



Meezan Bank
The Premier Islamic Bank

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Realizing our vision of making Islamic Banking the banking of first choice

Alhamdulillah, for Meezan Bank 2010 ended as 2010 started – on a very high note and with many significant and record-breaking achievements.

The Bank recorded 61% growth in its after-tax profit for the year ended December 31, 2010. Profit after tax for 2010 was Rs. 1,650 million compared to Rs. 1,025 million in the previous year. Other business parameters also showed excellent performance; deposits grew by 31%, to Rs 131 billion in December 2010 from Rs 100 billion in December 2009 while the volume of Import/Export business handled by the Bank grew to Rs. 143 billion from Rs. 112 billion.

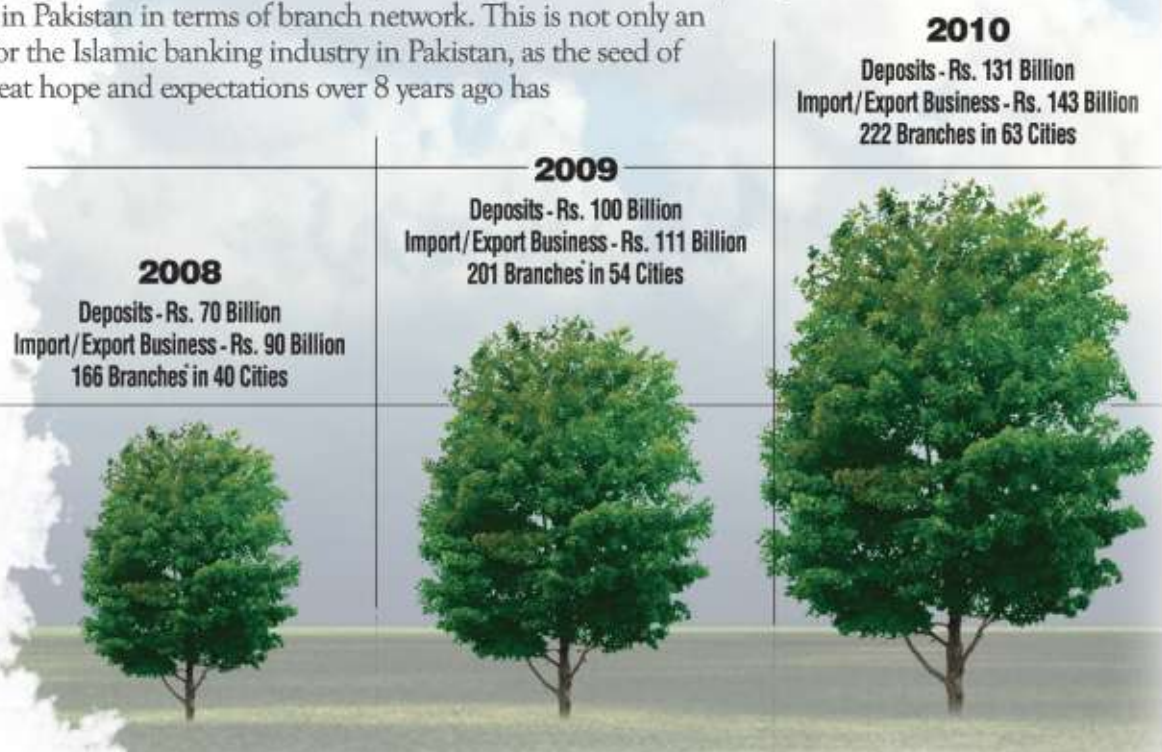
The Bank continued to expand its outreach during the year and the benefits of Islamic banking reached more people than ever before. When 2010 started, we had a branch network of 201 branches in 53 cities, by the end of 2010, this number reached 222 branches in 63 cities across Pakistan. The Bank's strategy to continue expanding its branch network is driven by its vision to **"Establish Islamic Banking as Banking of First Choice"** by making Islamic banking facilities available to each and every citizen of Pakistan.

With these numbers, not only does Meezan Bank continue to be the largest Islamic bank in Pakistan, today it also stands amongst the 10 largest banks in Pakistan in terms of branch network. This is not only an achievement for Meezan Bank but also for the Islamic banking industry in Pakistan, as the seed of Islamic banking that was planted with great hope and expectations over 8 years ago has now grown into a strong tree.

Meezan Bank was recognized during 2010 as the 'Best Islamic Bank in Pakistan' by Islamic Finance News of REDmoney Group, Malaysia and as the 'Best Islamic Financial Institution in Pakistan' by Global Finance Magazine, New York.

Alhamdulillah, as our roots gain strength and we continue to grow, we continue to provide our customers with 100% Shariah-compliant and high class services.

Mohammed Adil Sami,
Manager Marketing



From the desk of Ariful Islam (COO) Shariah Compliance - The Core Value of Meezan Bank

2010 has, Alhamdulillah, been a successful year for Meezan Bank and the entire team needs to be congratulated on achieving excellent results across almost all product groups. While we celebrate these achievements, we understand that the success of Meezan Bank is attributed to the blessings of Allah SWT and stems from the recognition that by the Grace of Allah our bank is fully Shariah-compliant. We must reiterate our resolve and commitment to the cause of making Islamic banking and work hard to ensure that we realize our Vision of making Islamic banking the banking of first choice. Indeed that is the main USP of the Bank and is also the mandate given to us by our stakeholders i.e. our shareholders, our customers and our staff.

Upholding the Shariah-credibility of our brand must therefore be the utmost priority and duty of every employee of Meezan Bank.

We have to strive to ensure that all Shariah guidelines are followed in letter and spirit. If in doubt, ask, but do not try to circumvent. Our objective is to attain our targets within the Shariah-compliant framework provided by our Shariah Board and our Shariah Advisor working with the help of the PDSC department. All of us must understand and commit to this important core Value that lies at the centre of everything we do at Meezan Bank, from dealing with customers at our branches to executing all financing transactions.

Going forward, I expect each and every employee of the Bank of make an extra effort to ensure that we do not violate, knowingly or unknowingly, Shariah guidelines that are stipulated from time to time. We have already stated and I reiterate that Meezan Bank has zero tolerance for deliberate Shariah violations.

Best Islamic Financial Institution

in Pakistan



Islamic Finance news



Meezan Bank was awarded the 'Best Islamic Financial Institution in Pakistan' for 2010 and 2009 by Global Finance Magazine, New York, at its Annual Awards for the World's Best Islamic Financial Institutions 2010. The Bank was also recognized as the 'Best Islamic Bank in Pakistan' for 2009 by Islamic Finance News (REDmoney Group, Malaysia) at its ceremony at State Bank Pakistan and also received the award of the 'Islamic Bank of the Year' for 2009 by the CFA Association of Pakistan at its 7th Annual Excellence awards in 2010.

Meezan Bank has been awarded these international and local accolades due to its contribution to the growth of Islamic banking, its success in meeting customers' needs for Shariah-compliant products and creating the foundation for continued fast growth in the future. The growth in assets, profitability, geographic reach, strategic relationships, new business development and innovation in products have also played a role in Meezan Bank being recognized as the leading Islamic bank in Pakistan.

Play your part in spreading Islamic Banking Online

- <http://facebook.meezanbank.com>
- <http://linkedin.meezanbank.com>
- <http://islamicbankingonline.meezanbank.com>

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Poll Results

Does Pages give you useful information about the happenings of the Bank?



Home Remittances - A new business dimension for our Bank

Recently the State Bank of Pakistan (SBP) took concrete actions to encourage Non-Resident Pakistanis (NRPs) i.e. the Pakistanis living outside Pakistan, to use the normal banking channels for sending money into Pakistan instead the historically used channel of HUNDI/HAWALA. SBP introduced a separate scheme, namely Pakistan Remittance Initiative (PRI) and instructed all commercial banks to develop necessary infrastructure to serve NRPs better in order to bring precious foreign exchange into the country.

In order to provide efficient and dedicated service to NRPs, a separate department called "Home Remittance department" was created under Operations. The core job of this department is to develop capacity to invite home remittances from abroad and channelize them through our branch network. The department generates revenue with hidden benefits of float income, exchange income and further provides an excellent opportunity to cross sell for increasing account holders and deposits.

Alhamdulillah, with the Home Remittance department setup and a technology solution in place, Meezan Bank can collect remittances from abroad over branch counters.

Anshad Majeed,
Head of Operations

Loss Data Management and Mitigation under Operational Risk Management

Operational risk is one of the major risks faced by banks. Operational risk is the loss resulting from inadequate or failed internal processes, people and system or from external events. Operational risk exists in all products and services of the banking business and includes legal risk but excludes the strategic and reputation risk.

In this context, State Bank of Pakistan (SBP) requires banks to have in place a framework to trace material losses related to operational risk. The objective of this framework is to assess the level and type of losses the bank incurs due to deficiencies in process, people, system or external events and take remedial action to reduce these losses. To meet SBP requirements and adopt best industry practices, a Loss Data Management Framework under the overall umbrella of Operational Risk Management has been laid down by the Risk Management Department in consultation with M/s Bench Matrix.

