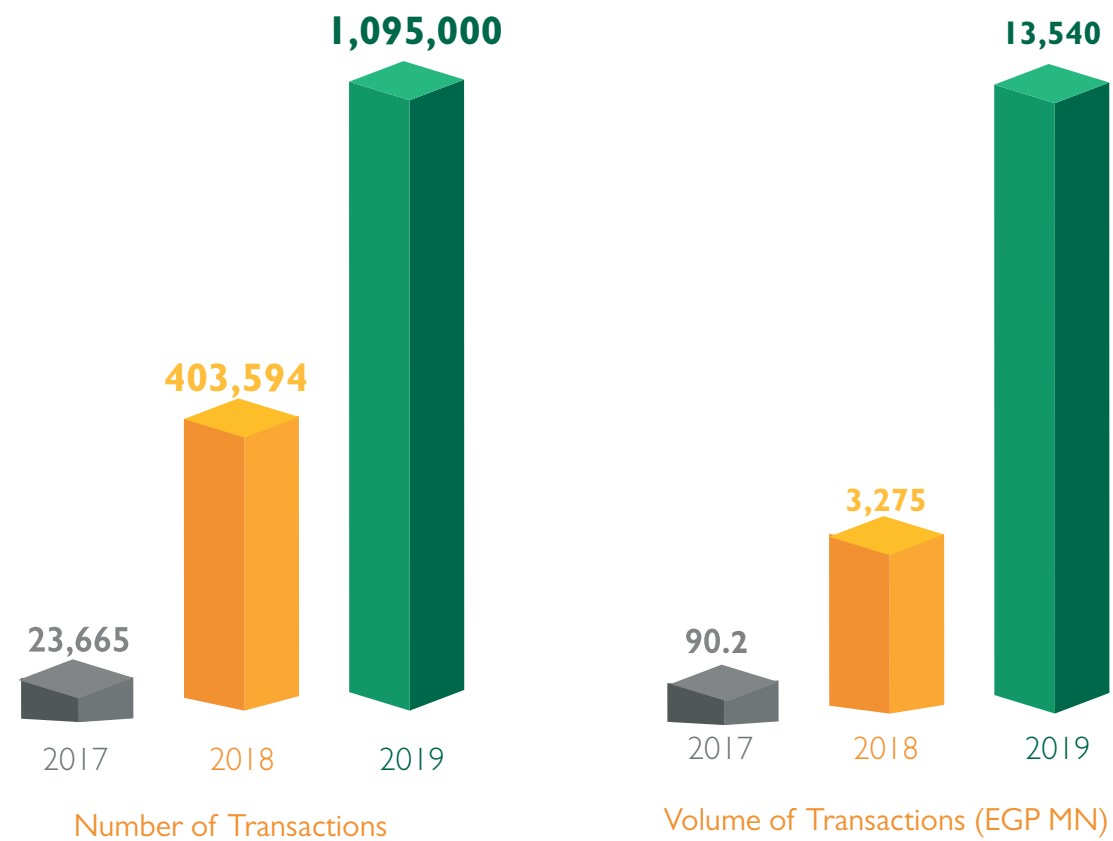
It is evident that AlAhly-net represented one of the key milestones in our Digital Inclusion approach. Based on data Analysis of Ahly-net users in 2018-2019, 40% of the total number of Al Ahly Net Retail customers are women, and around 55% of them are youth.

Moreover, our advocacy and empowerment for SMEs resulted to a 92% dominance of SMEs segment among Al-Ahly Net Corporate. [\(Read more on SMEs\)](#)

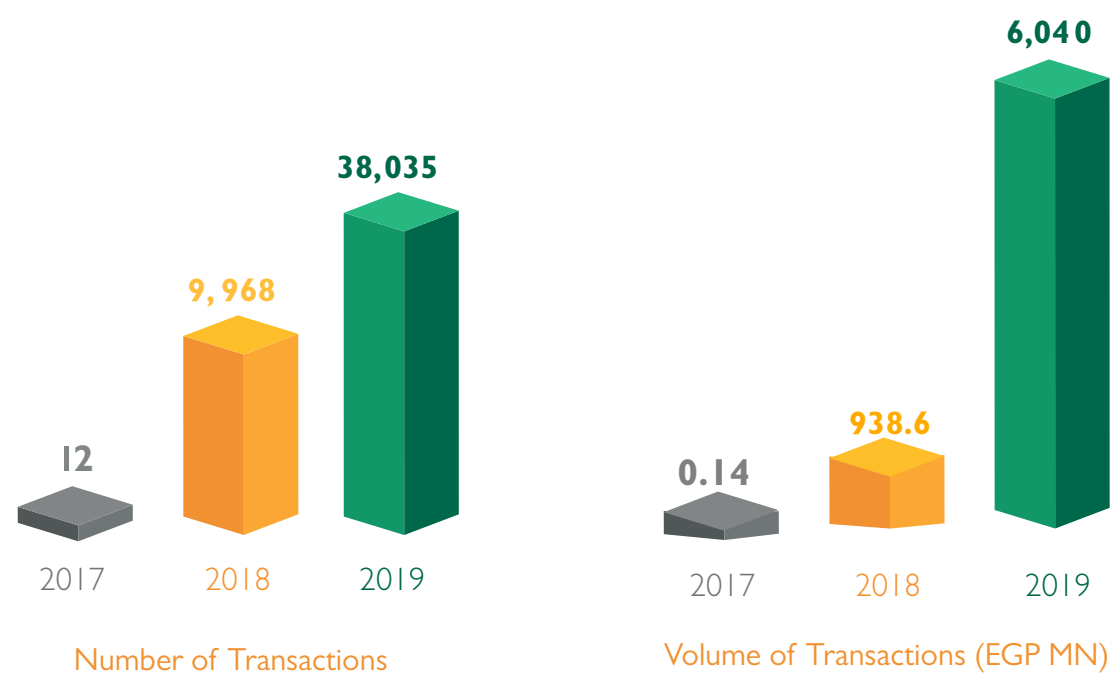


AHLY NET

RETAIL

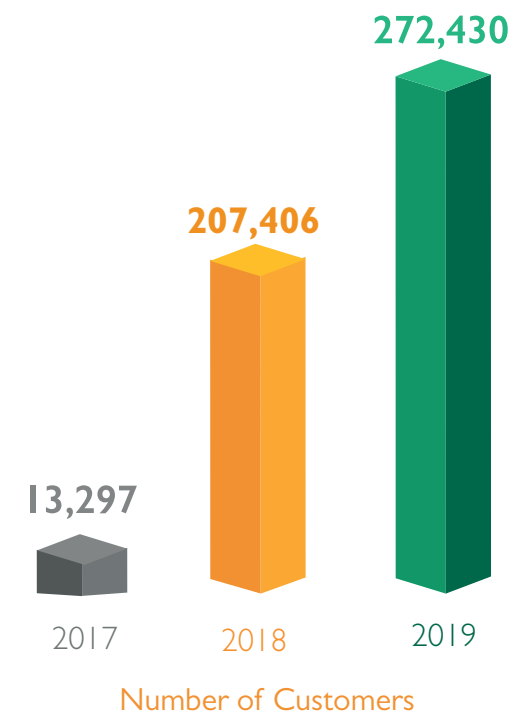


CORORATE

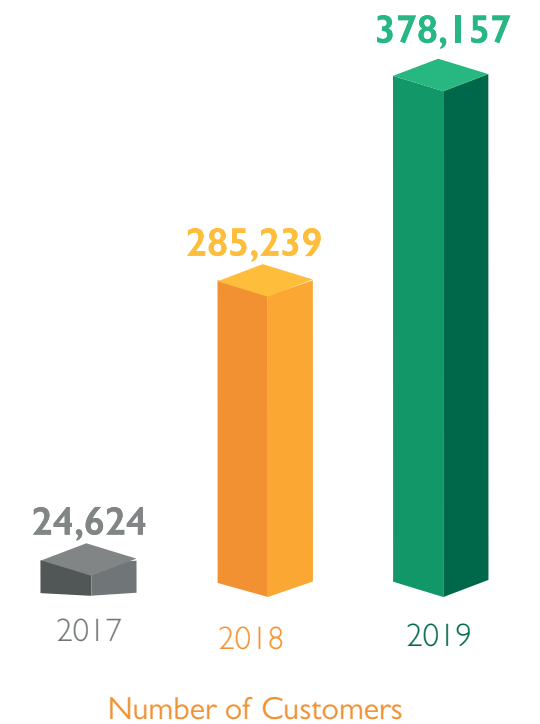


AHLY NET DIVERSITY OF CUSTOMERS

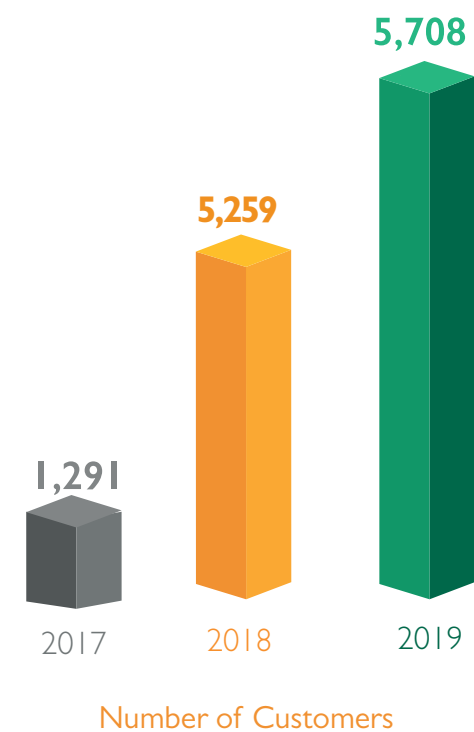
WOMEN



SMEs



YOUTH

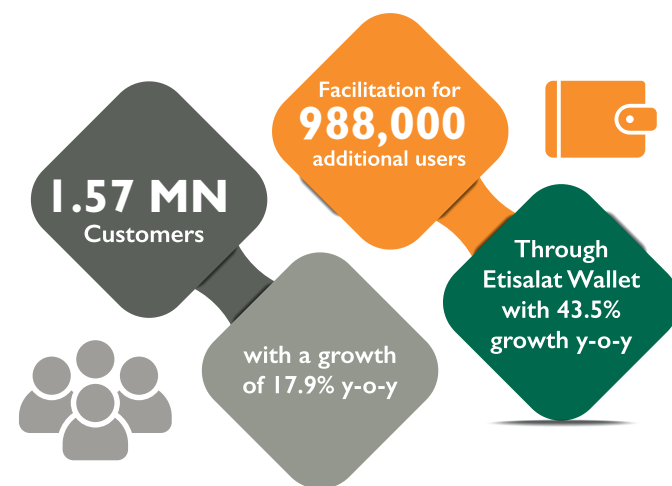


NBE Mobile Banking: NBE Phone Cash Wallet



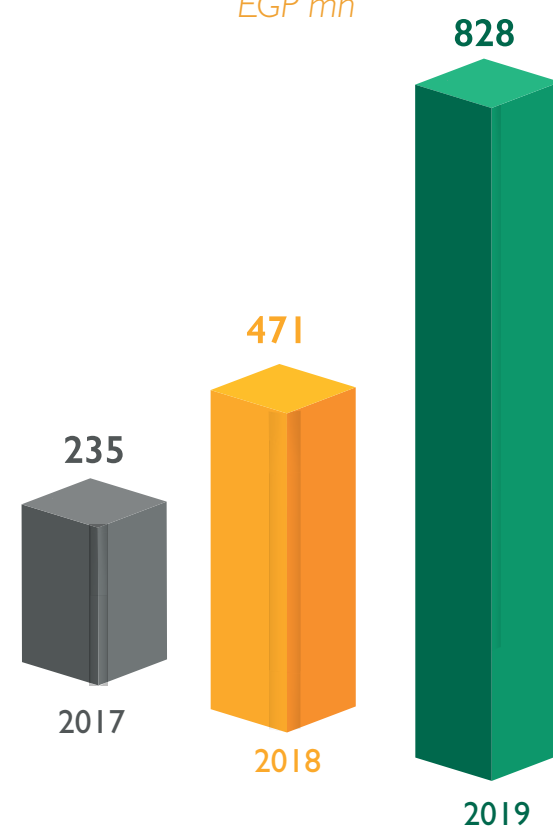
NBE Phone Cash Wallet enables customers to make payments through their mobile phones in an easy and secure manner. The wallet is available to NBE and Non-NBE customers above 16 years old. Since its launch in 2013, the number of transactions has been steadily increasing; tripling during the reporting period from EGP 235 mn in 2016 to EGP 828 mn in 2019.

This e-wallet was made possible through our longstanding partnership with MasterCard in 2012, to provide the mobile payment system that manages the e-wallet. Also, NBE has made two other distinct partnerships to facilitate e-payments. The first is Fawry in 2013, which provides the e-Phone Cash application and a national network of outlets to enable customers to withdraw from and deposit to the e-wallet. Later, in 2016, NBE have made a remarkable partnership with Egyptian Banks Company to launch of the NBE pay service and the UPG app for merchants, which allowed the bank to expand its financial inclusion services.

