

Press Release

Fransabank Launches "SIMBA" An Innovative Payment Service Via Mobile Phone

Fransabank announced the launch of "SIMBA APP ", the innovative paying method which turns the cell phone into an electronic wallet, during a press conference held at the bank's headquarters in Beirut on the third of July 2013. This service came as a result of a joint agreement signed by Fransabank with Viamobile, providing an innovative, leading, efficient, and secure banking experience to its customers, to complement the wide range of advanced services and electronic banking products.

"SIMBA" is an innovative payment service, which is downloaded on the mobile phone to enable converting reception and request of money, paying the financial fines of the car parking, recharging prepaid Alfa and Touch lines services, recharging the Internet services, paying for weddings lists, and other services and convenient features.

On this occasion, Mr. Nabil Kassar, Secretary General of Fransabank said: "The revolution of the mobile phones, with the development of technology, has brought an unprecedented opportunity to give all our customers a way to stay up to date, and to provide innovative and distinctive banking services, allowing them to use their mobile phones as a tool to manage their money," describing this as a step forward towards a new phase in the world of banking.

And he explained: "The innovative service "SIMBA" for money transfer via mobile phone is an alternative payment method, easy to use, convenient, instant, and secure. It records the beginning of a new era that empowers people to use their mobile phones as a tool to manage their money, specifically designed to take them to a different and advanced banking operations level with a range of technologies and safety means to ensure their privacy and confidentiality."

He added: "We, at Fransabank are defined by the continuous performance, and we are keen on upgrading and innovating at various levels, in order to develop and provide an added value to the best and latest banking products and services for our customers, locally, regionally and internationally, adapting with the changing requirements, being in harmony with the technological revolution, and keeping pace with modern standards of international banking."

Mr. Kassar finally assured that Fransabank Group is constantly offering more innovative products and services, consistent with the slogan "Tomorrow starts now."

In his turn, Mr. Karim Khoury, chairman and CEO of Viamobile, commented: "In the past 20 years, the mobile phone has managed to replace our landline, our watch, our notebook, our camera, and our computer. With this natural and practical evolution, it makes sense that it will eventually replace our wallets too."

He continued: "Today, we are launching this latest innovation in the world of payment as a first step towards this cashless future. All you need is a mobile phone and a bank account."

He assured: "We have worked on all aspects of this service to make it safe and reliable, and in compliance with the rules and regulations set by the Central Bank. We are working on a number of other aspects. This means you should be able to pay the gas station, the fast food delivery person and your concert tickets, all through your mobile phone."

The press conference was attended by a crowd of Fransabank and Viamobile officials with prominent figures of business men and a large delegation of press and media representatives.

End of Press Release

About Fransabank:

The history of Fransabank goes back to more than nine decades of success and banking achievements, and during this long history, the group constructed its objectives and activities that have a positive impact on customers and communities and countries in which it operates. Fransabank Group started its journey as a solid financial institution characterized by trust and transparency, dedicated to serve its customers considering that "the real success is not limited to practical success, but also requires a firm commitment to social responsibility.

Fransabank Group offers a variety of innovative financial products and services that meet the needs of the broad base of customers around the world. Fransabank services include retail banking, commercial banking, corporate banking, private and investment banking, and international banking services. Fransabank Group today occupies the fourth rank among the largest banking groups in Lebanon.

The Fransabank Group is considered as one of the leading financial groups, and it in Lebanon has succeeded in consolidating its position as an innovative, trustworthy and dynamic banking group, demonstrating the greatest geographical spread of its banking branches network, and serving universal banking through 115 branches in Lebanon, and 9 branches scattered all over the world in addition to eleven subsidiary institutions.

About Viamobile:

Viamobile was founded in 2010; a company providing banking and payment solutions via mobile phone that can be used by financial institutions and telecommunication companies, and e-commerce services companies and electronic POS. Viamobile also provides solutions directly to its customers and partners to ensure their continuous innovation, and a high level of security and technical support. Viamobile is a privately held company, based in Beirut, Lebanon.

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