Components of Loss Data Management Framework in Meezan Bank include Loss Management and Mitigation Mandate in the form of Term of Reference of Internal Control and Operational Risk Committee chaired by the Mr. Ariful Islam (COO), Board-approved policy, procedures,

reporting systems and risk categorization. The framework focuses on identification, collection, reporting and analysis of operational risk incidents in order to mitigate losses arising from them.

Workshops and trainings were conducted for nearly 60% employees of the Bank. Nomination of Operational Risk Management (ORM) Representatives at departmental levels in the Head Office has been completed for reporting of losses and a system has been developed for the reporting of losses. Furthermore, data relating to Operational Risk losses of 2008 and 2009 has been collected and consolidated.

Reporting of all operational risk related losses including fraud, forgery, theft and dacoity, damage to physical assets, penalty and fines, third party claims etc. will help in improving systems and controls and have a positive impact on the overall strength of our Bank. The success of Operational Risk Management process depends on all employees to respond to the exercise by reporting incidents in a timely and correct manner for remedial action.

Javed Ahmed,
Head of Market & Ops Risk and Basel II Unit,
Risk Management Department

Meezan Bank's Zero Tolerance - Imprisonment of Ex-Branch Manager for Fraud Case

In November 2009, a case of parallel banking was un-earthed in the Dera Ismail Khan branch internal investigation proved that the Branch Manager, Mr. Habibullah Thahim, was directly involved in the fraudulent activity.

Mr. Thahim had always portrayed himself as a hardworking Branch Manager who increased the profitability of the branch beyond budgetary targets and expectations. However, in line with Meezan Bank's zero tolerance policy on integrity violation, Shariah non-compliance and banking malpractices, the accused - once proven guilty for fraud - was dismissed from the job, terminal benefits were withheld, the case was reported to the State Bank of Pakistan and criminal proceedings were initiated against him.

The matter was actively followed up in the court to ensure that accused may not be released on bail during the judicial proceedings and the case was pursued to its logical end within record time. In 2010, the court sentenced the accused to jail for seven years along with a fine of Rs.10 Million. In case of non-payment of fine, the imprisonment will increase for further three years, to a total of 10 years.

Very recently his appeal against the banking court judgment was also dismissed by Dera Ismail Khan Bench of the Khyber Pakhtunkhwa High Court.

Irfan Ali Hyder,
EVP / Head of HR

Losses to the Meezan family

The Meezan family suffered two irreparable losses since the last issue of Pages was published:

Our colleagues Mr. Anwar Raza, Branch Manager of our Lea Market Branch, and Mr. Farhan Qamar, Service Quality Coordinator, Nowshera Branch recently passed away.

Meezan Bank offers its heartfelt condolences to the bereaved families, and we pray to Allah to bless the departed souls and grant them a high status in Janat Al-Firdous. May Allah also give courage to their families and friends to resign to His Will. Ameen

Irfan Siddiqui,
President & CEO



Single Largest Disbursement of Rs. 1.657 Billion by Corporate – North Region



The North Region Corporate team has successfully disbursed Rs. 1.675 billion to "Bestway Cement Limited" in a single asset booking transaction which is among the single largest disbursements in the history of the Bank.

A small celebration was arranged to appreciate the performance of Corporate Team – North, with special mention of Mr. M. Hisham (VP Corporate Islamabad), Ms. Zahra Rashid (RO – Corporate) and Mr. Rukhsar Ali (AVP – Corporate Rawalpindi), who were applauded for their contribution to this achievement.

M. Hisham,
VP - Corporate Banking, Islamabad

Two-Day Quarterly sales conference

A Two day Quarterly sales conference was arranged at Training Center, BaraKhu, Islamabad in November, 2010. The Conference was attended by Regional Sales Managers, Area Sales Managers and Senior Sales Team members from North Region. Mr. Mohammed Raza, Head of Consumer Banking, started the session with his presentation on Cross Selling, followed by all Regional Sales Manager individually presenting the performance and sales strategy of their respected Regions. Top performers from the Area Sales Managers, Team Leaders and Business Development Officers were awarded certificates for their achievements. Area sales managers also presented their team performances to the attendees closing with a inspirational address and strategy discussion by Mr. Kamran Zaffar, National Sales Manager.

Kh. Tariq Hussain,
RSM-North, Chandni Chowk Branch

South Region Sales Recap 2010

Alhamdulillah, the Year 2010 had passed with exceptional achievements. The Liability Sales Department played an integral role alongside the Branch Banking Team in exceeding the budgeted targets for 2010.

Congratulations to all Sales Team members of the South Region for their tireless efforts in 2010 including the Area Sales Managers, Team Leaders and the BDOs for having actively worked as a team throughout the year and raised the performance bars. The Sales team was involved throughout the year in supporting the Branch Banking Team, arranging Sales Activities & Mega Sales Blitz, organizing Customer Appreciation Days, product promotional campaigns and managing of major marketing events including the ICAP event, Halal Conference and the Dawn Life Style Exhibition. The South Sales team designed and executed the Cross Sell Drive 2010 which is a great launching platform for Cross Sell business in 2011.

The achievements of the sales team are reflection of the leadership and guidance of the National Sales Manager, Kamran Zaffar and the Head of Consumer Banking, Mr. Mohammad Raza, along with the continuous support by the Marketing Team under Mr. Mohammed Adil Sami, Manager Marketing.

Mehdi Abbas,
AVP/Regional Sales Manager-South, Liability Sales



Top Year for Dijkot Road Branch

With the grace of Almighty Allah (SWT) Dijkot Road Branch, Faisalabad has always performed with zeal to meet all its targets. The Dijkot Branch was recognized as the Service Quality Champion (Commercial) for the month of October, 2010 after consistently maintaining the second position three times in the year. Furthermore at end-2010, the branch stood at over Rs. 500 Million in deposit base. Both milestones are due to the team's passion and loyalty towards the cause of Islamic Banking.

Yahya Saeed,
Branch Manager, Dijkot Road, Faisalabad





Al-Meezan Investments announces first interim dividend for **MIIF, MCF and MSF**

Al-Meezan Investment Management Limited (Al-Meezan) announced the first interim dividends for its fixed income funds namely Meezan Islamic Income Fund, Meezan Cash Fund and Meezan Sovereign Fund.

The payouts were given to the investors in the form of Bonus Units to the Growth Unit holders and Cash Dividend to the Income Unit holders.

Al-Meezan is the only full-fledged Shariah-complaint asset management company in Pakistan, with AM2 Management Quality Rating. Due to its prudent fund management, Al-Meezan has been able to increase the investor base to over 16,000 and is currently managing assets of over Rs. 18 bn. This success is reflective of the confidence and trust of both individual and institutional investors.

Ms. Zufa Karwal,
Manager Marketing, AMIM

Fund	Dividend (Rs.)	% of par value of Rs. 50/-
Meezan Islamic Income Fund (MIIF) - The first and largest Shariah compliant open end income fund in Pakistan	1.50	3.00%
Meezan Cash Fund (MCF) - The first Shariah compliant open end money market fund in Pakistan	1.225	2.45%
Meezan Sovereign Fund (MSF) - the first Shariah compliant open end government securities fund in Pakistan	1.25	2.50%

0800-HALAL - Al-Meezan establishes Customer Services Section

Al-Meezan Investment Management Limited (Al-Meezan) is committed to providing best possible services for the convenience of its investors. In line with this desire, Al-Meezan has established a Customer Services section dedicated to handling all sorts of queries and resolving complaints of its investors. Customer services are provided via an exclusive Call Center, emails at the dedicated email address via the (info@almeezangroup.com) and via the customer care unit forms available on the website (www.almeezangroup.com). Furthermore, written applications can be submitted at the branch desks.

Ms. Zufa Karwal,
Manager Marketing, AMIM

111-331-331 – Meezan Bank 24/7 Call Center

Meezan Bank's Call Center, a part of Alternate Distribution Channels, is recognized as a convenient and efficient channel for customers across the country to get their Banking services 24hours, 7 days a week. However, this service is just as valuable to the Bank itself as it helps reduce branch costs by shifting customer load and their service requests from branches to the Call Center. Branches can then focus more on personalized banking services rather than numerous routine services and customer requests which demand their time and hence cost.

The Call Center currently comprises of twenty personal banking officers working through different shifts to cater to the customer calls. Calls not only comprise of account related services, but also cater to non-customers who inquire about numerous Meezan Bank products and services and details about Islamic Banking. Numerous services are also provided via Voice

Recording (IVR) Services through which account balance and transactional inquiries can be made by simply tapping of a few buttons on the phone.

Over the years, the Call Center has played a vital role in creating over 200 leads of potential customers per month and has provided support services to customers by filing complaints which are later handled by the Service Quality department. The Call Center has grown over the past two years from 9 officers receiving 35,000 average calls per month in 2008 to 20 officers receiving 80,000 average calls per month in 2010. The Call Center has maintained a service level of 80% - 85% per month that is amongst the best service levels in the Banking Industry.