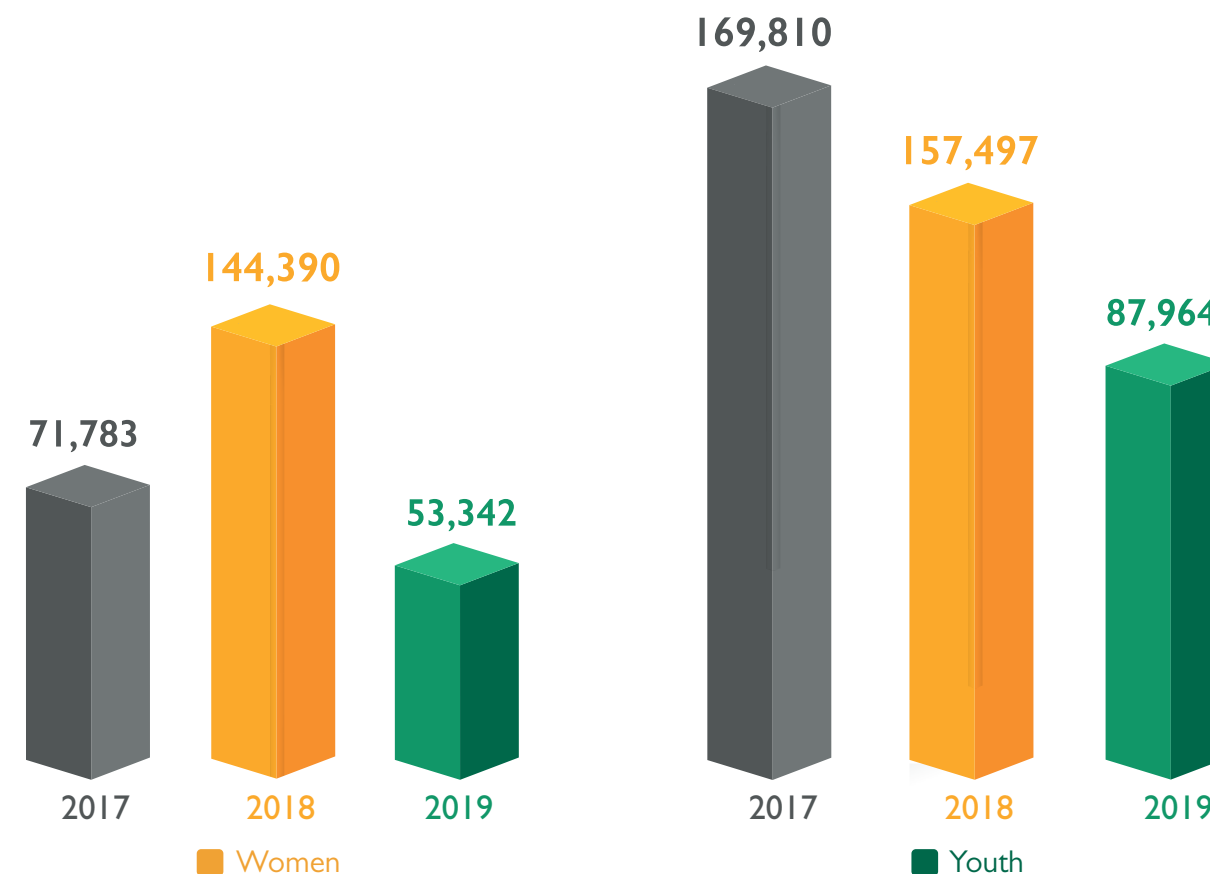


NBE PHONE CASH WALLET VOLUME OF TRANSACTION

EGP mn

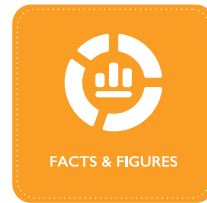


NBE PHONE CASH WALLET DIVERSITY OF CUSTOMERS NUMBER OF CUSTOMERS

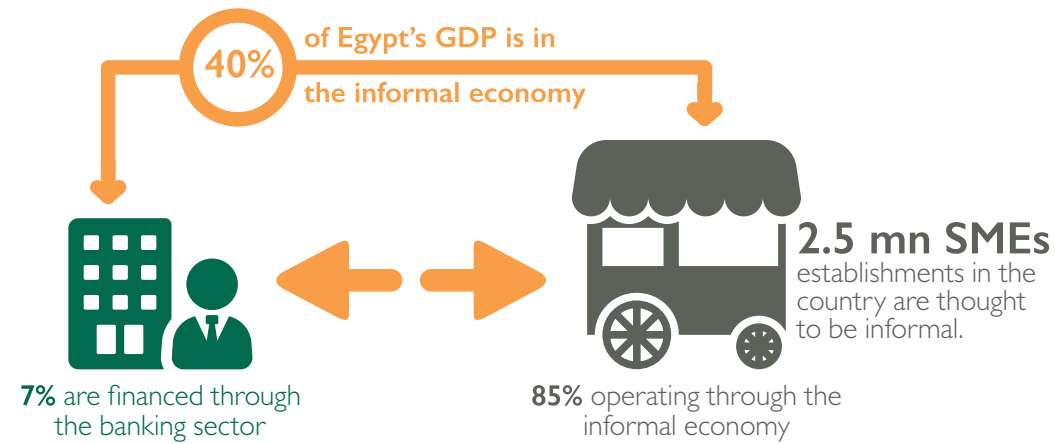


AFFORDABILITY

Small & Medium-Sized Enterprises (SMEs):



SMEs remain largely underbanked, as it is reported that Egypt has:



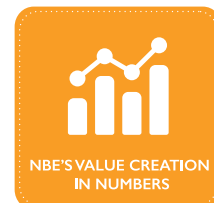
LEAVING A FINANCING GAP THAT IS ESTIMATED AT USD 50 BN. (REPRESENTING ALMOST 20% OF GDP)



The Central Bank of Egypt issued several regulatory instructions aimed at promoting financial inclusion for Micro, Small, and Medium-sized Enterprises.

Banks are prompted to increase the volume of credit directed to MSMEs to reach 20% of the total credit facilities portfolio by 2020 and to offer loans at low rates of 5%, 7% and 12%, where CBE contributes with 5-10% of financing.

In 2019, we have facilitated financing to 75,780 Businesses.



NBE is continuing its efforts in facilitating Egyptian SMEs inclusion in the formal economy. In 2019, we have facilitated financing to 75,780 Businesses

Our lending portfolio volume mounting to EGP 57 bn, compared to EGP 36 bn in June 2017. Further financing is also offered under the CBE SME initiative, with 41,387 customers joining NBE till June 2019.

The Industrial Sector constitutes 41% of our SMEs lending portfolio



We are proud that the geographical distribution of SME loans and clients as of June 2019, stood witness to our efforts, where 56% of our SMEs loans portfolio volume are for businesses outside Great Cairo. 45% of our clients are in Upper Egypt.

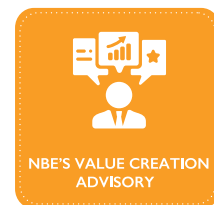
Targeting SMEs Customers to Reach
125,000
CUSTOMERS BY DEC. 2023



- Entrepreneurs in low income and rural communities, those engaged in manufacturing and services activities.
- Agribusiness and agricultural related enterprises in new re-claimed land.
- Harnessing the potential of alternative SMEs Financing.
- Joining Industry Initiatives and "Egypt Tourism Initiative".

Non-financial Support to SMEs

The NilePreneurs Initiative:



Through NilePreneurs, NBE provides SMEs with an integrated solution that includes financial and non-financial support. NilePreneurs is a national initiative adopted by Central Bank of Egypt (CBE) in collaboration with the Nile University through the NBE's Business Development Service (BDS) Hubs. The initiative mobilizes the efforts of governmental organizations and the public and private sectors to offer a range of non-financial services to create a favorable environment for small and medium-sized enterprises (SMEs).

The initiative aims to raise banking awareness and prepare start-ups and existing businesses to integrate into the formal sector and to benefit from dedicated banking services through BDS Hubs that offer SMEs an incubating and practical environment to validate, assess and move-forward with their business from innovation to realization:

The initiative aims to raise banking awareness & prepare startups and existing businesses to integrate into the formal sector



Targeting 300 ENTERPRISES through the "Youth in Business" Program in cooperation with the EBRD, as a pilot phase till end of 2021.

Covering 50 BRANCHES across all governorates through our cooperation with NilePreneurs

VALIDATING YOUR BUSINESS IDEA

Assisting customers & entrepreneurs in evaluating & identifying the applicable business ideas that suit their capabilities & experiences.



CONDUCTING FEASIBILITY STUDIES

Helping entrepreneurs to develop & implement preliminary business plans or basic feasibility to identify the funding needs required to complete a project.



FINANCIAL ANALYSIS & ASSESSMENT

Providing a preliminary & guiding financial analysis of the enterprise's financial statements to help them make future or corrective decisions.



FACILITATING ACCESS TO FINANCE

Providing data on financing products offered by banks or other financial institutions as per location, business segment or required funding. Support in preparing credit proposals & required documents for funding applications.



BUSINESS REGISTRATION & LICENSING

Assisting SMEs with information on procedures & documents required to officially register a business and/or obtain a license for a business.



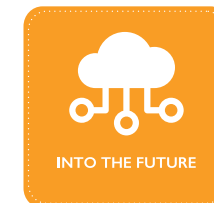
TRAINING & CAPACITY- BUILDING

In collaboration with the MSMEDA, offering entrepreneurial training programs

- Knowing your competencies
- Entrepreneurial skills
- Idea generation
- Business inception



Microfinancing & Women in business:



Targeting EGP 3.4 BN BY 2023

With a focus on empowering Micro clients including Women in upper Egypt, NBE has established long-standing partnerships with multiple entities such as:

1. Al Tadamun Microfinance Foundation:

With a substantial growth rate in the credit portfolio from EGP 40 Mn in 2008 to EGP 730 mn in 2019 with 79 branches and regional offices, our cooperation with Al-Tadamun has reached a financing volume of EGP310 mn in 2019, compared to EGP 2 mn at the early beginnings in 2008, while focused on granting Micro loans to women only .

2. I am the Egyptian' Foundation:

NBE's cooperation with the Foundation started in 2016 with a credit portfolio of EGP 17 mn. In 2019 our financing has increased to EGP 40 mn compared to EGP 3 mn in 2016, serving customers through 20 branches with credit portfolio of EGP 105 mn

3. Assiut Businesswomen Association (ABA):

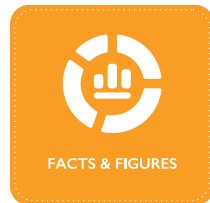
With a focus on empowering Women in upper Egypt, NBE has established long-standing partnerships with multiple entities to support Women in Business, particularly in Upper Egypt:

NBE's cooperation with ABA started in 2014 with a credit portfolio of EGP 57 mn with 10 branches. In 2019 our financing has massively grown to EGP 62 mn compared to EGP 15 mn in 2014 serving 50,669 customers (women only) through 14 branches in upper Egypt. With credit portfolio of EGP 200 mn.

The portfolio of MFIs has grown dramatically from EGP 1132 mn in 6/2017 to EGP 1838 mn in 6/2019 with a growth rate of 63%.



Youth Empowerment:



In 2019, the Young Population represented 16% of global population*(aged 15 to 24), and 20% of Egypt's population (aged 18 to 29). Youth are undoubtedly the driving economic force for the next 20 years.

International Youth Day, 12 August 2019 - the United Nations and Egypt Demographics Profile 2019 – IndexMundi

Youth Financial Inclusion promoted by the Banking Sector, as a part of its FI efforts, has had its share of global attention due to its critical impact on economies.

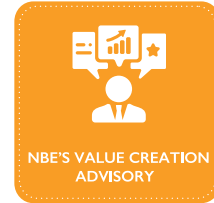
Access to financial and social assets is a fundamental element to assist youth in their transition to adult life, making their own economic decisions and creating employment. Its significance and impact are far greater for the low-income segment, as it enables youth (and their families) to invest in their education in order to improve their employability prospects or create their own employment to finance livelihood activities, or to simply help them escape poverty. Thus, we consider Youth FI, first and foremost, as a mean to support the transition of young people into the labor market, and not as an end result.



Observing the trending path of Youth in Egypt, it is reported that 112% of them have mobile cellular subscription, yet only over 80% conducts financial transactions over the mobile phone, placing the market at a position to attract youth to our digital inclusion services. And while NBE's efforts is still in progress for those under 21 of age segment at only 7% of the Liabilities Customer Base, it records a greater success at 31% for the age bracket of 21 to 26 years, and skewed in the EGP 3K to 20K brackets.

To that end, our customized services for youth continue to offer a preferential entry-point for those at age 16. In addition, our digital products of Ahly-net and NBE Phone Cash are both recording notable success in serving the youth. (Read on: [Digital Banking](#)).

Promoting Financial and Non-Financial Services to Empower Youth



NBE's approach to youth financial inclusion adopts an integrated framework, addressing several issues raised by the United Nations (UN) and International Labour Organization (ILO) in their description of barriers, impacts and FI productive and protective aspects.

- On the productive side: it relates to services such as credits for enterprise creation.
- On the protective side: it refers to savings, insurance to mitigate indebtedness risks and income fluctuations.

NBE also recognizes barriers facing Youth's integration into the banking services, such as age/legal restrictions, high transaction costs or negative stereotypes about youth that may hinder proper financing.

Considering all of the above, we conduct thorough market assessment before venturing into product or service development. We provide a broader set of non-financial support through business development services that eliminate negative impacts.



THE SMALL-SAVER ACCOUNT

It gives access to youth starting the age of 16 with a minimal opening balance of EGP 500 (\$30) with an establishment fee as low as EGP 10 (under\$1), with interest rate at 11.25%. The account provides free-of-charge life insurance & free-issuing of NBE Phone Case.

