

**Fransabank Wins *MasterCard Champion Partner Bank Award*  
in the Opening of "*MasterCard for Innovation*" Conference in Budapest:  
"Innovating at the Speed of Life"**

Fransabank won ***MasterCard Champion Partner Bank Award*** in the first MasterCard Innovation Forum in Eastern Europe held in Budapest "*MasterCard forum for innovation 2016*". This year, more than 500 senior executives, CEOs, experts as well as specialists in the fields of technology and electronic payment solutions and financial inclusion met in Budapest to attend the Forum on the 27<sup>th</sup> and 28<sup>th</sup> September 2016 coming from Eastern Europe, Middle East and Africa, Russia, Turkey, Azerbaijan and Ukraine. The forum also was attended by Ann Carins, President of International Markets in MasterCard, and Raghu Malhotra, President of Middle East and Africa Markets in MasterCard.

Mr. Nadim Kassar, General Manager of Fransabank commented on this occasion: "We, at Fransabank, are proud that our expertise, know-how, and leadership have qualified us to be at the forefront of the electronic payment industry. This has been coupled with our long standing and strategic relationship with industry pioneers like MasterCard since the inception of their operations in Lebanon. Fransabank and MasterCard's journey to drive leadership in innovation is a fantastic example of how partnership can push exciting innovation at speed.

We value dearly this strategic partnership, as much as we appreciate the several awards we've received from MasterCard. The types of cards we are issuing today are part of a long series of projects we will be undertaking in the future with MasterCard to always be pioneers in innovation, exceed customers' expectations, and provide them with modern and trendy banking services that suit their lifestyles."

Kassar also highlighted the importance of the forum tackling innovation and the impact technology has on everyday life and various fields of business, along with topics related to creativity in financial inclusion solutions. “The forum also included many interactive sessions shedding light on the secure electronic transactions via Internet and social networking sites and various platforms such as mobile phones solutions,” Kassar said.

Fransabank team also joined the gala dinner the same evening at the Millenatis Park Budapest where they had a better chance to meet with business and innovation leaders from around the world, as well as spend some time with senior MasterCard executives.

### **End of Press Release**

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