Muhammad Naveed Khan,
Senior Officer, Alternate Distribution Channels

Historical Performance of Gulshan Area Branches

Alhamdulillah, the performance of Gulshan Area branches has been exceptional throughout 2010. Not only have all the branches met the deposit targets assigned to them, but have exceeded them. It is a remarkable achievement for all branches of an Area to exceed their assigned deposit targets. All this has been possible due to combined efforts of our dedicated staff under the leadership of Area Manager Gulshan Mr. Mashkoor A. G. Khan

and guidance of RGM South (III) Mr. Tariq Mahboob.

We congratulate the staff of Gulshan Area Branches for their outstanding effort and hope that this performance continue in the year 2011.

Muhammad Adeel Siddiqui,
Area Co-ordinator-Credits/SME, Gulshan

Gulshan-e-Iqbal Branch recognized for its year of achievements

Year 2010 was a year of achievements for Gulshan-e-Iqbal Branch, which exceeded its assigned deposit and profit targets and was titled the Alternate Distribution Channels Service Champion of the Year 2010.

Success of the branch is a result of devoted staff and the management support. It is indeed the team effort of our Personal Bankers, SQC, BDOs and operation staff under the guidance of Mr. Musadique Iqbal (Branch Manager) and the support of Mr. Mashkoor A.G. Khan, (Area Manager Gulshan).

Azhar Zahir Uddin,
Personal Banker, Gulshan-e-Iqbal Branch

Gulistan-e-Jauhar Branch – A team of Top Performers on multiple Platforms

By the Grace of Allah (s.w.t.), I am happy to share that the Gulistan-e-Jauhar branch has been highlighted on numerous fronts in 2010! The branch has been titled the Top Performing Branch in Region South-III, achieved 3rd position in Nationwide Business Achievement for the year 2010 and the Super Star Performer in the Debit Championship 2010.

As Branch Manager, I am delighted to inform the Meezan Bank family that the Gulistan-e-Jauhar branch has crossed the figure of one-billion in deposits and is amongst the top ten branches in the 2010 Alternate Distribution Channels Championship (Internet Banking, SMS and ATM transaction championship). The branch team has consistently maintained its performance as the top among all schedule banks located in Gulistan-e-Jauhar (shortest time) in terms of deposit and 2010 was the third consecutive year in which the deposit targets were met 5-6 months prior to year end.

I would like to applaud the performance of the branch team and appreciate the support of the Regional Manager Mr. Tariq Mahboob, all Area Managers, Head office departments and indeed our customers who have played a critical role in the growth of the branch, Meezan Bank and Islamic banking in Pakistan. A special note of appreciation to the Meezan Bank Marketing Team for their effort in encouraging and highlighting Meezan Bank and Islamic banking in Pakistan.

Jawaid A.Bhutto,
Branch Manager, Gulistan-e-Jauhar Branch, Karachi

“It is indeed a pleasure for having a banker like you...you really proved with your 'beyond excellence' service to me, while I am still a fresh customer/client with Meezan Bank. Thanks for giving confidence for an NRP to rely on banking system in Pakistan. You are not only serving Meezan Bank but are also a role model for people who are associated with different banks in Pakistan”

Adnan Ul Haque,
Senior Support Engineer, Ericsson Sub-Saharan Africa (Pty) Ltd - South Africa

Exclusive offers for Meezan VISA Debit Card Holders



In recent years, market trends point to a growth of retail spending in Pakistan. To make the most of this opportunity and engage its VISA Debit Cardholders, the Alternate Distribution Department took the initiative to work on effective and commercially viable marketing activities to make the Meezan Visa Debit Card as the most preferred Visa Debit Card in Pakistan. These activities were exclusive for Meezan Visa Debit Card holders and are in line with the aim to build cardholder loyalty and increase the brand image through an improved customer experience. Meezan Visa Debit card will provide further exclusive shopping, dining and travelling opportunities with the success of the campaigns in 2010.

M. Sheraz Zahid,
Product Manager – Cards, Alternate Distribution Channels

Discount at JUNAID JAMSHED

To bring true colors of Eid to its customers, Meezan Bank launched a joint discount campaign with Junaid Jamshed applicable from September till the end of December 2010. The discount allowed our cardholders to avail up-to 15% discount at any Junaid Jamshed outlet countrywide.

Junaid Jamshed is a renowned brand in retail business for its high class branded apparel, with strong presence at retail level having 40 outlets in major business cities.

Free Access to CIP Lounge for Meezan VISA Debit Gold Cardholder

Starting August 2010, Meezan VISA Gold Cardholders are given free access to International CIP Lounge at Karachi, Lahore and Islamabad Airports. CIP lounge is an executive lounge built at the international departure lounge at selected airports, which offer exclusive services to international travellers during their wait before boarding their flight. This was a significant step to build a value proposition on our Gold Card in order to compete in the market more aggressively and serve our customers with the same commitment.



Free Zinger campaign with KFC

During the month of October, Meezan Visa cardholders were given an exclusive offer to get a free Zinger Burger on spending Rs. 1,000 at any KFC outlet. KFC being a mass market brand with more than 60 outlets in Pakistan was selected to partner with Meezan Bank due to the brand's compatibility to our brand strength and positioning.



The objective of the campaign was to encourage cardholders to confidently use their card for cash-free shopping. The offer was received with great excitement by cardholders and resulted in high consumption of the offer with joyful customer experience.

Meezan Visa card discount campaign with



December 2010 was yet another happening month for Meezan Visa debit card with the launch of exclusive discount campaign with Pie in the Sky, Karachi. The offer allows our cardholders to avail 15% discount at any Pie in the Sky outlet while paying through their Meezan Visa debit card. Pie in the Sky is recognized for its selection of baked products and has a wide and exclusive variety of cakes, traditional sweets, snacks and delicious fast food items under one roof.

BAKERS AND CONFECTIONERS

Consumer Banking

New Benchmarks in 2010

Despite the social and economic difficulties of 2010, Meezan Bank has Alhamdulillah, grown and moved forward. It is indeed a fact based on statistics that every year is a positive eventful year for Meezan Bank and we have kept this tradition live in 2010!

Alhamdulillah, with an excellent performance by the Consumer Banking Department, success of the CASA and (Current And Saving Account) CROSS-SELL DRIVEN CAMPAIGNS, and a

line of new products and initiatives in the offing for 2011, we must continue with the same momentum with which we closed 2010. We will insha'Allah continue to make our efforts to achieve all the targets for 2011 and make 2011 as memorable as 2010.

Congratulations to everyone at Meezan Bank for the achievements of 2010!

Muhammad Raza,
Head of Consumer Banking

Liability Deposit Milestones at Rs. 131 BILLION

The closing deposit figure of 2010 of Rs. 131 Billion shows a growth of 31% over the previous year's deposit of 100 bn. This is the highest volume-wise growth during the last eight years of Meezan Bank. Although the final deposit numbers of other industry players are not yet known, we will Insha'Allah be on top of the Industry as far as growth in deposits is concerned. Congratulations to both the branch and the sales teams for their excellent efforts. WELL DONE!

Car Ijarah peaks with new benchmarks of highest ever disbursement and the No.1 Bank in Suzuki Finance Program

Meezan Bank's Consumer Banking is a strong presence in the field of Consumer Finance in Pakistan. On the Auto Finance side our joint ventures with Pak Suzuki and Indus Motors have provided the expected business support for us. I am happy to highlight that the Car Ijarah team has made a disbursement of Rs. 2.4 billion in the year 2010 which is to-date the highest single year disbursement since the inception of Car Ijarah in 2003! The best part of our performance story is the performance in the single month of December 2010 where the disbursement of Rs. 323 million was the highest single month disbursement since 2003. This performance has also resulted in an acknowledgement from Pak Suzuki who has declared Meezan Bank as the No 1 bank in the Suzuki Finance Program.

Easy Home with 50% increase in disbursement over 2009

Easy Home is an important segment of Consumer Finance, where despite the economic situation of the country, the team managed to disburse Rs. 580m in the year which is approximately 50% higher than the disbursements of 2009. In the month of December the team disbursed RS. 95m, which is the highest single month disbursement since October 2008. The total Consumer Finance disbursement of Rs. 418m in the month of

December is again the highest single month disbursement since May 2008. Here I would also like to highlight the excellent efforts from our Collection and Recovery team who have again managed to keep the overdue numbers within acceptable limits. Congratulations to the Consumer Finance Teams, Collection & Recovery, CAD and RMU for their great contribution.

Liabilities Financial Highlights 2010

The Year 2010 has been a successful year for Meezan Bank. Despite the impact of the ongoing economical and political situation in the country, Meezan Bank's Team has once again managed to raise the performance bar to new heights in all business segments. The overall performance on the Liabilities side in particular exceeded expectations.

The annual performance analysis shows that many Regions, their Areas, individual branches and their respective Teams stand as overachievers in f their targets. Due to their relentless and

committed efforts Meezan Bank has achieved a budget surplus of Rs. 8 billion over the target, which brings the Bank to a landmark figure of Rs. 131 Billion!