LARGEST UNIVERSITIES COOPERATION

Through cooperation with e-finance, NBE has signed a major protocol agreement with 27 national and private universities across Egypt dedicated to facilitate access to our services for university students. As a result NBE has issued over 1.2 mn cards, & 4.2 pre-paid cards.

AL MOSTAKBAL SAVINGS ACCOUNT

This savings account provided for youth starting the age of 16. In 2019, it had a total of 206 mn customers.

CREDIT CARDS

Credit Cards dedicated to young employees at public & private sectors had a great impact on this segment as it offers several advantages that allow cardholders to benefit from installment e-commerce services, cash-remediation & credit-points collection.

Transitioning Youth for the Future:

NBE plays a key role in Egyptian society by contributing to many areas of social responsibility, including the training of university/school's students and fresh graduates for the labor market, through:

SUMMER TRAINING: QUALIFYING UNIVERSITY STUDENTS TO WORK IN THE BANKING SECTOR

This program is dedicated to university students. That includes 800 trainees annually, aiming to qualify them to work in the banking sector. The training is conducted over 5 weeks and concluded with a competition that is meant to evaluate their innovative ideas & enhance their presentation & communication skills.

FRESH GRADUATE TRAINING PROGRAM

In 2016 and 2017, our bank trained more than 1300 fresh graduates through this program over a period of three months to provide them with practical experience, technical information, & skills necessary to join the labor market. Talented & distinguished participants offered priority placement opportunity for employment at NBE.



Inclusive Banking for People with Special Needs:

By default, all our financial products are provided with no differentiation in Excellence of Services to all our customers, however at NBE, we are proud that we do take unique measures to remove barriers for persons with special needs and facilitate their access to our services.

Our branches are equipped with low-height counters and access ramps for persons with physical disabilities. All persons with special needs are provided with accelerated services and priority queues. For the visually impaired, our ATMs are voice-active for providing instructions.

All persons with special needs are provided with accelerated services and priority queues. For the visually impaired, our ATMs are voice-active for providing instructions.

Our most recent and significant effort is the availability of trained employees in each of our branches who have received professional training programs on Sign Language conducted by the Egyptian Syndicate of Sign Language Interpreters. NBE is the first and only Egyptian Bank deploying this care within its branches. We are currently targeting to serve 4 mn customers of the visually impaired.

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It is also important to note that in 2019, our NBE family has welcomed 177 employees with special needs, who have also helped the bank to enrich its understanding of our customers' potential needs and barriers.

Our framework of serving persons with disabilities extends through our CSR activities, particularly those for rehabilitation and employment creation. [\(Read more on : Our Community\)](#)

NBE's Retail - Inclusive to ALL

Prepaid cards represent the safest form of debit cards against fraud or indebtedness, making it incredibly significant to eliminate major inclusion barriers that are perceived by the low-income population and youth segment.

Across our 12.4 mn customers, our payroll and prepaid cards with NO liabilities represent 13% and 22% of our customer base, respectively.

Our Debit Cards & Prepaid Cards represent 30% & 55% of the market, respectively

	MN JUNE 2018	MN AS OF JUNE 2019
Prepaid Cards	1.4	2.8
Payroll Cards	3.9	4.3
Debit Cards	4.2	4.9
Credit Cards	1	1.1

40% Of NBE Retail Liabilities Customers are in the segment of (EGP 0:1000), with an average balance of EGP 100 Per Customer

At current growth of 9k new clients/day, NBE's customers are forecasted to exceed 20 mn customers by December 2023

EMERGING POPULATION



41% of population between 15-39 yrs old



Internet Users: 49.23M



Smart Phone penetration: 50%

EMERGING ECONOMY

Electronic Payments does not exceed 3%. Every 10% increase in Electronic payments leads to USD 1.4 bn increase in Egyptian GDP & 200k employment opportunities.

EMERGING FINTECH

Mobile Payment started in June 2013 as a Bank Led Model, interoperable through national Switch. 11 Licenses issued to operate in Egypt & Mobile Network Operators as agents.

EMERGING ECOSYSTEMS

Non-traditional players entering financial territory:

- Agents Mobile Banking
- Mobile Operators
- Incubators
- Accelerators
- Start - ups

Leading the Market in the Cards Business and focusing on the Utilization Rates

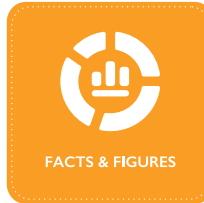
- Debit Cards: Target %80 of liability customers to have access to debit cards compared to %64 today.
- Prepaid Cards: Leverage on government initiatives to promote cashless payments.
- Customized offerings to raise relevance & deepen account adoption.
- Innovative Channels to reach more customers at lower cost.
- Creative Risk Mitigation to address absence of credit history.
- Geographical Outreach to help in easy access of financial services.

- Focusing on the low segments (EGP 0-200K) to constitute 70% of customer acquisition.
- Increasing the asset penetration ratio from 0.19 to 0.4
- 6 mn new clients in the cards without liabilities segment given government initiative to promote cashless society

NBE's Remittances - A Gateway for ALL Egyptians

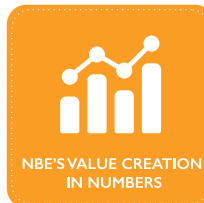
Remittances are perceived as a traditional banking services for customers and a large revenue stream for businesses, yet their impact has a wider and more significant effect with a direct correlation between financial exclusion and poverty.

In NBE, we perceive remittance as a major element in the lives of low and middle-income segments where access to a combination of regulated financial services can be of significance. It is where occurring interest in deposit accounts and building individual credit history for credibility are seen as enablers of true financial inclusion. It also helps decreasing financial exclusion which translates to people continuing to save informally and resort to peer-to-peer financing in order to maintain household needs and livelihood. This however, has limitations in terms of amounts, availability, and costs. Access to financial services directly links to benefits such as: mitigation of unforeseen expenses risk, smoothed consumption, elevated productivity and income, and greater expenditures on education and preventive health.



FACTS & FIGURES

As per the World Bank, migrant workers & their families back home are estimated to represent an industry worth USD 551 bn a year (compared to USD 426 bn in 2016).



NBE'S VALUE CREATION IN NUMBERS

Through NBE, the total remittance of Egyptians working abroad during 2016-2017 has reached \$9 bn in savings. The total amount ceded from the saving accounts of customers was about \$4 bn compared with \$3.73 bn in the last fiscal year.

In NBE, we perceive remittance as a major element in the lives of low and middle-income segments where access to a combination of regulated financial services can be of significance.

REGIONAL INTEGRATION

Through the cooperation between the CBE and Arab Monetary Fund, the ARPS (a secured e-payment system) helped in establishing payments and settlements between Arab countries with minimal costs. It was beneficial to Egyptians' remittances across the Arab Region as they account for 72 % of Egyptians working abroad.

OUR AWARDS

The Central Remittances Department has received many awards from foreign correspondents due to the quality of the remittances issued by our bank without the need to correct them or intervene manually, which lead to reducing the costs deducted by our correspondents as well as strengthening the position of the bank compared to our peers:



USD STP Excellence Award from our correspondent Citibank of New York.



Quality Recognition Award from our correspondent JP Morgan New York.

Financial Literacy

In collaboration with the Arab Monetary Institutions, the Central Bank of Egypt has named April 27 of each year as the "Arab Day for Financial Inclusion".

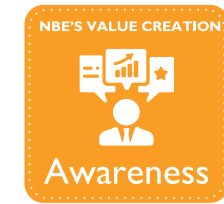
The activity around this Arab Day is extended to over a week and aims to raise awareness on the advantages of joining the banking ecosystems. During the event, banks are encouraged to facilitate access to their products and services to the attendees and to provide advice and guidance. Awareness sessions have reached 1.5 mn beneficiaries, as reported by the CBE.

In 2018, over 38,000 new accounts with NBE have been opened during the week, representing over 10% of the total new accounts across Egyptian Banks during the event. On the digital front with NBE's customers choice, 16,000 new e-wallets were registered and activated (out of 18,000). Women and youth had the highest shares at 35% and 33%, respectively.

We Offered our Products with:

- Exemption from opening account expenses and 50% off account statement expenses.
- Exemption from the expenses of issuing the iPhone Cash mobile wallet and prepaid cards.
- No minimum requirement for opening accounts, for individuals and SMEs.

In 2019, new customers continued to place their trust in NBE. A total of 80,000 new customers opened saving and current accounts. Additionally, 17,000 new NBE Mobile Phone-cash registrations & 110,000 pre-paid cards were issued.



Awareness

Awareness sessions have reached 1.5 mn beneficiaries, as reported by the CBE.

But more importantly, NBE efforts took a much more extensive turn that year by mobilizing our services during the Arab Inclusion Week across the nation. A fleet of NBE Mobile Convoys were deployed to Upper and Lower Egypt Governorates. In Al-alexandria, Mansoura, Port-said, Dumyat, NBE's fleet was particularly present in major universities there.



INTO THE FUTURE

We are targeting to facilitate access to banking for over 20 mn customers by December 2023, & on a steady footing towards low-income segment inclusion. To reach this target, articulating the advantages of banking services is as impactful as the products themselves. Therefore NBE continues to give a future strategic priority to increasing internal awareness among its branches front-liners, coupled with more financial literacy workshops & campaigns dedicated to financial inclusion.

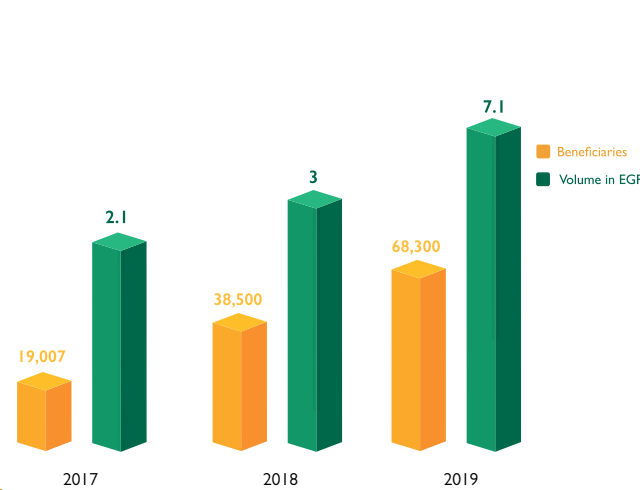
NBE'S CONTRIBUTION TO NATIONAL INITIATIVES

Housing Mortgage Financing Initiative:

As part of NBE's support to National Programs dedicated to low-income segments, NBE has contributed to the CBE initiative for real estate finance, which aims to achieve structural reform of real estate finance by providing long-term financing at low rates of return in order to ensure appropriate support for underprivileged segments.

NBE MORTGAGE FINANCING VOLUME

EGP bn



AMAN Certificate

Launched by the Central Bank of Egypt (CBE) in 2018, this Certificate facilitates financial inclusion and provides long term savings for low-income population through an Insurance and Pension Certificate "AMAN". It is considered one of the most inclusive financial services for all Egyptians from age 15 to 58 and for amounts as low as EGP 500 to EGP 2500 (USD 30-150).

Each citizen is allowed to purchase up to 5 certificates with the option of renewal 3 times up to a maximum of 9 years in total.

Through NBE facilitation, a total of 158,000 certificates (in Egypt and Abroad) were purchased for a volume of EGP 183.2 mn in 2019 growing by around 47% since June 2018.

Supporting Transition to Cashless Society

From January to June 2019, NBE had facilitated the inclusion of 297,905 citizens, representing 10% of the total issued cards across the country. We Aim to Reach 2 mn Citizens by the End of 2020.

We Aim to Bridge EGP 200 Mn by the end of 2020

MEEZA – EGYPT'S First National E-payment Card

Under the CBE and the National Payments Council, the launch of the National Payment Card "Meeza" - Egypt's leading program for digital financial inclusion for ALL- aimed to initiate the transition to a non-cash society by reducing the volume of cash circulation in the local market. The cards allow customers to use them for local transactions such as purchases, cash withdrawal and internet shopping through specific local shops.

As of June 2019, 2 mn cards were issued across the country. A total of 7,000 POSs & 12,000 ATMs were activated for transactions & card usage & over 510,000 transactions were conducted.

Customer Experience Through a Responsible Marketing & Communication

Customers connect with banks that communicate genuine and clear Brand Value. Our Brand Value is demonstrated through our ability to stay at the forefront of every national need and driven by customers' needs.

As a financial institution with the size and capabilities of NBE, our "Customer Journey Architecture" is designed based on customer centricity approach, an approach that we embraced for decades before the notion was globally established or practiced

Our Responsible Marketing and Communication is the foundation of the Customer Experience. It reflects our Values and deploys our collective human and digital capabilities to the service of our Customers.

From a social lens, we share with our readers how the NBE MARKETING STRATEGY facilitates the bank's commitment to create social value to our stakeholders (our customers and community), while we ensure that providers of capital (our shareholders and partners) get an overview on the social return of investment of our marketing practices.

NBE promotes & adhere to global & national responsible practices & aligns to the international ICC ADVERTISING & MARKETING COMMUNICATIONS CODE :

SOCIAL RESPONSIBILITY

NBE's Marketing Communications respects human dignity. It does not exploit misfortune or suffering, but rather provides solutions to our societal challenges by advocating for the wellbeing of individuals & families through customized services that alleviate their living standards and support their daily needs.