The liabilities financial highlights for the period ended 31st December 2010 and the key performers for the year 2010 in terms of deposits have been highlighted.

Kamran Zafar,

SVP & National Sales Manager - Liabilities, Consumer Banking Center

Special Performances

- South-I (Regional Manager- Muhammad Abid) has achieved number one position both in terms of Target achievement and incremental growth in a year
- South-III (Regional Manager- Tariq Mahboob) has the highest number of target achieving branches (24 out of 27 OR 89% achievement)
- Five out of Seven Regions have achieved their budgeted Targets (71.5% achievement)
- DHA- Lahore (10 branches) and Gulshan- South-III (14 branches) are the only Areas where 100% branches have achieved their budgeted targets
- Nineteen out of Twenty Four Area have achieved their targets (79% achievement)
- Bahahurabad Branch is Highest Deposit Branch of the year with an incremental deposit of 519m
- Gulshan Bl-2 Branch- Karachi and Wapda Town Branch- Gujranwala are the fastest growing new branches (opened in 2009) with an incremental growth of 340m each
- Gole Cloth Market Branch- Faisalabad is the Fastest growing new branch of 2010 with 136m deposit in just 2 months
- Nowshera Branch is a Flood effected Branch which has achieved its target and has generated 177m in the year
- 161 out of 222 branches have achieved their budgeted targets (72.5% achievement)

Top Regions in terms of Incremental growth over 2009

1.	South-I (Regional Manager- Muhammad Abid)	5,540 bn increase over the year
2.	South-II (Regional Manager- Kazi Aamir)	5,209 bn increase over the year
3.	North (Regional Manager- Saleem Khan)	5,205 bn increase over the year

Top Areas in terms of Incremental Growth over 2009

1.	Old Area- Region South-I (Area Manager - Zafar Kaleem)	2,919 bn increase over the year
2.	Gulshan Area- Region South-III (Area Manager - Mashkoor AGJO)	2,759 bn increase over the year
3.	DHA Area- Region South-II (Area Manager - Mashkoor Siddiqui)	2,742 bn increase over the year

Top Regions in terms of Target Achievement

1.	South-I (Regional Manager - Muhammad Abid)	112.22% Achievement
2.	Lahore (Circle Executive- Rizwan Ata)	110.60% Achievement
3.	North (Regional Manager- Saleem Khan)	109.44% Achievement

Top Areas in terms of Target Achievement

1.	Rw/ Isd-II Area (AM- Tariq Ali Khan)	122.89% Achievement
2.	DHA-Area- Lahore (AM- Hassan Ali)	121.06% Achievement
3.	Old Area- Region South-I (AM- Zafar Kaleem)	118.10% Achievement

Top Performing Branches of the Regions

South-I	Bahadurabad Branch, Karachi	519m deposit rise in the year
South-II	DHA- Khe-Seher Branch, Karachi	472m deposit rise in the year
South-III	Gulistan e Jauhar Branch, Karachi	352m deposit rise in the year
North	F-10 Branch, Islamabad	326m deposit rise in the year
Lahore	DHA- Y Block Branch	342m deposit rise in the year
Faisalabad	Wapda Town, Branch Gujranwala	340m deposit rise in the year
Multan	Old Bahawalpur Road Branch	228m deposit rise in the year

Meezan Bank responds

A review of relief efforts made by the South II Region

The year 2010 was fraught with tragedy for the Pakistani people when the country suffered the worst floods it has ever seen. General Nadeem Ahmed, National Disaster Management Authority, called the floods "the biggest disaster in the history of Pakistan", with more than 17 million people hit and 1.4 million acres of crop land flooded. With towns and cities close to the affected areas playing host to the flood survivors, there was an acute need for shelter, supply of food and medical aid. Employees of Meezan Bank joined groups of individuals who went to areas where relief camps had been set in order to provide the much needed aid and supplies. While they provided what relief they could, these visits to the areas proved to be a turning point for them as they brought along a realization that more aid was needed on a much larger scale. This realization in itself set into motion what would eventually turn out to be one of the largest relief efforts conducted by any private banking institution in the country.



Relief efforts for the worst hit areas commenced immediately, with branches in the affected areas of Thatta, Sukkur and Hyderabad, being converted into field offices from where the needs of the people was monitored, noted and conveyed to Karachi from where supplies were immediately dispatched. A quick action was taken as soon as the team reached Sukkur where the affected people were served with food and shelter. The first actual request was sent by "Government Polytechnic Institute (Boys) Sukkur" and later by "Government Elementary School, Gharibabad" for quilt, soap and food items which was provided to them immediately. Similar requests were sent by 6-7 Government (boys and girls) schools from Sukkur and Rohri which were fulfilled instantly.

Alhamdulillah, Meezan Bank stood high at the time of need. The process of arranging the aid, logistics and the provision of the required finance was quick, transparent and well-organized. Relief efforts included the setting up of shelter for the IDPs at two schools, setting up two medical camps including a mobile medical camp provided by "Ihsan Trust", which carried a medical team to the areas which were difficult to reach and providing medication

In a joint initiative to mobilize the Meezan Bank team for a flood relief effort Mr. Kazi Muhammad Aamir (Regional Manager of South II), along with Mr. Arshad Majeed (Head of Operations) and Mr. Ahmed Ali Siddiqui (Head of PDSC) approached both the COO & CEO of the Bank to develop and implement an effective strategy for this effort. In response, a team was formulated at the Regional Office, which made a visit to Hyderabad and the surrounding areas to evaluate the situation. The team members included Mr. Shoaib Malik (Head of South II - SME and Commercial Financing), Mr. Irfan Arain (Area Manager) Mr. Ameen Khawaja (Area Manager), Mr. Tanveer Zaman Khan (Area Manager) and Mr. Rafi Mateen (Officer, S.I.T.E Branch). In order to provide funds for the relief effort, Mr. Irfan Siddiqui (CEO) and Mr. Ariful Islam (COO) decided that the Bank would add two rupees to every rupee donated by an employee. The donation collected in this way would be used to establish IDP camps and provide food and medical assistance.

"the Bank would add two rupees to every rupee donated"



to a children's hospital in Sukkur. Two IDP camps were established in Thatta providing shelter to around 450 people.

Meezan Bank truly appreciates the efforts of Muhammad Younis Metlo, Ahsanullah Khan Phull, Saifullah Rahooja, Imran Bashir, Mohsin Ali, Niaz Hussain, Amanat Ali Arain and Mr. Zahid Ali Khan who were constantly monitoring activities of the medical camps. This campaign set an example for other banks when they followed with similar activities. The items provided include quilts (chattai), medicines, hygiene items and eatables.

to the Flood Disaster

“adults and children descended upon food distributors creating chaos and many injuries.”

While providing relief efforts was a life-changing accomplishment, it had its moments of danger as well with supply trucks being preyed upon by dacoits on their way to camps to the extent that some of our employees had to go home with torn clothes; ‘hazards of distribution’ was another big hurdle, when starving adults and children descended upon food distributors creating chaos and many injuries. Relief work continued for three months, at the end of which time areas had been cleared of flood water and families were able to return to their homes. The final departures were aided by the provision of tents for the adopted families to ease their return, and the arranging of around 7 weddings where the happy couples were provided with a dowry to ease the difficulties they would undoubtedly face at the start of their married life once they returned home. Our team of officers



from Karachi and Hyderabad visited Sukkur in a ceremony to motivate the team of the Sukkur branches and extend the blessing to the newly wed couples. The Bank's hard work throughout the campaign was also highlighted in many of Sukkur's top newspapers and in many channels of electronic media.

Let us pray for the wellbeing of our beloved country and its habitants. May Allah give courage and hope to the ones affected by the floods.

Mr. Kaiwan Irani
(Internet Presence Officer)

Ms. Zahra Anum
(Intern - Marketing)

Meezan Bank's employees contribute towards rehabilitation of Flood affected people

In an effort to help the people affected by the devastating floods in the country, Meezan Bank's employees have taken an initiative to contribute to the recovery and rehabilitation of the people affected by the floods by setting up a "Flood Victims Relief Account" where employees can deposit money for helping the people in the flood-hit areas. The Management of Meezan Bank has taken this initiative a step further by announcing its contribution of an additional Rs. 2/- for every Rs. 1/- contributed by the employees to this fund.

Funds collected are being used to provide food, relief and other facilities in the flood-affected areas in Pakistan. Meezan Bank employees are actively involved in volunteering activities in the areas through the branch network where staff is well geared to reach the flood-affected people and contribute towards their relief and rehabilitation.





To serve humanity is to serve Allah (s.w.t)

Flood relief efforts by Region - South III

Titled by some as the "slow Tsunami", the floods across Pakistan in 2010 have left million of people without shelter, food or a source of livelihood. The floods, which wake of particularly heavy monsoon rains, claimed hundreds of lives and destroyed millions of home, farmland and major infrastructure in large parts of the country.