HONESTY

Our communications are founded on awareness and transparency. We address our customers who are least knowledgeable to the banking services through campaign on financial literacy and disclosures of detailed products & services conditions.

DECENCY

Our communications, through all audio & visual treatments, uphold NBE's values, culture and norms of decency.

TRUTHFULNESS

Our communications address each segment of our customers in their native language, with simple dialect, clear messages & distinct products. We ensure that our messages do not have ambiguity nor exaggeration.

¹ The International Chamber of Commerce (ICC) is uniquely positioned to provide insightful guidance on marketing and advertising around the globe. As the world business organization, whose membership is composed of thousands of enterprises from all sectors and regions, ICC has been a major rule-setter in marketing and advertising since 1937 when it issued the first ICC Code on Advertising Practice.

² ICC : "marketing communications" includes advertising as well as other techniques, such as promotions, sponsorships as well as direct marketing and digital marketing communications, and should be interpreted broadly to mean any communications produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behaviour.

"Responsible advertising & marketing communications, are an expression of the business community's recognition of its social obligations."

"Advertising & other forms of marketing communications help to create efficient markets, both nationally & internationally, promote economic development, & bring significant benefits for both consumers & companies, as well as for society in general."

WE CAPITALIZE ON OUR FIVE MAIN FUNCTIONS

Branding

Media & PR

Digital Marketing

Events & Sponsorship

CSR



Media and PR

Our Media and PR efforts were well focused on achieving NBE's strategic priorities that were set for the reporting period, namely SMEs, Youth, Women and low-income segments. Those segments echoed NBE's shared value of social and economic commitments to our community and NBE's sustainable financial performance.

Our commitment to prosperity is achieved through committing to the principles and values of responsible communication, where our advertisements:

- Hold direct, transparent, & specific messages on individualized products
- Well positioned to ensure a nation-wide geographical outreach to all remote areas
- Voiced-out in scripts and language that is easy to relate-to and adhering to cultural & societal values

1) Direct Messages

Our main areas of focus addressed NBE's Strategy and CBE National Initiatives: SMEs, Youth, Digital Payments (government and commercial / local and remittances).

Our broadcasting channels were selected to achieve the highest number of viewership and reach all segments, therefore, NBE heavily invested in advertisements in remotes areas through TV, Radio and newspapers, we targeted domestic Radio channels, for villages and suburban regions.

Our Ads were broadcasted across the most trending and most viewed TV Shows (Al Masria, Al Assema "the capital", Cairo and People, Happening Today, Egypt's National Channel, CBC Extra").

NBE's products and services are publicized in over 147 Newspapers and Magazines and 28 e-newspapers platforms (13 Economic, 4 Social, 11 General)



2) Geographical Outreach

Considering our national context, Press and Billboards are two of the most main visual influencing Ads for the largest segments of underserved Egyptians.

Our Billboards have expanded outside the major metropolitan cities of Egypt & towards Upper Egypt & Delta, reaching 97% of our total billboards while Financial Inclusion Products and Digital Services reached over 60%, particularly in Great Cairo & Alexandria.

Our billboards across the country has increased from 45 in 2018 to 75 in 2019.

In parallel, as Egypt's National Bank, the Cairo International Airport was one of the major locations that was vital to instill confidence in Egypt's digital banking services by empowering Expats arriving to Egypt.

Our Press Ads, clearly highlight key messages: time of transaction, administrative costs and cyber safety. This has created considerable growth for our remittances.

Our Press Ads:

PRESS AD	YEAR	TARGET SEGMENT
FUTURE AD	2019	Financial inclusion customers (existing / potential)
AHLY NET AD	2018 - 2019	Electronic services customers especially youth
E-BRANCHES AD	2019	
TAX AD	2019	Tax. Payers
BACK TO SCHOOL AD	2019	Financial inclusion customers (existing / potential)
PERSONAL LOAN AD	2019	
INVEST IN EGYPT AD	2019	Investors inside & outside Egypt
SMEs AD	2017 - 2019	SMEs clients (existing /potential)
NBE PAY	2018-2019	Electronic services customers especially youth
PHONE CASH AD	2019	
FINANCIAL INCLUSION	2017 - 2018	Financial inclusion customers (existing / potential)
AL AHL TA2SEET AD	2019	
WORLD CUP AD	2019	Credit cards holders (specially Football fans)
FIFA AD	2018	
AFRICAN CUP AD	2018	
AL AHLY POINTS AD	2017	Credit cards holders (loyal customers)

OBJECTIVE
<ul style="list-style-type: none"> Improving financial inclusion activities Attracting more potential customers to NBE to raise up its market share Improving deposits wallet to support bank's position
<ul style="list-style-type: none"> Emphasizing on NBE transformation from old to modern bank Shading light on the digital transformation strategy Raising customer's awareness regarding NBE digital services
<ul style="list-style-type: none"> Emphasizing on NBE transformation from old to modern bank Shading light on the digital transformation strategy Raising customer's awareness regarding NBE digital services Creating awareness on E-branches as the first of its kind in Egypt
<ul style="list-style-type: none"> Encouraging customers to pay tax electronic Raising the profits gained from tax payment
<ul style="list-style-type: none"> Promoting NBE credit cards to raise the usage & its market share. Promoting electronic payment channels
<ul style="list-style-type: none"> Attracting potential customers to benefit from NBE personal loan programs. Widen NBE market share in PL with shading light on facilities & competitive advantages.
<ul style="list-style-type: none"> Capitalizing on NBE position as a main supporter of the national economy
<ul style="list-style-type: none"> Informing Customers about SMEs funding & initiatives in agricultural, industrial, & service sector Raising NBE wallet in SMEs reaching annual targets Supporting governmental plans to improve SMEs activities that will affect the national economy & labor market
<ul style="list-style-type: none"> Emphasizing on NBE transformation from old to Modern bank Shading light on the digital transformation Strategy Raising customer's awareness regarding NBE Digital services Moving towards Cashless society
<ul style="list-style-type: none"> Improving financial inclusion activities Attract more potential customers to NBE to raise up its market share improving deposits wallet to support the bank's position
<ul style="list-style-type: none"> Promoting NBE credit cards to raise its market share in electronic payment Capitalize on NBE position as a leader in E-payment
<ul style="list-style-type: none"> Promoting NBE credit cards to raise its usages & market share in electronic payment Capitalizing on NBE position as a leader in E-payment increasing the number of loyal customers

3) Native language/ local dialect

Our Television Campaigns and Advertisements were titled and scripted into themes that the various segments can relate-to.

Different themes are developed with a purpose. They are either dedicated to augment cultural and societal values, address specific economic challenges or motivate our targeted segments to bridge their status-quo and towards future growth opportunities.

For SMEs Clients : Al Ged'an & Al Otobis (The Courageous & The Bus)

Channels: Al Qahera we ElNas 2 &
the Egyptian Satellite Channel

	2017	2018	2019
OBJECTIVES	Providing customers with information on NBE's financing services and initiatives for SME's in agricultural ,industrial & service sector. Raising awareness on benefits of NBE's wallet for SMEs. Supporting governmental plans to advance SMEs ecosystem.		
IMPACT	Promoting the ease, opportunities, & impact of NBE's financing to industrial and agriculture ventures through TV Coverage of visits to NBE's clients in those two sectors in 7 governorates. Coverage of SME's Development Programs that are organized in collaboration with Nilepreneur through NBE's Business development Centers & covering NBE activities in 6 exhibitions.		

For Youth : Abakra (the Geniuses)

Channels: QWN

	OBJECTIVES	IMPACT
2017	Promoting the role of the Banking Sector to create shared value by raising awareness on youth's potential future opportunities through enhancing education at all early ages and directing CSR funding towards the development of schools & the educational ecosystem.	Enticing a national collaboration between Egyptian banks & social partners by presenting the impact of school development in remotes & underserved areas on long term retention of youth in education through 10 promotional videos & 15 documentary films.
2018		
2019		

For All Segments

(I'm the Nation, Directly from Egypt,
the Daily-bread, Finance & Hope)

	2017	2018	2019
OBJECTIVES	Financial Literacy through direct viewers' engagement. Raising customer's awareness on NBE's E-branches as the first of its kind in Egypt. Instilling confidence, trust & proximity with the public		
IMPACT	Transparency, leadership and trust in the banking sector, the National Banks & NBE's: <ul style="list-style-type: none"> • Direct engagements & interventions with NBE's Chairman & Deputy chairpersons. • Phone calls intervention by hosting NBE's Heads in discussing NBE strategies. • Broadcasted videos that facilitate public understanding of NBE's new services & products • Broadcasting 5 different tutorials videos for E-services clients (existing & potential) to support the navigation of current or future national crisis. 		

To address an even larger scale of underserved of the low-income segments or those spending more time in mobility, our Radio Shows play a tangible role to stay connected with our customers (both existing or potential).

NBE's LIVE engagement that allows an interactive relationship with the public at the highest level, where NBE's Chairman and Deputies were part of the calls interventions and answering the public's inquiries.

NBE's focused on two specific Radio Shows that have a great reach within our targeted customers: Banknote (on Nagham FM Channel) and Kalamna bel Masry (on 90/90 channel).

Our focus topics remained consistent: Financial Literacy, Financial Inclusion activities and Digital Services.

Digital Marketing

Number of Viewers (traffic) reflect our ability to create an interactive friendly platform for Financial Literacy through Customers Reach. Users interaction to our digital campaigns has been equally very successful, reaching 40 to 55% of our viewers on the different platforms (Facebook, twitter and YouTube). In 2018, our website has undergone its first phase of revamping and our digital campaign were front-and-center.

	CAMPAIGNS THEME (2016-2019)	OBJECTIVE	NUMBER OF VIEWERS	USER INTERACTION
SMEs	Seize Your Place Your Next Project مكانك مش هنا مستقبل مشروعك	Financial Inclusion and Literacy	Over 10,815,784	Over 5,935,748
PHONE CASH	Grown as Raised Crowned with Manners تربيتهم تركيبتهم تزينوا بالأخلاق	Financial Inclusion and Literacy	Over 3,000,000	
YOUTH	برنامج التدريب الصيفي للطلبة تدريب الخريجين معاك في الساحل برنامج العباقرة	Youth Empowerment	Over 1,032,554	Over 744,100
CSR	Children Hospitals Abu El Rish 57357	Social Responsibility	Over 336,456	Over 125,665
YOUTH	NBE Pay Ahly Net Phone Cash	Digital Inclusion	Over 452,741	Over 299,412

Events & Sponsorships

Our sponsorships have focused on TWO keys areas: National Initiatives and Sports activities.

1) Support to National Priorities

Our collaborations with the various Ministries have mounted to a budget of EGPI5 million.

We sponsor national events that deepens long-term social or economic impact to our society:

- 01 | Egypt's Youth Forum
- 02 | Energy Efficiency Awareness Campaign
- 03 | The Fish Farming Initiative
- 04 | Innovation Contest, under the Auspices of the Ministry of Youth and Sports
- 05 | Low-income Exhibition, under the auspices of the Ministry of Solidarity
- 06 | Medical Tourism, under the Ministry of Tourism

2) Support to Sports Activities

Our focus on Sports stems from its direct connectivity to our CSR commitment to Health Care and Wellbeing. With NBE's support to sports National Federations, sports organizers and athletes, we provide new opportunities to those stakeholders where governmental funding cannot entirely capture the needs of Egypt's growing population of children and youth.

Such collaboration alleviates the burden on the National Budget - ing and sheds the light on the responsibility of public and private businesses to disseminate a culture of Healthy lifestyle.

Our contribution can be segmented into four specific areas:

- 01 | Supporting National Federations (NFs)
- 02 | Supporting Athletes
- 03 | Supporting Camps Organizers
- 04 | Supporting Sports for the "Disabled Champions"

Internal Branding and Customers Experience

Our Internal Branding also plays an indirect role and adds value to customer experience. Installing Employees Loyalty and confidence in the Values of NBE's Brand, is core to our Customer Journey. Constant reminders of the Role that our employees hold in serving and caring for our clients has been another focus-area

Our Internal Communication Messages includes seven key values, each is communicating in our local dialect to preserve our culture and maintain an inclusive language to all our employees and national brand.



Customer Rights & Data Privacy

In line with the CBE Regulations, NBE complies to a rigorous set of guidelines and rules to protect Customer Rights:

- 01 | Fairness & Justice
- 02 | Transparency & disclosure
- 03 | Effective & efficient Mechanism for customers complaints
- 04 | Promoting financial awareness
- 05 | Customer data protection & privacy

Customer Privacy

SECURED FINANCIAL TECHNOLOGY SERVICES

1ST BANK CERTIFIED IN EGYPT
FOR THE 5TH CONSECUTIVE YEAR

PCI DSS
CERTIFIED

NBE obtained the PCI DSS Certification V3.2 from Control case. This certificate is the seal of the bank's compliance with the requirements of the Visa and MasterCard bodies to secure electronic payment and credit card data.

Control Case is one of the international companies approved to review application of international standards for compliance with the rules of protection and security of payment and credit card data

Fairness & Justice

- 01 | Providing transparent terms & conditions for products & services, including method & cost of cancellation.
- 02 | Assisting customers fairly & with integrity in choosing the right service or product that best suits their needs & the size of the guarantees with the required facilities.
- 03 | Using fair & uncomplicated contracts that define the rights & obligations of the bank.
- 04 | Educating the guarantor about his/her obligations.
- 05 | Educating & informing the customer & guarantor about the escalating process in case of default of unresolved complaints.