Mr. Tariq Mahboob, Regional Manager South-III, the Area Managers Mr. Mashkoor A.G Khan and Mr. Mateen Mahmood involved all 24 branches of the Region in relief efforts for which its staff contributed generously for this noble cause. Clothes, food items and necessities were stored at the Gulshan Chowrangi Branch and the North Karachi Branch which was further distributed in the affected areas. Two Trucks full of clothes, food items & necessities for survival were handed over to Region South-II for onward distribution to the affected people in interior Sindh.

Mr. Farhan ul Haq and Mr. Ashraf Mehmood from the Regional Office South-III and Mr. Tariq Qader Shaikh from Gulshan-e-Iqbal Branch took initiative and took a truck to flood affected Thatta and onward for the distribution of food and clothes directly to the flood affected people. More than 250 separate boxes were packed at South Region III and were filled with some food items and necessities. Mr. Salim Khowaja, Incharge SME played an instrumental role as well in this noble cause and contributed towards arranging logistics for this journey. The staff drivers, with a special mention of Mr. Habib Khan who drove a truck back and forth between the cities and areas countless times to ensure timely distribution of the necessities.

A man lives for himself. He thinks and acts to make his own self secure, comfortable and happy. But he becomes truly human only when he tries to make others secure, comfortable and happy. There is no other greater happiness that comes to us through the happiness of others! This is why it is rightly said, "to serve humanity is to serve Allah."

Rehan Waheed,
Personal Banking Manager, Gulshan Iqbal Branch

Meezan Bank distributes blankets, mattress and pillows to the flood effected people of Northern Pakistan

Meezan Bank funded the donation of sleeping gear, which included blankets, mattresses and pillows. Volunteers at branches distributed these packs to the flood victims of Northern Areas including Nowshera, Charsada, Tangi, Jahangira and areas of upper Swat. An approximated 1200 packs have been provided in this region.

In December, 2010, these distribution efforts were personally attended by the Regional Manager North, Mr. M. Saleem Khan, Area Manager Peshawar I, Mr. Imtiaz Ahmed, Area Manager Peshawar II, Mr. Sadiq Ur Rehman and the Training Coordinator, Muslim Khan to supervise and assist in the distribution. In order to make processes transparent, a committee at the Regional Office North has been formed which supervises and coordinates the affairs of the donation activities.

A special appreciation note to Meezan Bank's top Management and the PDSC department for extending their approval and assistance in helping the flood victims from cold in winter season. The reconstruction and rehabilitation for flood affected areas of our country is only possible through concentrated efforts of our people. Every single, if-even minor, activity for assistance to the affected people will make a difference to the flood affected brothers and sisters of our nation.

Syed Atif Hussain,

Regional Audit Coordinator-North, Regional Office, MBL, Blue Area, Islamabad.



Collaboration with organizations for assistance in flood affected areas

Islamic Relief Pakistan, Ihsan Trust & Bhittai Hospital

Meezan Bank has collaborated with the Islamic Relief Pakistan and Ihsan Trust for relief activities by providing 2100 people in Charsadda District with cooked food. The Bank's Multan branch is partnering with Ihsan Trust for distribution of dry food to the flood-affected people in the areas surrounding Multan. In addition, the Bank's Sukkur Branch distributed cooked food to around 500 people and 100 floor mats were provided to displaced people having no shelter. The Bank also collaborated with Bhittai Hospital Sukkur for providing medicines to the affected people and provided ready-to-eat meals to more than 2000 people at relief camps in Bhit Shah and Saeedabad.

Ihsan Trust - is a registered charitable trust based in Karachi established to effectively utilize the charity funds of Meezan Bank and is working actively on several projects in the area of disaster relief, education, community health, social uplift & healthcare.

Helping Hands

Meezan Bank has also joined hands with Helping Hands in Islamabad for providing medical camps and personal hygiene kits for people in all the provinces of Pakistan. The Bank, through its D.G. Khan Branch provided dry food for at least 1000 flood victims in Muzaffargarh.



Meezan Bank's website re-launched with a *new look*

Creative CHAOS
Graphic | Software | Outsourcing

The Special Projects team, a sub-division of the Marketing Department recently revamped the Corporate Website by giving it a fresh user interface. Working closely to the Web-development partner M/S Creative Chaos Pvt. Ltd, the newly designed website went live on November 1, 2010. The website now stands renewed with new functionality allowing for a simpler, easier and faster visitor experience. With consistently changing web standards and online trends, the team took a step forward to compete with top local and international banks in terms of online presence. Along with Creative Chaos, the website team was dedicated in the content writing, user interface designing, functional component designing and content updating to make the new corporate website ready for the requirements of 2010.

The new website is more user-friendly and less cluttered as compared to the previous one. The desired information is in relevant order and is easily accessible to a general visitor. Via surveys conducted Online and through the Meezan Bank branch

network, the new website received positive feedback and comments from customers and from employees which greatly motivated the team's efforts. A wish list has also been made of the further developments which could be incorporated within the Online Presence Strategy Plan 2011-2013.

Within the span of 6 years of its establishment, the corporate website has shown a quick progress and now stands head to head with banks which have been out there for over a decade. A significant increase has been seen in the number of visits per day since the time of launch with the number of unique visitors rising to 2,000 per day and is amongst the top three banks visible on search engines.

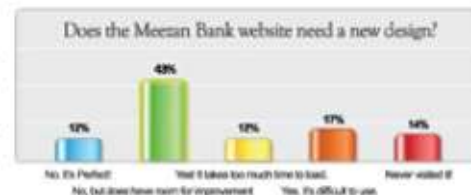
The team is working to implement significant changes in terms of workflows, automation, lead generation and customer support for our valued customers and website visitors.

Kaiwan Irani,
Internet Presence Officer, Marketing



New Features

- A faster and user friendly interface
- New Promotional areas to highlight a range of products and services
- Separate sections for Consumer and Corporate visitors
- Single page interface with tabs for easy access to all information on a single page
- Linkup with online Digital Social Media, including Facebook, LinkedIn and YouTube
- Access to the archive of Press Releases, News, Announcements and Events
- Access to Islamic Banking publications, presentations, audio and video media
- Revised Consumer Finance calculators for Car Ijarah, Easy Home & Labbaik



43% of you said we needed to improve' the website. So We Did!

Branch Celebrations

Pakistan's Independence Day Celebration

The Peshawar Road Branch celebrated an Independence week in August 2010 with the intention to emphasize the importance of Pakistan's Independence. The Branch entrance and its main Hall were well decorated with a theme of our traditional Green and White colours. Customers were provided with Flag badges upon their arrival at the branch which was highly appreciated. The celebration was concluded on the Cake cutting ceremony at the branch at the end of the week.

Four years of Islamic Banking Services

Area Manager - Rahim Yar Khan, Mr. Muhammad Tufail joined the Branch team to celebrate four years of Islamic Banking Services at Sadiqabad City. Meezan Bank's Sadiqabad branch was the first Bank to introduce Islamic Banking in this region. The Regional Manager, Mr. Aasim Salim, congratulated Branch Manager, Mr. Imran Sardar and his branch team for their successful effort in making Meezan Bank Sadiqabad Branch the Second Largest Branch in Sadiqabad in the short span of four years.

Zahid Iqbal,
Branch Manager, Peshawar Road Branch, Rawalpindi

Latifabad Branch – Brand Ambassador for Car Ijarah



The Latifabad branch has proved itself as the Brand Ambassador of Car Ijarah in Hyderabad and Interior Sindh with the branch's performance being exceptional in Car Ijarah advances & deposit mobilization in 2010.

Mr Altaf Memon, has played a pivotal role with his dedication & hard work which gave assisted the branch Car Ijarah business by crossing its target from 36 million to above 100 million in 2010, standing in the top 3 branches across Pakistan.

Mr. Faisal Saifullah (Business Manager), Mr. Haris bin Shakir (Car Ijarah Unit - Manager), Mr. Nasir Imam (Product Manager), Mr. Mansoor Ahmed Khan (Sales Manager-South) along with Tanveer Zaman Khan (Area Manager-South II) visited Latifabad branch to acknowledge & appreciate the work of Mr. Altaf Memon who was rewarded with an Umarah ticket.

Aliza Muqim Siddiqui,
Latifabad Branch, Hyderabad

South Asian Gold Medalist

Opens Account at Korangi II Branch

Ms. Naseem Hameed, South Asian Games Gold Medalist, recently opened an account with Meezan Bank's Korangi-II Branch in Karachi. Earlier Meezan Bank representatives visited her residence to give her a brief on Islamic Banking and the range of Products and Services offered by Meezan Bank.

Despite having discussions with numerous representatives of other competitor banks earlier in the day, Ms. Naseem Hameed was convinced that Islamic Banking and Meezan Bank is the Bank she would like to Bank with. Ms. Naseem complemented the efforts of Meezan Bank to promote Islamic Banking and said she would refer Meezan Bank to others in the future.

Raza Hussain,
Branch Manager, Korangi-II Branch



CUSTOMER APPRECIATION DAY

Customer Appreciation Days are dedicated to customers for their patronage towards the Bank and Islamic Banking. Each branch hosts a Customer Appreciation Day for customers and prospective customers through an open-house arrangement and catering of refreshments for visitors during the branch banking hours.

The customer appreciation day has always served as an opportunity for the staff to get to know the clients better so as to cater to their needs more efficiently. The clients also get the opportunity to learn more about Meezan Bank. This event also serves as a platform for clients to meet other clients and start mutually beneficial business relationships.

Hussainabad Branch

The Hussainabad Branch held a Customer Appreciation Day in October 2010 for relationship building between the Bank and our customers. All staff members dedicated themselves in the branch decoration and in making all necessary arrangements.

The event was held to develop a bond with the customers by discussing their service requirements as the exchange of views with customers plays a vital role in the promotion of the Bank's products and provided an understanding of how the service quality must be enhanced. It was a great opportunity for customers to interact and share their views with the Bank's senior management, as the Head of Consumer Banking, Mr. Muhammad Raza, the Regional Manager,

Mr. Tariq Mahboob, the Area Manager, Mr. Mateen Mahmood and the National Sales Manager, Mr. Kamran Zafar were also present at the branch.

With approximately 350 visitors in the branch on that day, the event was proved as a significant way to network with the clients and to promote the relation of trust between Meezan Bank and its customers. We believe our efforts and the event on a whole provides a good impression in the customers mind and attracts their patronage towards Meezan Bank.

Riaz Ahmed Akbani,
Branch Manager, Hussainabad Branch

K.A.E.C.H.S. Branch

A Customer Appreciation Day was held in November 2010 for existing and prospective customers of the K.A.E.C.H.S. Branch. The Branch team appreciated and thanked existing customers for their continued support who brought along a number of new prospective clients. Customers gave us opportunity to serve them in a better way by giving us valuable feedback, suggestions and sharing their experiences with us.

Every member of the branch team enthusiastically participated in

the event, in terms of hosting, branch decoration and customers invitations. The branch was visited by the Regional Managers, Mr. Muhammad Abid and Mr. Kazi Aamir and the Area Manager Mr. Muhammad Waseem Bari who appreciated the arrangements and interacted with the customers. A large number of customers along with their families and friends have visited and responded positively including well recognized businessmen from numerous industries.

Mr. Khalid Ilyas,
Branch Manager, KAECHS Branch

Babar Market Branch

The Babar Market Branch hosted a Customer Appreciation Day in October 2010. As per the Bank's tradition, the branch was exclusively decorated to attract customers and give a festive look to the branch. All the team members at the branch participated in the event with vigor and enthusiasm. Being a working day, the team members performed the dual function of receiving and attending to the invitees side by side with undeterred functioning of the branch operation.

It was a great opportunity for customer to interact and discuss their views with the Bank Management visiting from the Head office who were present at the occasion.

Jawad Ahmed Naseer,
Branch Manager, Babar Market Branch

Bilawal Chowk Branch

The Customer Appreciation Day was held in October 2010, with the branch decorated with fresh flowers, Meezan Bank branding and an area for refreshments for customers. The excellent work by the BDOs who invited customers and local area residents to attend the event in a continuous effort of over three weeks resulted in a high number of visits and generation of leads. As Branch Manager, I would like to thank the entire Branch team for their dedicated effort in making this event successful and worthy of the excellent feedback we received from customers.

Tahir Hassan,
Branch Manager, Bilawal Chowk Branch



Gulberg Branch

The Gulberg Branch hosted a customer appreciation day in October 2010. The event was attended by over 150 customers who participated in discussions with the Bank's representatives including Management representatives. Mr. Tariq Mahboob (Regional Manager South III), Mr. Irshad Ali (Manager Human Resources), Mr. Bashir Baloch (Manager Country Operations), Mr. Mohammed Raza (Head of Consumer Banking), Mr. Kamran Zafar (National Sales Manager) and Mr. Mashkoor AG Khan (Area Manager) were amongst the management team who attended the event. The event resulted in a good number of leads via existing customers which will be pursued over the weeks following the Customer Appreciation day.

Syed Arshad Hussain,
Branch Manager, Gulberg Branch

North Karachi Industrial Area Branch

A day dedicated to the customers for their loyalty and patronage towards the Bank and Islamic Banking, the Customer Appreciation Day was hosted in October 2010 by the motivated team of North Karachi Industrial Area Branch. A day aimed at sharing and creating better awareness, developing customer loyalty and encouraging existing customers to introduce new clients to the Bank.

The Branch was decorated exclusively for the event with the entire team member at branch participating in the event. Being a working day, the staff performed the dual function of receiving and attending to the invitees equally with undeterred functioning

of the branch operation. Visiting clients were served with refreshments and their valuable feedback was taken regarding the Bank and its services.

With one thought in mind, "A satisfied customer is the best business strategy of all" we were happy to receive the notes of appreciation from our prospective and valued clients for the organization of this event and the opportunity to interact and discuss their views with the Bank's Management.

Syed Muhammad Zaki,
Branch Manager, North Karachi Industrial Area Branch

Plaza Square Branch

The Plaza Square Branch hosted a Customer Appreciation Day in October 2010. The Branch was decorated exclusively for the event and every member of the branch participated in with zeal and curiosity.

Alhamdulillah! The event was a big success as no event similar to this was previously held by any other bank or branch in the close vicinity. Many of our prospective and highly valued clients were also invited, who appreciated the organizing of the Customer Appreciation Day. Customers were given the opportunity to interact with Senior Management of the Bank such as the Area Manager, the Regional Manager South III, the National Sales Manager and the Head of Consumer Banking. On behalf of the Branch, I would like to thank the mentioned

management team members for their effort and interest shown in the support and encouragement given to all staff members involved in the arrangement of the event.

The branch was visited by more than 150 visitors who were welcomed and attended without any interruption to the regular day's banking service. The discussion of Management and Customers developed the understanding of compatibility products and services with customer demands. We are hopeful that Insha'Allah! The day will earn a positive impression to the customers and will help us in increasing the business of our branch.

Khurram Shuja,
Branch Manager, Plaza Square Branch

5th Batch of Islamic Banker Certification

First launched in 2006, the Product Development & Shariah Compliance Department has been conducting the Certificate Course of Islamic Banking on an annual basis. Initially starting only with Karachi, the sessions are now held simultaneously in 5 regions through video conferencing. The course consists of the latest up to date knowledge base of the Islamic Banking industry coupled with the Bank's experience in product innovation for a practical dimension, making it stand out from all other courses offered in the market.

In 2010 the 5th Batch of the four-month Islamic Banker Certification was completed. The Position holders are given Medallions along with certificates of course completion. Congratulations to all the position holders and participants who have successfully cleared the course through the hard work put in by them.

Suleman Muhammad Ali,
AVP, Product Development & Shariah Compliance (PDSC)

Countrywide Position Holders

Position	Name	Dept/Branch
1st	Muhammad Kamran Bhutta	Main Branch Multan
2nd	Zahra Rashid	Blue Area Branch Islamabad
3rd	Imran Akhtar	Main Branch Multan

Karachi Region Position Holders

Position	Name	Dept/Branch
1st	Syed Salman Nadeem	SITE Branch
2nd	Saqib Baig	PDSC Department
3rd	Muhammad Ali	Bohrapir Branch

Multan Region Position Holders

Position	Name	Dept/Branch
1st	Muhammad Kamran Bhutta	Main Branch Multan
2nd	Imran Akhtar	Main Branch Multan
3rd	Saklain Afzal	D.G. Khan Branch

Lahore Region Position Holders

Position	Name	Dept/Branch
1st	Aslam Hayat Manzoor	Akbari Mandi Branch
2nd	Faiz Hafeez	DHA Phase III Branch
3rd	Zia ul Haq	DHA Phase III Branch

Islamabad Region Position Holders

Position	Name	Dept/Branch
1st	Zahra Rashid	Jinnah Avenue Blue Area Branch
2nd	Irfan Zulkarnain	F-7 Branch
3rd	Rizwan Qamar	Gujar Khan Branch

Faisalabad Region Position Holders

Position	Name	Dept/Branch
1st	Muhammad Mannan	Serena Hotel Branch
2nd	Lal Hussain	Serena Hotel Branch
3rd	Imran Arshad	Civil Lines Sargodha Branch

Trainee Officer Awards



The Training Department is pleased to announce the Best Trainee Officer award for the Batch V trainees. The best trainees of each Region have been awarded a Cash Award for their exemplary efforts during their classroom trainings. A ceremony

was held for the Trainee Officers at their respective branches to commemorate their performance.

Khalid Maqsood,
Vice President, Manager - Training

Regions	Name	Branch
SOUTH	Mr. Ammad Jamal	Federal B. Area, Karachi
CENTRAL	Mr. Muhammad Atif	Walton Road, Lahore
NORTH	Mr. Arsalan	Blue Area, Islamabad

Fresh Deposit Mobilization by Mr. Tayyab Zaheer Abbasi

Mr. Tayyab Zaheer Abbasi, Personal Banking Officer, was successful in mobilizing the prestigious account of senior officials of Pakistan Air Force with handsome deposit at the F-10 Markaz Branch. Leading bankers in Islamabad were known to be working to book these accounts in their banks but due to consistent follow up, persuasion and the hard work of

Mr. Abbasi, these accounts were parked at Meezan Bank. In recognition of his effort, the Regional Manager, Mr. M. Saleem Khan invited Mr. Tayyab for a group photo with him and to congratulate him for his excellent efforts in this Fresh Deposit Mobilization effort.