Transparency & Disclosure

- 01 | Disclosing annual actual rates of return/service prices in the various available channels (Website, customer reception halls, etc.)
- 02 | Disclosing terms & conditions of products & services on the bank's website
- 03 | Informing the customer of any changes in the rate of return or when changing fees/expenses
- 04 | Informing the customer of his account statement in accordance with the provisions of the law & rights/mechanism of customer complaints

Efficient Customers Complaints Mechanism

- 01 | NBE provides a diverse number & types of channels to receive customer's complaints
- 02 | Complaints are registered & verified through automated platforms & systems
- 03 | Automated confirmation of receipt of complaints is performed by text messaging to the customer registered contact details

Promoting Financial Awareness

- 01 | Educating customers on the importance of updating their personal data.
- 02 | Educating customers on usage of the various services & products of the bank in accordance with the terms & conditions.
- 03 | Explaining the consequences of irregular payment of products to credit customers.
- 04 | Raising awareness of fraud & forgery.
- 05 | Educating customers on non-disclosure of any confidential information about the accounts.
- 06 | Emphasizing the importance of notifying the bank & the service provider in the event of any transactions involving theft, fraud, & embezzlement of the accounts.

Customer Data Protection & Privacy

- 01 | Considering all customer's personal and financial information & information confidential & may not be used or shared with others without obtaining the written consent of the customer in advance.
- 02 | Providing the appropriate environment to protect clients' financial & personal data & information, whether these data & information are kept with the bank or with any third party that the bank deals with.
- 03 | Non-disclosure of any information related to clients or their accounts except after verifying their personal identity or the identity of whomever represents them legally.

Our Customer Privacy complaints represent 0.00024% of NBE's total customers of 9,8mn at the time the complaints are reviewed by the regulator.

Our Employees

For years, the banking sector has transitioned its focus towards intellectual capital due to the emerging technologies that have come to disrupt or transform the ways customers are served. Today, we are moving to a new age of "Knowledge Economy".

Transition to Knowledge Economy

At the forefront of all economic activities, while banks have capitalized on this new framework of technological inputs, employees' knowledge continued its unrivaled lead as the core component and common dominator of the Knowledge Economy Model - a model that is deemed to drive growth in the digital age.

Today, yielding profit under this model, while committing to employees' wellbeing, is the balance that NBE has successfully achieved through its history, by adopting a Responsible Growth Culture.

"The Knowledge Economy" is recognized as the contemporary business model of efficient management of intangible assets: science, technology, innovation, & human capital talents.



Our Value Creation

Our Responsible Growth entails "Care for Employees", one that mirrors their true undenied value to NBE. A value that is clearly witnessed through the comprehensive set of value-propositions, that proudly distinguishes our NBE's Employer Brand and Value Creation:

	OUR VALUE CREATION	POLICIES & PRACTICES
1	DIVERSITY & EQUAL OPPORTUNITIES	<ul style="list-style-type: none"> Diversity of Employees New Hires vs. Turnover rates Equality in Employment Opportunities Equality in Wages
2	MENTORSHIP & PROFESSIONAL GROWTH	<ul style="list-style-type: none"> Training and Career Development Performance Assessment Dedicated Program for Women
3	ECONOMIC WELLBEING	<ul style="list-style-type: none"> Wages & Compensation
4	SOCIAL SUPPORT	<ul style="list-style-type: none"> Parental Leaves Families & personal benefits
5	HEALTHY WORKING ENVIRONMENT	<ul style="list-style-type: none"> Health & Safety
6	ENABLING COMMUNICATION	<ul style="list-style-type: none"> Digital Tools & Internal Communication
7	BELONGING & SOCIAL ENGAGEMENT	<ul style="list-style-type: none"> Social Engagement
8	PROTECTIVE WORKING ENVIRONMENT	<ul style="list-style-type: none"> Collective Bargain Agreements Values Advise on Ethical Matters

Inclusive Work Environment

NBE's chronicle is a continuous testimonial of our human capabilities, talents, expertise, and leadership that have bridged challenges, embraced changes, and captured opportunities, over a journey of 100 years and more. At NBE, the size, diversity, and experience of our taskforce is unmatched.

Our masterful NBE taskforce of 20,771 diligent men and women are serving customers across Egypt and bringing over 9000 daily new citizens and businesses closer to the banking sector to help them with their needs.

With the growth of our business, a parallel growth in our taskforce has taken place with 7.1% increase in 2019, serving our customers at 50 new branches across the nation and through the largest and fastest growing digital channels.

Today, NBE's human capital represents 17% of the entire taskforce of the Egyptian Banking System and our employees account for 38% of the taskforce of the 5 largest local banks in Egypt, with operation extending across the country.

EMPLOYEES GEOGRAPHICAL DISTRIBUTION (BY REGION)		2016 - 2017		2017 - 2018		2018 - 2019	
1	Headquarters	6156	36%	6523	35%	7018	34%
2	Alexandria	1425	8%	1554	8%	1674	8%
3	Delta	1312	8%	1453	8%	1591	8%
4	Canal	1102	6%	1201	6%	1335	7%
5	South Upper Egypt, South Sinai, & Red Sea	967	6%	1035	6%	1142	6%
6	North Upper Egypt	1065	6%	1200	6%	1320	6%
7	South Cairo	966	6%	1083	6%	1176	6%
8	East Cairo	845	5%	959	5%	1095	5%
9	North Cairo	1190	7%	1330	7%	1495	7%
10	West Cairo	785	5%	859	5%	951	5%
11	Downtown Cairo	1391	8%	1549	8%	1677	8%
TOTAL		17204		18746		20474	
TOTAL (Including Temporarily Unpaid Leave 2018-2019)						20771	

Our Diversity & Equal Opportunities

NBE will always stand at a unique position and role. Strategically serving and nurturing financial inclusion at the lowest-income segments, while managing mega-projects, multi-bn investments portfolios and savvy financial clientele base of HNWI.

When technology and automation were still in the cradle, our leadership and employees had paved the way to every new technology of the 21st century.

Harmonizing and adapting to financial literacy while taking the lead in the digital era is the ultimate success.

Behind it all, is NBE Proximity to its Customers, where our front-liners have the responsibility to always be the trusted advisors to individuals and businesses. Supported by thousands of employees behind the scenes, NBE's diversity of age, gender, talents and expertise is of a paramount significance of how we do business and how we ensure this inclusive responsible growth.

In 2019, our female employee's presence represented 27% of total employees, while employees under the age of 30 represented 9.5% of our taskforce.

These diversity indices were achieved through a change in our new staff hiring and turnovers strategy related to gender and age categories.

1 (102-8)
2 (405-1)

New Hires¹

NBE has focused on improving a most needed diversity in both age and gender. Our hiring policy has been focused on achieving that goal with a focus on females and those under age of 30.

In 2018, assessed by **LinkedIn International**, the bank received a certificate of appreciation as the **Best recruiter in the Middle East & North Africa** region, a certificate that is awarded to the best recruitment Qualifications & practical talents through the bank's usage of LinkedIn, its solutions & data in the field of employment.

ANNUAL GROWTH RATES OF NEW HIRES		2017-2018	2018-2019
	Under 30 years old	5%	17%
	Male	10%	1%
	Female	2%	46%

As a result, the increase of new female employees on our task-force have been continuously increasing since 2017 at a rate of

20% in 2018 and 18% in 2019. In comparison, male employee rate has been annually increasing at 6% since 2017.

NEW HIRES (BY AGE)	LESS THAN 30	30 TO 50	ABOVE 50	TOTAL
2016 - 2017	1508	34	1	1543
2017 - 2018	1577	40	3	1620
2018 - 2019	1852	61	2	1915
Total				5078

New hires also achieved a keen balance across Egypt's governorates with an equal new hiring growth rate (except for Great Cairo where population remain the largest to serve).

	HQ & CAIRO		ALEXANDRIA		DELTA		CANAL		SOUTH UPPER EGYPT & SINAI, & RED SEA		NORTH UPPER EGYPT		
	Count	Growth rate	Count	Growth rate	Count	Growth rate	Count	Growth rate	Count	Growth rate	Count	Growth rate	
2016 - 2017	965	5.49%	168	0.95%	153	0.87%	96	0.55%	62	0.35%	99	0.56%	1543
2017 - 2018	1017	5.52%	126	0.68%	172	0.93%	113	0.61%	64	0.35%	128	0.69%	1620
2018 - 2019	1183	6.11%	130	0.67%	159	0.82%	161	0.83%	106	0.55%	176	0.91%	1915
TOTAL	3165		424		484		370		232		403		5078

Turnover Rates

During the reporting years, the total number of employees' turnover reached 1958, representing 10.22% of the total employees due to retirement, resignation, dismissal, termination of service and death.

By Gender

During the reporting years, turn-over of male employees was higher compared to females. The average turnover rate was at 7.53% male compared to 2.69% female of the total number of employees.

By Age

During the reporting years, the age of Retirement was the largest of those causes.

The average turnover rate was inclined towards the age group of 60 to 65 at 5.86% of our total employees.

By Region

During the reporting years, our largest turn-over was often from the head office & Cairo representing 7.01% of total employees. This is coming at an expected rate given that most retirees where from the head office.



Mentorship & Professional Growth¹

The School of Bankers

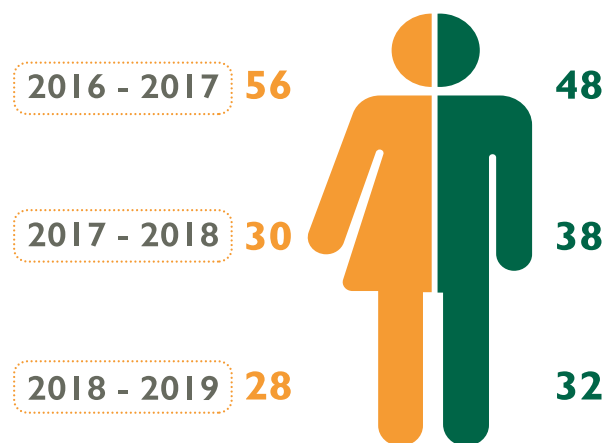
With over 186 thousand of training and development opportunities, NBE has undertaken a massive training plan for its employees with a budget mounting to EGP56 mn in 2019 in comparison to EGP 31 mn in 2017.

Average Training Hours

Our training programs have been increasing over the years from 7821 annual training hours in 2017 to 12,271 hours in 2019, thus offering our employees an average of 6.88 training opportunities per employee over the course of 3 years (or 2.29 annually).

- It is important to highlight that the bank has focused on decreasing discrepancy in training hours between the different job categories.
- Motivating our female employees for future development was also witnessed. The gap in number of training hours between male and female have largely decreased.

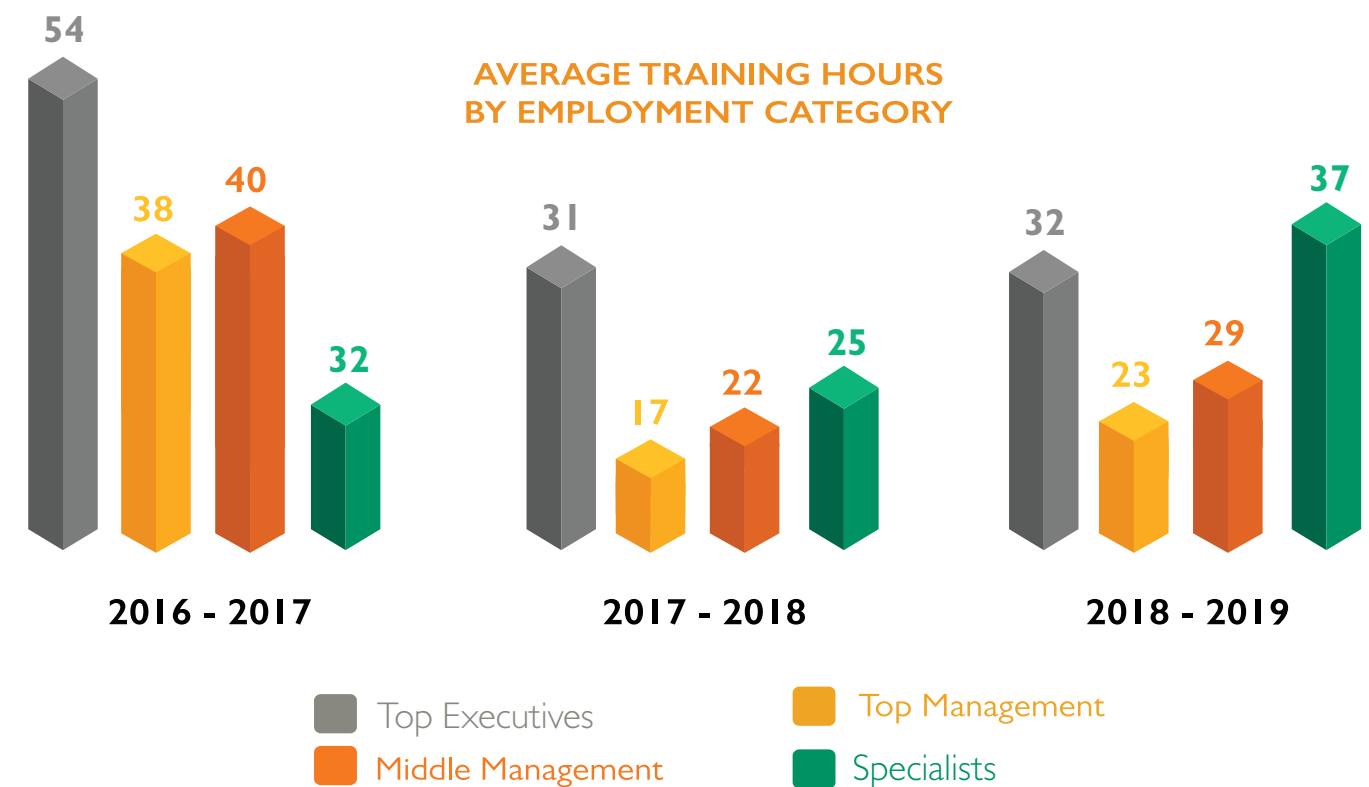
AVERAGE TRAINING HOURS BY GENDER



	2016-2017		2017-2018		2018-2019	
Total Training Budget	31 EGP mn		32 EGP mn		56 EGP mn	
	Hours	Attendees	Hours	Attendees	Hours	Attendees
Total	7,821	39,292	7,037	56,401	12,271	91,220
Total Hours	27,129					
Total Attendees	186,913					



AVERAGE TRAINING HOURS BY EMPLOYMENT CATEGORY



	2016 - 2017	2017 - 2018	2018 - 2019
AVERAGE TRAINING HOURS/EMPLOYEE	50	28	31
AVERAGE TRAINING OPPORTUNITIES/EMPLOYEE	3	3	3
AVERAGE TRAINING COST/EMPLOYEE - EGP	1876	1823	3023

Training Programs

NBE prides itself with one of the most advanced and comprehensive training programs in the banking sector.