Afzal Mujtaba,
Branch Manager, F-10 Markaz

Inter-Branch Service Competition

The main objective of Service Quality (SQ) has always been to maintain a strong focus on close checks over the processes of carrying out banking activities, measuring accuracy, timeliness, relevance, productivity, etc. SQ not only probes through the problematic areas in every possible section of our banking but also aims at the enhancement of the same. In accordance with the Service Accountability Report – Year to Date Results are shared amongst the Meezan Bank Family on a broader canvas. This report roped in various back offices along with the participating branches of Inter Branch Service Competition.

Sahar Aman,
Service Quality Analyst, Service Quality Department

Year to Date Statistics

Department Name	Efficiency %age
Car Ijarah	80.0%
Call Center	78.6%
Human Resources	76.5%
Customer Care Unit	62.2%
ATM Operations	61.4%
Centralized Account Opening	54.1%

Branch Banking has been the core and the biggest area that is being monitored by the Service Quality Department. The over all branch banking performance in the year 2010 was 76.90% which followed an upward trend after January 2010, specifically June'10 being the peak at performance.

A Region wise Performance

Region Name	Efficiency %age
Lahore	85.7%
Multan	82.9%
North	81.2%
Faisalabad	70.8%
South III	75.0%
South I	68.1%
South II	65.9%

Top five Performers – Area wise

Area Manager Name	Efficiency %age
Hassan Ali	91%
Naeem Sarfaraz	86%
Nisar Kiani	85%
Tariq Munir	85%
Arif Aslam Khan	85%

Category wise Performance was also a part of the report which demonstrated that Residential Branches did a better job over the Commercial and Semi-Commercial Branches throughout the year.

The winners of Inter Branch Service Competition are presented with a trophy and are titled Service Quality Champions for the month for their efforts in working towards our goal of being "The Best Service Providing Bank – 2011".

	South Region	Central Region	North Region
July	Tando Allahyar Branch	Akbari Mandi Branch, Lahore	F-8 Markaz Branch, Islamabad
August	Saddar Branch, Karachi	Bahawalpur Branch	F-8 Markaz Branch, Islamabad
September	Gulshan-e-Ravi Branch, Karachi	Badami Bagh Branch, Lahore	Abbottabad Branch
October	K.A.E.C.H.S Branch, Karachi	Dijkot Branch	Bohar Bazar, Rawalpindi
November	Boat Basin Branch, Karachi	Akbari Mandi Branch	
		Millat Road Branch	-
December	-	Dijkot Branch	
		Mian Channu Branch	F-8 Markaz Branch, Islamabad

We hope to see added enthusiasm and strong Team Work by all Meezan Bank Team members in the year 2011

Saddar Branch-Consistent Service Quality Champion in South Region (Commercial Category)

Alhamdulillah, the Saddar Branch has been exceptional for the last three quarters, being service champion for four months, including being ranked the champion for three months consecutively.

All this has been made possible due to great team work of Saddar Branch under the leadership of Mr. Khalid Quddus Khan, Branch Manager Saddar. We congratulate the entire Saddar Branch for maintaining such a high quality standard and wish them all the very best in their future endeavours.

Muhammad Adeel Siddiqui,
Area Coordinator-Credits/SME –Gulshan, Karachi



ISLAMIC BANKING SEMINARS ACROSS PAKISTAN

Islamabad

Islamic Banking & Finance in Pakistan: Issues, Challenges & the Way Forward

Regional Office-North in collaboration with State Bank of Pakistan and International Islamic University, organized a Seminar which helped in removing misconceptions & myths regarding Islamic Banking. The Seminar titled 'Islamic Banking and Finance in Pakistan, Issues, Challenges and way forward' was held at the Auditorium of International Islamic University, Faisal Masjid Campus, Islamabad on the October 2010. Speakers from the academia, policy making circles and banks/Takaful companies shared their thoughts on the subject.

Speakers at the seminar included Professor Dr. Fateh Muhammad Malik, Rector International Islamic University; Mr. Saleem Ullah, Director, SBP Islamic Banking Department and Mr. Ahmed Ali Siddiqui, EVP, Meezan Bank.

Other key speakers included Dr. Munawar Iqbal, renowned Islamic Banking scholar and Former Chief Research, IRTI, IDB, Jeddah Saudi Arabia; Mr. Sajjad Majid Khan,

HLB Area Manager, Mr. Khaliq uz Zama, consultant IBF, IIUI and Mr. Azeem Pirani, Regional Manager, Pak-Qatar Takaful Limited.

Mr. Ahmed Ali Siddiqui, Manager - Product Development & Shariah Compliance, addressed the audience on customer expectations and Solutions provided by Islamic Banks to cater diversified needs of the clientele.

The seminar was attended by around 600 participants including academia, Regional business chiefs of banks, Representatives of chambers, Business/ agriculture community, relevant government officials and other stakeholders of SBP. Marketing Stalls and material were also installed at seminar premises by the sales team lead by Syed Ejaz Shah (Area Sales Manager).

Kh. Tariq Hussain,
Regional Sales Manager - North

Karachi

KCCI invites Meezan Bank to speak at a seminar on Islamic Banking

The Karachi Chamber of Commerce & Industry (KCCI) organized a seminar on 'Islamic Banking - Clearing Doubts & Misconceptions' at the KCCI with the speaker and panelists from Meezan Bank. The primary objective of the seminar was to disseminate information on Islamic Banking - one of the fastest growing banking segments both locally and internationally. Meezan Bank was invited to speak at this seminar as it is recognized for its commitment towards establishing Islamic Banking as banking of first choice and its active work in

educating the public about Islamic banking and finance.

From Meezan Bank, a detailed presentation was delivered by Mr. Sohail Khan, Head of Marketing & Training. A large number of businessmen and members of KCCI attended the seminar, including Mr. Mahmood Shafqat, Additional Director - State Bank of Pakistan, Mr. Ateeq-ur-Rahman Chairman, Banking & Insurance - KCCI and Mr. Abdul Majid Haji Mohammad, President-Karachi Chamber of Commerce & Industry.

Sialkot

Addressing the Banking & Business Community

The State Bank of Pakistan

The Sialkot branch organized a half day seminar in the State Bank of Pakistan Banking Hall from in November 2010, which was chaired by Chief Manager State Bank of Pakistan. The Regional Heads of conventional banks and representatives of the business community attended session. Mr. Suleman Muhammad Ali, AVP PDSC, presented an Introduction to Islamic banking and answered the questions with reference and examples. A large number of SBP officials have also attended session. Speaking at the event, Muhammad Akmal, Deputy Chief Manager SBP requested and recommended all conventional bankers to promote Islamic banking he felt it is a need of time and would benefit the economy. Sajjad Haider, Branch Manager (Sialkot), invited all conventional bankers along with the business community to highlight their reservations (if any) so they could be addressed and discussed in detail.

Hotel One

At the Hotel One, Sialkot, a large number of existing and potential customers including corporate Account holders attended a session on Islamic Banking. Mr. Ehmer Hamad, Area Manager Gujranwala, briefed the attendees with the history of Islamic Banking in Pakistan and Meezan Bank's corporate profile, achievements and future plans. Mr. Suleman Muhammad Ali, AVP PDSC, gave an introduction to Islamic Banking and highlighted the key differences between Islamic and Conventional banking. With a positive response to the speakers and the question and answer session, the participants advised to continue conducting such seminars more frequently to clear doubts about Islamic Banking as it would help to promote Islamic banking in the region. Mr. Bilal Mushtaq Awan, Branch Manager - Kuchery Road and the branch team made a commendable effort in devoting their time to make the seminar successful.

Atif Shahzad Alam,
Manager Operations, Kaskmir Road Branch

Peshawar

Educating the business community of Islamic Banking

The University Road Branch, Peshawar, conducted a seminar on Islamic Banking for its existing and potential customers of Meezan Bank at the Usmania Restaurant, Peshawar. Mr. Ahmed Ali Siddiqui EVP, PDSC Department visited from Karachi to speaker at the seminar which was attended by a large audience of over 200 guests from the business community of Peshawar. Mr. Ahmed Ali Siddiqui addressed the audience's queries and dedicatedly answered their questions and encouraged them to work with Meezan Bank and look to make their businesses and conduct their financial transactions in a Shariah Compliant manner due to the benefits of Islamic Banking and Finance. The sales team did an excellent job at aggressively marketing the seminar which increased the potential customers as a result of the seminar.



Jhelum

A Seminar on Islamic Banking was held at the Jhelum branch hall. Promotional banners and flyers for the seminar were placed at prominent places of the city to create massive awareness regarding the seminar on Islamic banking which contributed to the exceptionally large audience which attended the seminar.