Trainings are distinguished under:

1. Capacity Building Programs.
2. Technical and Career Programs

Trainings are provided through:

1. External Agreements provided by the Egyptian Banking Institute.
2. External Agreements provided by multiple prominent third-party.
3. Internal training provided by NBE Regional Training Centers.

2016 - 2017

1461
Training Workshops
27,959
Trainees

2017 - 2018

946
Training Workshops
18,945
Trainees

2018 - 2019

1556
Training Workshops
31,721
Trainees



First: Capacity Building Programs

In Cooperation With The Egyptian Banking Institute (EBI)

Young Leadership Program

Dedicated to young staff and aimed to equip them with the required technical skills needed for administrative supervisory positions. 54 selected NBE's employees were part of this training program.

Future Leaders Program

Dedicated to promising management staff and aimed to equip them with the required skills for leadership positions. 15 selected NBE's employees have received 535 training hours.

About the Banking Institute:

The Egyptian Banking Institute was established by the Central Bank of Egypt in 1991 to become the official training arm to apply international best practices focused on honing the technical and administrative skills of workers in the financial and banking sector. Through excellence in skills development and provision of Integrated knowledge services for the financial sector, the Institute has a vision aimed to becoming the leading knowledge center for financial services in Egypt and the neighboring region, and to contribute in spreading financial awareness across the community. Achievements of the Banking Institute

- More than 50 thousand trainees annually.
- More than 600 trainers.
- More than 60 thousand training hours annually.
- More than 3 thousand training programs annually.

In Cooperation With Prominent Training Institutions

THE SUCCESS LEADERS PROGRAMS

Dedicated to best Branch Managers, & aims to prepare them for the positions of Regional Managers.

57 Selected NBE's Branch Managers were part of this training program.

THE SCHOOL OF SUPERVISORS (TOT)

Dedicated to training of trainers,

279 Selected NBE's employees were part of this training program.

Seven regional training centers were established, equipped, and operated to implement our training programs for employees in governorates near their workplaces, in addition to three centers in Greater Cairo.

On average 75% of the training courses are held in NBE Training Centers in Alexandria, Tanta, Mansoura, Ismailia, Hurgada, Assiout, Aswan :

77% of our 2016/2017 training courses were held in our centers.
76% of our 2017/2018 training courses were held in our centers.
79% of our 2018/2019 training courses were held in our centers.

Second: Technical & Career Training Program

SMES FINANCING

The career path program was established for employees working in Credit Lines. The offered programs have internationally certified courses in the areas of Credit & Risk.

- 3053 employees in 2017-2018
- 2850 employees in 2018-2019

INFORMATION TECHNOLOGY & DIGITAL TRANSFORMATION

A total of 3694 training opportunities were provided in 97 different topics.

- 3707 employees in 2017-2018
- 5863 employees in 2018-2019



Economic Wellbeing

Salaries & Wages

NBE's employees are well compensated with no gender differentiation. Our annual salaries and compensations are above market average and they sustain a sound annual increase among peers.

- The average of the annual percentage increase for the banking jobs reaches up to 12%.
- The average of the annual percentage increase for auxiliary services reaches up to 11%.

Benefits & Compensations

Preferential Personal loans

NBE provides an extensive range of loans at preferential rates. They include housing loans, personal loans, & car loans with repayment periods of up to 15 years. The number of loan beneficiaries during the last three years is 11,046 employees, with total loan balances of 3.2 bn EGP.

Profit Dividends

Our employees receive an annual profit dividends. The latest dividends has mounted to EGP 3,027 mn in 2019 against EGP 194 mn in 2018.

Retirement Fund

All employees are entitled to a retirement severance pay, or family compensations in case of death, both of which are funded through the Retirement Fund Program.

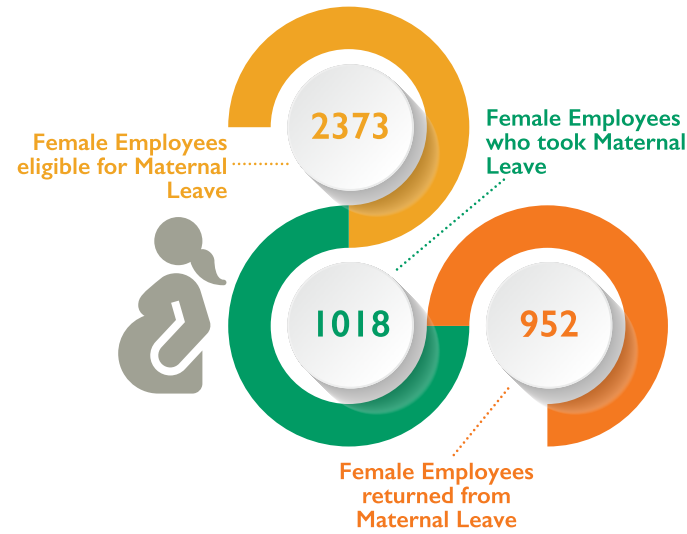
Social Support & Wellbeing

Parental Leaves¹

Social wellbeing stems, at its core, from family wellbeing. Protecting the social wellbeing of our employee is the essence of all successes and growth, through which individuals thrive in both their personal and professional lives.

Our return-to-work rate is one of the significant indicators reflecting NBE's healthy working environment that encourages our female employees to return to work while finding the necessary care to balance the responsibilities of work and family commitments.

During the reporting year, a total of 1018 female employees took Child Care leave, with 852 returning to work after maternity leave. This places our return-to-work rate at 92.14%, with a full compliance to National Labor Laws which provides the right of three-months paid vacation for maternity leave. Upon return to work, 98.5% of retuning mothers continued working for at least one full year.



Our return-to-work rate at 92.14%, with a full compliance to National Labor Laws



MEDICAL CARE

The bank provides a full medical care plan for all its employees. Medical care includes medicines – tests – radiology – surgeries or any other medical procedures or treatments.

All medical care services are provided through a very large & distinguished medical network across country.



HEALTH INSURANCE

NBE provides health insurance policies to ALL its employees & extends these policies to include our retired veterans. Additionally, a total of 38785 employees families' members also benefit from the same service.



LIFE INSURANCE

Our employees' life insurance policies cover: death, disability, & termination due to disability (total or partial).

Life insurance is carried out with the value of the debit balance of the loan for all employees who obtain loans of all kinds to cover: death, disability, & termination of service (total or partial).



NATIONAL INITIATIVE FOR COMBATING VIRUS C

Elective screening was provided to ALL NBE's employees as part of the Government Program for screening against Virus C across the country.





Healthy Working Environment

NBE's Health and safety management system applies to all our employees working at our Headquarter and branches. It operates according to regulatory measures and established internal measures that are communicated to employees as part of a contractual agreement. Additionally, Health and Safety Measures that relate to public health are placed at NBE's operational locations as per regulations.

In line of NBE's compliance to regulatory and internal Health and Safety Measures, the HR in coordination with the Audit Department are responsible of monitoring the adherence to regulations, receiving inquiries or concerns from employees, and reporting of required measures in this regard.

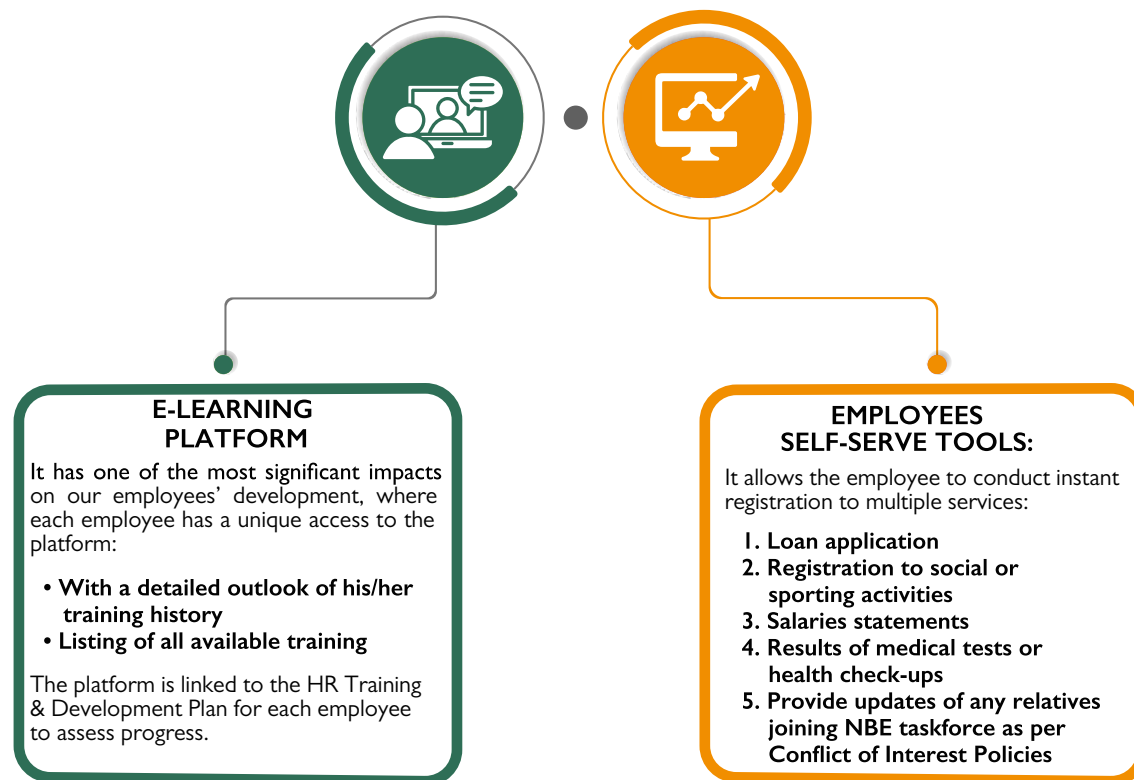
The bank conducts regular training dedicated to employees who occupies jobs related to health and safety, in addition to other awareness workshops:



		Number of Employees 2016 - 2017	Number of Employees 2017 - 2018	Number of Employees 2018 - 2019	BUDGET IN EGP
	HEALTH & SAFETY	Emergency measures & effective methods to protect and secure bank branches & headquarters from incursions & armed robbery.			
		642	1334	1334	475,373
	SAFE DRIVING	Safe and preventive driving road safety & security measures.			
		1230	490	417	425,280
	SAVE A LIFE	First aid & cardiac resuscitation.			
		326	-	-	-
	FACILITIES PROTECTION	Safety of facilities, firefighting, & preventive measures simulations for evacuation plans.			
		-	-	803	525,350

Enabling Communication

At the core of our digital transformation, our internal Human Resources Management System has been largely automated and digitalized using the latest Oracle software. Our new platform is housing secured interactive databases that serves multiple purposes:



Protective Working Environment

NBE's Code of Ethics is the governing guide to its Corporate Values, Ethics, Conduct, and Advice.

Under our code of ethics, our employees are safeguarded and enjoy a protective working environment that enables them to perform, develop and advance under the NBE's corporate values of integrity and transparency. We value creativity that serves our customer-focused culture, and this can only be achieved when each and every member of the NBE's family have the confidence that his/her concerns can be voiced and considered without fear of dismissal.

Under our Corporate Governance Policies, the Code of Ethics provide a protective working environment that instills and nurtures loyalty and pride. (Read on: Our Value / Critical Concerns and Advice on Ethics)

Furthermore, our employees are empowered by their collective Bargain Agreement, that is governed by a board of trustees, elected from the employees and by the employees.

ALL NBE's employees are part of this agreement and their voices are channeled to NBE's Board of Directors through its HR Committee that has the oversight delegation powers of the board.

Belonging & Social Engagement

NBE Foundation for Employees

The Foundation provides multiple services for all employees without distinction. Services include housing and land allocation at preferential rates and lending facilities in cooperation with Egypt's most prominent real estate companies, with long term installment period.

Sports Clubs:

For many years, the bank has been able to provide employees with the opportunity to participate in several sports and social clubs:

- The bank's club in Mohandessin.
- Dar el Bank Club in Nasr City.
- El-Ahly El-Masry Club in Alexandria.



Our Community¹

EGP 3.359 bn

Total funding across all programs for the reporting years are directed into mega-impact programs and projects dedicated to improving quality of life & standard of living for Low-Income Households, Youth, Women, Children, & those financially in Debt.



There was never a greater responsibility than the one serving the fundamental rights of a Nation's citizens: rights to health care, access to education, decent housing, development of young mind securing livelihood, and above all preserving the very fabric of society that can only be nurtured through promoting culture and guarding heritage.

NBE is the LARGEST Contributor to the National Development Goals through CSR and NBE Foundation, mounting to an average of 9% of NBE's net profit standing at EGP 6 bn in net funding since 2014.

During the reporting years, NBE directed over EGP (3.359) bn into mega impact programs and projects dedicated to improving the lives of Egyptians families.



Our Community CSR Beyond Corporate Peripheries

While our Corporate Strategy & Sustainability practices reflect how our business is responsibly conducted with the consideration of economic, social, & environmental wellbeing for our stakeholders, our Community CSR activities extend beyond corporate peripheries.



Inclusive Growth NBE Serves ALL PEOPLE

Beyond the outskirts of Banking Services & into our costumers' every-day needs & aspirations, we are committed to protect their wellbeing today & secure the foundation of their "tomorrow".

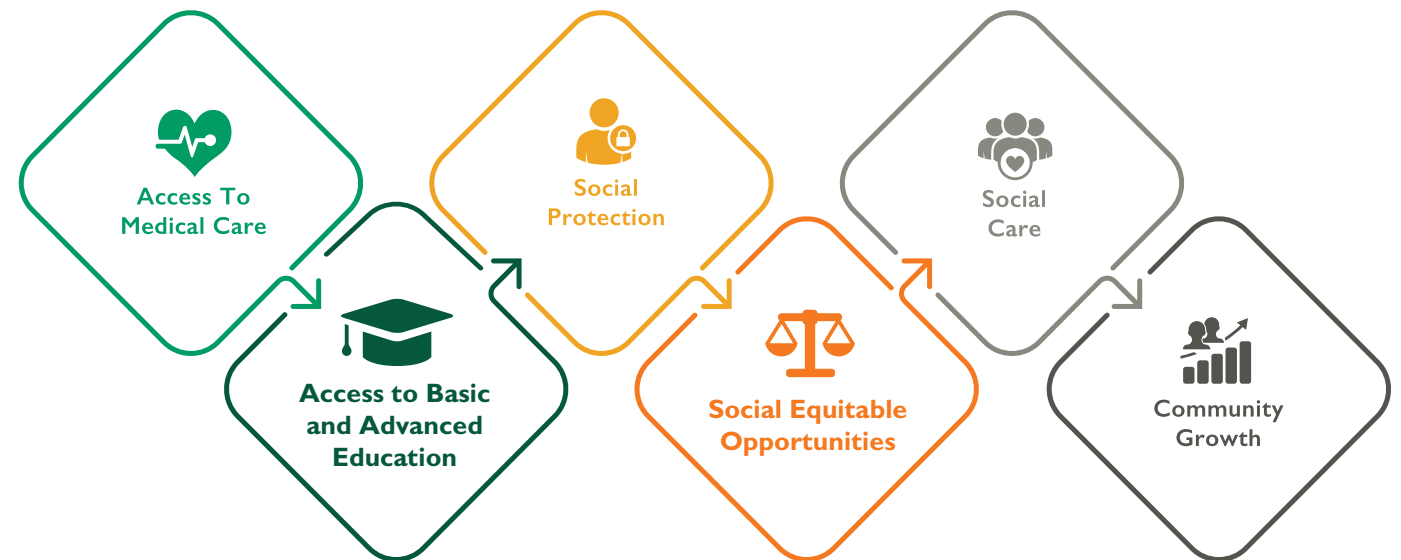


Strategic Alliances We Leave No One Behind

We partner with those who share our vision, our values, & our determination that NO ONE is ever left behind, all around the nation and across generations.



Our CSR Strategy focuses on 6 Key Value Creation that address Human Development and Social Wellbeing:



	NBE's COMMUNITY FOCUS AREAS	SUSTAINABLE DEVELOPMENT GOALS	NBE'S VALUE CREATION TOWARDS COMMUNITY WELLBEING	NBE Funding EGP MN
1	Health and Medical Care	3 GOOD HEALTH AND WELL-BEING	1. Access to Medical Care	908
2	Development of Educational System and Infrastructure	4 QUALITY EDUCATION	2. Access to Basic and advanced Education	742
3	Poverty Elimination	1 NO POVERTY	3. Social Protection	75
4	Egypt's Villages Project	11 SUSTAINABLE CITIES AND COMMUNITIES	4. Social Equitable Opportunities	640
5	Integrated Communities	11 SUSTAINABLE CITIES AND COMMUNITIES	5. Social Equitable Opportunities	950
6	Care for Special Needs	10 REDUCED INEQUALITIES	6. Social Care	44
	TOTAL FUNDING ACROSS ALL PROGRAMS FOR THE REPORTING YEARS			3,359

Health & Medical Care

EGP 908 MN



Health and medical care include intensive care rooms, operating rooms, provision of diagnostic & therapeutic devices. Our contribution extends to include training programs for medical specialists and specialized treatment of chronic cases.

NBE's ultimate goal is that ALL Egyptians can have access to health and medical care free of charge as part of their fundamental rights.

Hence, our contributions were directed to fund and equip a large number of public and university hospitals, educational institutes and non-specialized medical centers that provide their service with no costs incurred by patients.

NBE's Committee for Community Support Programs oversees the monitoring and assessment of proper installation and maintenance of the equipment, as well as conducting necessary audits to ensure that services are provided to citizens without any financial burden.



Our Funding Selection Criteria :

1. Promoting preventive and health programs.
2. Enabling localities to provide health services in a decentralized setting.
3. Developing the information infrastructure supporting the health system.
4. Developing the human resources management system across the health sector.
5. Developing the pharmaceutical sector.

Public Health Partnerships

	PARTNERS	TOTAL NBE FUNDING EGP MN	PROJECT OBJECTIVE	YEAR
1	Demerdash Hospital	1	Development of Sterilization Units	2016
2	Demerdash Hospital	21	Development of Operating Rooms	2017
3	HomyatAbasia Hospital	50	Renovation of the Hospital	2017
4	Demerdash hospital	22	Development of Operation Rooms	2017
5	The National Cancer Institute	84	Provision of Multiple Medical & Surgical Equipment	2017
6	Homyat Abassia hospital	50	Provision of Multiple Hospital Sections	2017
7	Center of Nephrology Mansoura	0.5	Support to Dialysis Research	2019
8	Center of Nephrology Mansoura	4	Provision of multiple Medical & Surgical Equipment	2019
9	Demerdash Hospital	0.5	Development of Sterilization Units	2016
10	Ein Shams hospital	30	Development of Operations Rooms	2019
11	Ministry of Health	7	National Health Care System Port Said Governorate	2019
	TOTAL	270		

During the reporting years NBE has supported

6
Public Health Partnerships

17
Universities' Health Partnerships

12
NGOs' Health Partnerships





Universities' Health Partnerships

	PARTNERS	TOTAL NBE FUNDING EGP MN	PROJECT OBJECTIVE	YEAR
1	Menya University Hospital	6	Equipping with Catheters	2017
2	KasrEiny - Thabet Hospital	10	Provision of Multiple Medical & Surgical Equipment	2017
3	Ein Shams Specialized hospital	24	Development of Operation Rooms	2017
4	Zahraa university Hospital	4	Provision of Laparoscopy Equipment	2018
5	Badr Helwan university hospital	41	Provision of Multiple Medical & Surgical Equipment	2018
6	Beni Suef university hospital	23	Development of Multiple Units	2018
7	Mansoura University hospital for children	17	Provision of Water Treatment Units	2018
8	Sohag University hospital	16.5	Development of Cardiac Unit	2019
9	KasrEiny Students hospital	10	Provision of Multiple Medical & Surgical Equipment	2019
10	KasrEiny Genitics Unit	2	Provision of Multiple Medical & Surgical Equipment	2019
11	Assiout University hospitals	12	Provision of Multiple Medical & Surgical Equipment	2019
12	Egyptian Faculty for Intense Care	2	National Project for Prevention of Cardiac Cases	2019
13	KasrEiny for Critical Care	1	Training of Nursing staff	2016
14	Banha university hospital	.8 5	Equipping with MRI	2017
15	Ein Shams hospital	20	Development of Chest Care	2017
16	Kasr Einy hospital	6	Provision of Multiple Medical & Surgical Equipment	2019
17	Tanta university	32	Equipping university hospital	2019
	TOTAL	235		



NGOs Health Partnerships

	PARTNERS	TOTAL NBE FUNDING EGP MN	PROJECT OBJECTIVE	YEAR
1	Center of Nephrology Mansoura	0.5	Support to Dialysis Research	2016
2	Center of Nephrology Mansoura	0.5	Support to Dialysis Research	2017
3	Children Cancer Hospital	0.5	General Funding to Multiple units within the hospital	2017
4	Center of Nephrology Mansoura	5	General Funding to Multiple units within the hospital	2017
5	Bahya Hospital for Women's Cancer	30	Provision of Free Chemotherapy Treatment.	2017
6	Children Cancer Hospital	30	Provision of Free Treatment for Patients	2017
7	Orman Foundation	44	Development of Multiple Units	2018
8	Kabty hospital	5	Development of Multiple Units	2018
9	NBE Foundation	6	Screening & Treating Patients from Virus C Provision of	2018
10	Baehya Hospital for Women's Cancer	30	Free Chemotherapy Treatment.	2019
11	Madgy Yacoub International Heart Center	20	Support of Free Cardiac Surgeries	2019
12	Ahl Misr Foundation	100 000	Support to Ahl Masr Foundation for Burn Treatment	2019
13	NBE Foundation & Masr El Kheir	6	Treatment of Virus C	2019
14	Ayady El Mostaqbal Foundation (NGO- Alexandria)	20	Provision of Equipment & Patients' Chemo Treatment	2019
15	Baehya Hospital For Women's Cancer	30	Purchasing equipment for patients	2019
16	Orman Foundation	39	Complete second construction phase	2019
17	Al-Joud Foundation	36	Health Care Services	2019
18	NBE Foundation	0.5	Support to Selective Critical Medical or Humanitarian Cases	2019
	TOTAL	403		

Development of Education System & Infrastructure



EGP 742 MN

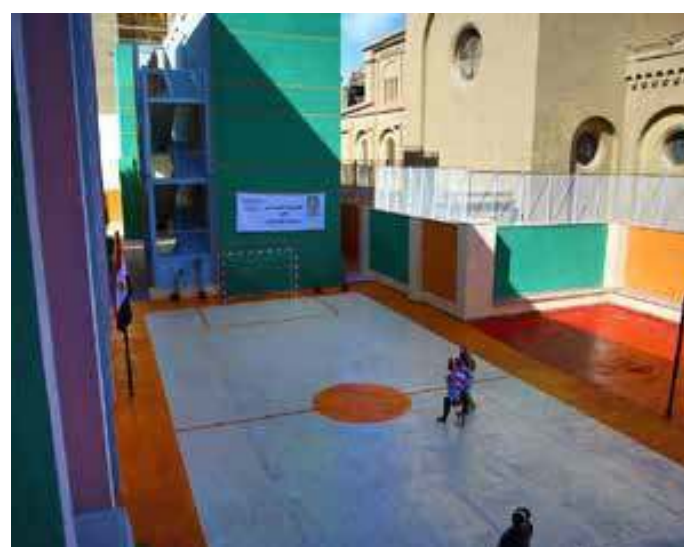
At 38 mn in 2018 , children and youth made up 40% of Egypt's total population, according to CAPMAS (the Central Agency for a Public Mobilization and Statistics); a demographic that represents a true wealth for the nation with its young minds.

Recognized as the enabler for a stronger future,NBE gives a profound attention to Educational Development as part of its commitment to create an empowered community. Setting a true sustainable imprint in the development of an educational system is often challenged by various elements,that are best solved in parallel .

Given the large funding budget, our partnerships are only developed with longstanding and reputable establishments or under collaborations with Ministries to ensure proper channeling and effective usage of funds.

To optimize impact, NBE was selective in both its partnerships & its diversity of funded projects, extending to schools infrastructure, teachers training programs, educators in remote areas, university students & research programs.

INSTITUTIONS	FUNDING EGP MN
1. Zewail City of Science & Technology	15 by NBE 50 by Tahya Masr
2. Public Schools Development	27
3. Scholarships & Tuition Fees	403
4. National Administrative & Technical Reform Program	200
5. Remote Areas Support	2.2
6. Vocational Education & Training	21.3
7. Culture & Art Education & Training	4.5
8. "Values & Life" National Program	5
9. "Education Hall" - Ein Shams University	10
10. Arab Academy for Science & Technology "Rally Competition"	4
TOTAL FUNDING	742



1. Zewail City of Science and Technology

One of NBE's largest and most cherished contribution to Education and Sciences is our funding and construction of the National Bank Institute of Nano-science and Engineering as part of the the Zewail City of Science and Technology and through a long-standing partnership since 2011. The construction and inauguration of the NBE Institute has mounted to a budget of EGP 300 mn prior to 2016.

Zewail City Of Science & Technology

The City s a non-profit independent institution ignited by the Egyptian Nobel Laureate and Winner in Chemistry, Professor Ahmed Zewail. It is a state-of-the-art hub aimed to lead young minds to Scientific and Technological Renaissance era.

Aimed to adhere to international standards & support a green footprint within the City,an additional construction & beautification of façade& landscaping of the City was carried out by the bank in 2019 with a cost of EGP 5 mn.

NBE's contribution also included offering 119 scholarships for selective talented students from several regions in Egypt who were offered this Opportunity to move to Great Cairo region in pursuit of their education at the City. The total funding reached EGP 10 mn from 2016 to 2019.

2. Public Schools Development

Throughout 2016 to 2019 , NBE contributed a budget of over EGP 27 MN for the development of 36 public primary schools . This Development included construction or restorations of buildings , equipment , teacher training programs and various awareness programs for the students.

3. Scholarships & Tuition Fees

Supporting struggling students is a Social Action of paramount importance , as no child or young person should be denied the rights to education due to financial inability. NBE has supported stressed students by funding their tuition fees and scholarships programs with a total of EGP 403 mn.

Tuition Fees Payment To Financially Stressed Students

Through cooperation with Cairo University, NBE funding has reached a total of EGP 3 mn. to support under served, and low-income students.

National Post Graduate Degrees : Funding Scholarships

Under the patronage of Ministry of Education & Scientific Research & the Ministry of Planning, NBE dedicated EGP 400 mn to support a number of scholarships to selective students across Egypt's Governorates.



4. National Administrative & Technical Reform Program

The largest reform program in the Ministry of Planning was supported by NBE with a budget of EGP 200 mn directed into multiple areas of development:

- Funding 200 scholarships for Master Programs in cooperation with Cambridge University.
- The Establishment of multiple business incubators in universities.
- Raising community awareness of entrepreneurship.

5. Remote Areas Support

In partnership with the North Sinai Province, NBE has donated four buses, with a total value of EGP 2.2 mn dedicated for the transportation of educators and teachers to the various school within the province. This province is known for its difficult land scape and lack of public or regular transportation capabilities. NBE support is aimed to secure the safety and the wellbeing of the teachers, removing barriers within the education system across the remote areas in the province.

6. Vocational Education & Training

Known for its unique vocational professions, Egypt has a large stratum of society that rely on their professions as their main and sole mean of livelihood, whether the skills are nurtured through family at early ages, or acquired as a passion or even as an economic necessity.

NBE strongly stands behind its belief that modern education must resort to agile thinking and extended lifelong learning opportunities to ensure the inclusion of all children, youth, and adults.

The success of our program with QDB since 2018 has motivated other milestones in our efforts to promote Vocational Training. In 2019, with a budget of EGP 21.3 mn, NBE funded the First National Pilot Project for Vocational Training for middle school students. the project was launched by the Ministry of Industry and Commerce and was inaugurated in Al-Asmarat District- another one of NBE's funded development projects for integrated communities.

7. Culture and Art Education and Training

In 2016, with a fund of EGP 4.5 mn, NBE extended its contribution to college education through the support provided to Higher Institute for Theatrical Arts. This included renovation of theaters, provision of specialized equipment, and most importantly comprehensive training workshops.

8. "Values & Life" National Program

An unprecedented initiative was adopted by NBE aimed at enriching traditional education with a dedicated paralleled social program focused on children and youth. The program accentuates the values and conducts that young people are expected to uphold. Tutoring young people on life values and ethics must not stop at the boundaries of schooling hours nor academic curriculum, but it should be a continuous learning process that inspire them to be the best versions of themselves. The program also trains volunteers on its content and tutoring techniques to allow them to carry on the program across more regions.

PARTNERSHIP WITH:

"Qualification Development Bank- QDB" one of the sister NGOs to the Egyptian Food Bank.

INSTITUTION TYPE:

NGO

BUDGET:

EGP 21.3 mn in 2019 & 2018

SCOPE:

Provides an advanced international vocational training program

SPECIAL FEATURE:

The program is well individualized to our National needs & temperament

BENEFICIARIES:

1600 certified graduates

PARTNERSHIPS WITH:

NGO | Masr Elkhair Foundation, one of Egypt's renowned NGOs & NBE's Executive Arm.

SCOPE:

Program runs across all Egyptian Governorates.

PURPOSE:

Reinforcing ethics and values for youth.

BUDGET:

EGP 5 mn.

BENEFICIARIES:

Children & Youth.

Poverty Elimination

EGP 75 MN

Program 1: Debt Relief (Al-Gharemeen)

Program 2: Women Empowerment through Sustainable Income

While access to education and health care are the most Fundamental rights to individuals, yet the very essence of wellbeing is the securing of livelihood and the elimination of poverty.

Low-income families are often challenged with the continuous burden of personal debts (mostly due to peer-to-peer lending) a non-voluntary action that is always deemed inevitable to secure the daily bread or necessities amongst families.

Women in rural Egypt have always been fundamental in securing a secondary financial support to their households. For that reason, family in debts and women empowerment are interconnected and considered as most persistent priorities.

With this in mind, NBE initiated the "Gharemeen Relief Fund". One of its largest and most proud programs directed to individuals at the lowest income, aimed to relief families' debt. As our action against poverty, NBE dedicated a total of EGP 18 mn per year (dispersed monthly) to families in rural regions.

Social inquiries are conducted through NBE Executive NGO arm, Masr El Kheir, to ensure that our funds are directed to the most in need.



While part of those sales is purchased by local communities, however NBE has further directed its annual procurement of corporate gifts to be purchased from those resilient local heroines. NBE Procurement has reached EGP 8.9 mn during the reporting period.



To Secure a long - lasting impact on the Families, NBE Relief Funding was paired with a parallel program that aims to empower women by providing income-generating opportunities as a Source Of a Sustainable Income. The Program Reaches Many Remote areas across Egypt and is Mainly Focused On providing women with capital to create handcrafted products.

The "Gharemeen Relief Fund" is an unprecedented action against poverty. NBE dedicated a total of EGP 18 mn per year (dispersed monthly) to families in rural regions.

	STAKEHOLDERS/PARTNERS	YEAR	FUNDING EGP MN
1	Egyptian Institution for Inclusive Development (Nedaa)	2016	2.4
2	Youssef Helmy Foundation	2017	1
3	Masr El Kheir Foundation - Sinai	2018 & 2019	5.5
	Total of Women Empowerment Support Through Procurement		8.9

Egypt's Villages project

EGP 640 MN

Under a flagship mega projects, the bank has launched the NBE Egypt's Villages Project aimed to support the underserved and low-income communities across the nation.

Multiple projects have been funded through a span of multi-players development plan for the most underdeveloped residential areas. Funding is not limited to housing projects, as it has simultaneously adopted multiple integrated projects that address infrastructure development, sewage system development, treatment of drinking water, funding small and medium enterprises, and multiple other development projects in each of those regions.



Development of Villages Across Egypt

	PROJECT	FUNDING EGP MN
1	Asmarat Family Housing Project - Cairo	200
2	Masr El khair foundation - 17 villages (Luxor, Suhag, Assuit, Beni Suif, Giza, & Qalubiya)	325
3	Youth Housing Project - Suez	50
4	Renovation of Low-income Housing by Orman NGOs	25
5	Development of Infrastructure - Aswan Governorate	5
6	Development of low-housing villages - El Wady Gadeed Governorate	35
	TOTAL FUNDING	640

Integrated Communities

EGP 950 MN



Beshayer Al-Khair 1 and 2 EGP300 MN

Inaugurated by the President of the Republic, the Beshayer-Al-Khair Project is considered one of the leading national models to develop integrated communities and cities, with collaboration of the private sector and financial institutions.

The project houses 1632 furnished residential units over 12 acres will house over 8000 persons. It includes a hospital with a capacity of 175 beds, a vocational training center, 17 vocational training studios, and 6 educational halls.

In addition, it also offered 58 commercial outlets, a commercial center for Small and Medium Businesses, and a specialized rehabilitation center for persons with disabilities.

Part of the project plans is to utilize the rooftops for organic planting and installation of solar panels for power generation.

Ahalina Housing Project EGP500 MN

Inaugurated by the President of the Republic, NBE has funded the construction of this model neighborhood project with 1096 furnished housing units over 9.5 acres, with 5% of the units allocated at the ground floor for persons with disability to facilitate their mobility.

The project includes a School, a medical center & 216 commercial outlets & a commercial center over 4400 sqm2 to provide employment opportunities for citizens.

Other donations are made to develop remote communities along the borders of Egypt where it is most needed to provide diverse elements of healthy & sustainable living conditions. NBE donations mounted to EGP 50 mn.

Finally, a budget of EGP 100 mn is also dedicated toward the development of various projects to improve living conditions. Those projects are all under the Central Bank of Egypt.

In line with NBE Sponsorships plans, our CSR projects also extend to promote culture and sports. Preserving Cultural Sites and highlighting the strength and uniqueness of our Egyptian Heritage go together with our efforts towards empowering our National Education System. Young Generations are expected to stay connected to their culture and equipped with their education, only then they will draw experiences and knowledge to address their future needs and aspirations. Sports is an integral element of a healthy lifestyle that also present a dynamic and interesting environment to our children. An integrated system of Health Care and Sports are interconnected and fundamental to the overall social wellbeing of our young generations.

Public Private Partnership for Development (PPD)

PARTNERSHIP WITH:

Bishara Textile and Garment Manufacturing company (BTM), Productivity and Vocational Training Department (PVTB), Ministry of Trade and Industry (MoTI), Central Bank of Egypt (CBE), NilePreneurs Initiative (NP)

SCOPE:

Focused on Al Asmarat District on Ready-Made Garment Sector, Handicrafts and Entrepreneurship

PURPOSE:

Raising competitiveness of key Egyptian industries and creating jobs for young Egyptians and upgrading their skills

BUDGET:

4 MN EGP

BENEFICIARIES:

TVET students from Al Asmarat District (up to age 18) and female breadwinners (up to age 40)

SPECIAL FEATURE:

Pilot project as an apprenticeship and dual learning model

In alignment with Egypt Vision 2030: Sustainable Development Strategy (SDS), Asmarat Vocational Training Center (VTC) is the 1st national pilot of its kind under Public Private for Development (PPD) Partnership that was initiated in 2018 for a 3-year period. The project is considered a pilot for a unique vocational training school model with apprenticeship operation and a focus on ready-made garments sector, handicrafts and promoting entrepreneurship for Technical Vocational Educational and Training (TVET) students in Asmarat District, another one of NBE's funded development projects for integrated communities



Care For Special Needs

EGP 44 MN



	STAKEHOLDERS/ PARTNERS	NBE FUNDING EGP mn	PROJECT	YEAR
1	El Hasan Foundation for Integration	6	Provision of customized wheelchairs.	2016
2	Baseera Foundation	4	Support visually impaired persons.	2017
3	El Hasan Foundation	10	Provision of customized wheelchairs.	2017
4	Advance NGO for Disabilities & Autism (Taqadom)	5.4	Funding of "The Opportunities" project for rehabilitation & employment of people with intellectual disabilities & autism.	2017 - 2018
5	Advance NGO for Disabilities & Autism (Taqadom)	3.6	Training to support teachers for inclusion.	2018 - 2019
6	Al Hassan Foundation for Physically Disabled Persons	10	Provision of customized wheelchairs.	2019
7	Al Hassan Foundation for Physically Disabled Persons	5	Rehabilitation, training for inclusion & employment opportunities.	2019
	Total Funding	44		

NBE Foundation

NBE Foundation was established in December 2008 according to national laws under NGO#7512. It aims to be an efficient arm to NBE's Social Responsibility programs and projects.

The Foundation is considered as the supporting social agency towards NBE's long term development goals for the community.

The undeniable social engagement and commitment of NBE positions the Foundation as a core enabler of our strategic value creation. With an outstanding social purpose, NBE's Chairman, Mr. HISHAM Okasha, also heads the Foundation's board.

Among its other oversight roles, the Foundation Executive Committee is directly involved in the review of new projects, proposed budget, funding and expected outcome and impact analysis.

The Foundation is governed independently from NBE Board, and it is regulated under the Ministry of Social Solidarity and its annual Financial Statement is audited by external agencies.

The Foundation is supported by multiple sources of funding and revenues, and our most significant impact lies in the selection of its partners, who play an integral part to mutually steer the implementation of the Foundation's projects. Such partnerships represent a large part of our project execution. Our partners act on our behalf to ensure that our presence on the ground allows us a sound understanding of the community and its beneficiaries and an agile model of execution that addresses any emerging needs.

The Foundation is supported by multiple sources of funding and revenues, and our most significant impact lies in the selection of its partners, who play an integral part to mutually steer the implementation of the Foundation's projects.

Sources Of Funding & Donations

- 01 | The annual membership
- 02 | Donations from the National Bank of Egypt
- 03 | Donations from bank employees & others
- 04 | Government Subsidies
- 05 | Proceeds from established charity markets, exhibitions, & sport matches
- 06 | The return on investment from its funds or its production & service projects

The Foundation Main Areas of Community Development

Childhood & maternal care



Social assistance



Family care



Cultural & scientific services



Veterans on Pension



Protecting & preserving the environment



Economic development to increase family income



Two of the Foundation's prime projects during the reporting years included close cooperation with NBE's CSR Functions in TWO mega projects in collaboration with Masr EL Kheir NGO:

- The National Virus C Project
- The Debt Relief Program