Presiding the event was the Area Manager Mr. Nisar A. Kiani, who spoke with zeal about the basics on Islamic banking. A highlight of the seminar was when Mr. Zafar Butt, a customer of the Jhelum branch, asked the audience to raise their hands in support of Islamic Banking; the audience raised their hands with devotion and excitement. After touching speech of Mr. Zafar another member from our PDSC team Mr. Farhan Usmani, visiting from the Head Office Karachi, shared his views with the audience followed by Question & Answer Session. The session was concluded with a lunch for business networking.

Mirza M. Shahzad,
Branch Manager, Jhelum Branch



Chiniot

A seminar on Islamic banking was arranged by the Chiniot Branch at the Tehsil Municipal Administration Hall-Chiniot. Addressing an audience of over 200 participants, the Area Manager Sarghoda, Mr. Mian Nasir Mahmood and Mr. Ghufuran Hassan, Officiating Branch Manager Chiniot Branch hosted the event. Mr. Suleman from PDSC department - Head Office, Karachi delivered a comprehensive explanation on Islamic banking to the audience and cleared various misconceptions about Islamic banking and highlighted the difference between conventional and Islamic banking. He further elaborated on Riba, the difference between trade and Riba and later the salient features of Meezan Banks products. The highly appreciated seminar ended with a Question Answer session followed by refreshments.

Ghufran Hassan,
Officiating Branch Manager, Chiniot Branch

UPDATE ON Head Office Building

Photograph by:
Mehmood Edhi, Officer Administration



July 2010



December 2010

SME & Commercial Banking meet-up at the Farm house

The SME/Commercial Banking team and members of the Regional Office South-I, gathered at the Meezan Bank Farm House for an informal get-together in October 2010. An overnight stay allowed the teams to interact informally and build a stronger network and team understating. With a highlight of the evening being the cooking by Mr. Salim Khowja, the trip was fun and relaxing. Discussions about cross-selling, Islamic finance and improving the department's structure were also done in the group sittings. These ideas were further discussed within the office in the days to follow which will play a role in the department's strategy plan 2011.

Kabeer Shaikh,
Personal Banking - Commercial Bank

Meezan Cricket Gala at Rahim Yar Khan

On October 26, 2010, Mr. Muhammad Tufail, Area Manager Rahim Yar Khan, inaugurated the first Meezan Cricket Gala of Rahim Yar Khan at the Iqra Degree College Cricket Ground, Sadiqabad. Hosted by the Sadiqabad Tigers (Sadiqabad Branch), the Rahim Yar Khan Casuals (Rahim Yar Khan Branch), Khan Pur Kings (Khanpur Branch) and Bahawalpur Eagles (Bahawalpur Branch) participated in the event.

With four matches in the first round and two semi-finals, the final was played between the Sadiqabad Tigers and the Rahim Yar Khan Casuals. The Winning trophy was handed to Mr. Imran Sardar, Captain of Sadiqabad Tigers who won the

final match of the Meezan Rahim Yar Khan Area Cricket Gala 2010.

Mr. Zahid Abbas was titled the best player of the tournament with additional awards were given to Mr. Zeeshan Saeed for the best bowling, Mr. Noman Abbasi for the best batting and Mr. Moin Ahmed for the best All-rounder performance.

Shahzad Anwar,
Relationship Manager, Car Ijarah



RIZWAN ATA LEADS THE TEAM ON A HIKE TO LALAZAR TOP

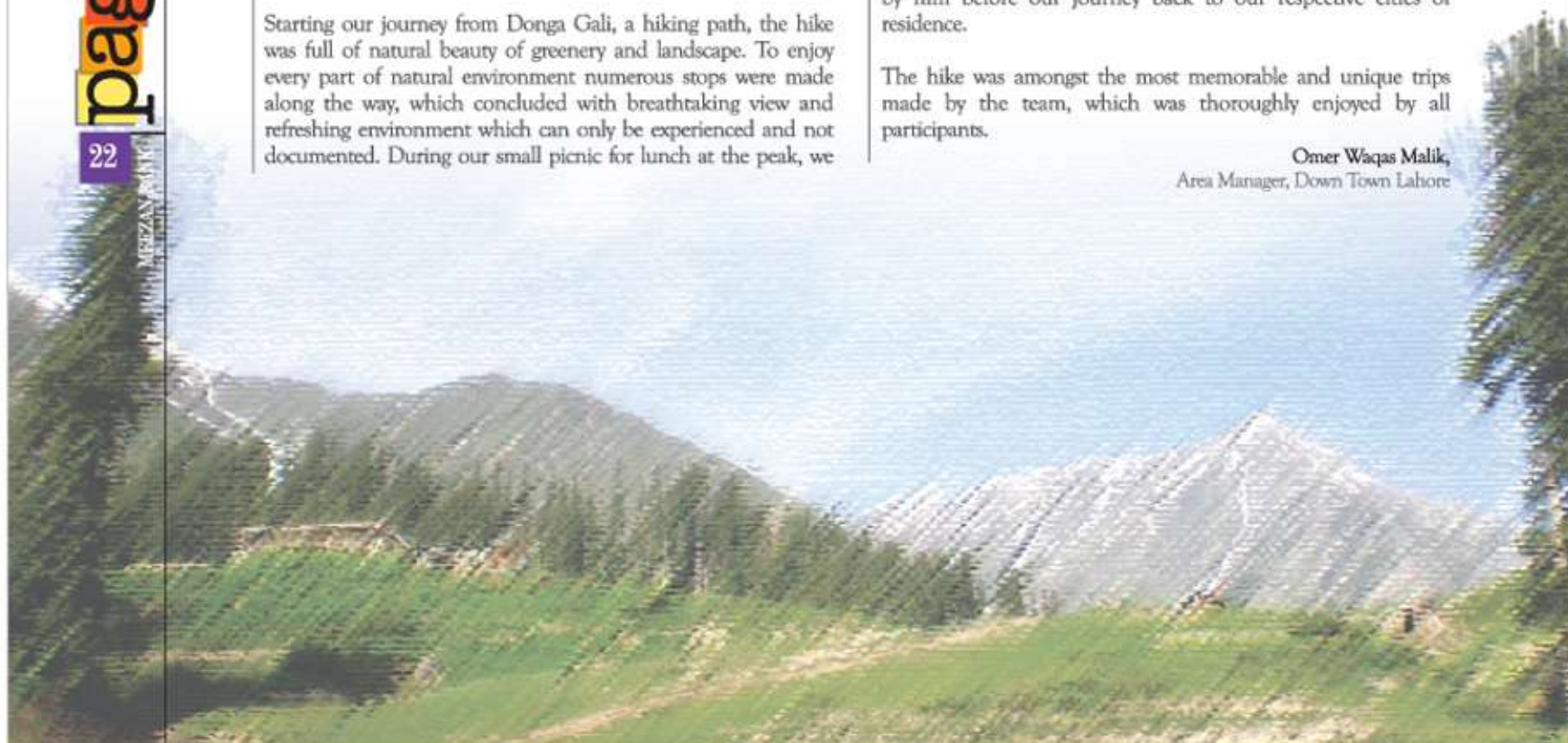
Mr. Rizwan Ata, Circle Executive-Central, arranged and led a Hike through Khaira Gali to the Lalazar top, along with the Area Managers of Central Region. Khaira Gali, famous for the famous for Hexagon Manor, is a tourist resort town located in Palak - Abbottabad District at an altitude of approximately 2400 Meters.

Starting our journey from Donga Gali, a hiking path, the hike was full of natural beauty of greenery and landscape. To enjoy every part of natural environment numerous stops were made along the way, which concluded with breathtaking view and refreshing environment which can only be experienced and not documented. During our small picnic for lunch at the peak, we

witnessed a unique view of two Lions opposite the hill in the open which although frightening was rare sight and experience. The day concluded with dinner at the residence of Mr. Hafiz Yousaf, a close friend of Rizwan Ata, Circle Executive Central. Mr. Yousaf's hospitality was beyond our expectations as the following morning's breakfast too was hosted by him before our journey back to our respective cities of residence.

The hike was amongst the most memorable and unique trips made by the team, which was thoroughly enjoyed by all participants.

Omer Waqas Malik,
Area Manager, Down Town Lahore



A display of Courage & Responsibility

Mr. Mazhar Mehmood captures a pair of accused criminals



Mr. Mazhar Mehmood, Cash Officer F-7 Jinnah Super Branch, showed responsibility and courage, when he successfully captured a wanted criminal. Mazhar Mehmood, recognized the wanted individual at the counter queue when his accomplice requested the encashment of a prize bond.

Upon recognizing the individuals from photographs sent by the Kohsar Police Station a few months earlier, Mazhar Mehmood exited the cash counter and grabbed the individual from cue who made an attempt to run on seeing him approach. The criminally

accused were confined in the Branch Manager's office and were handed over to the Kohsar Police Station's Sub Inspector after consulting the relevant management and law personnel of the region.

Mr. Hakim Khan, Senior Station House Officer (SHO), Kohsar Police Station later visited the F-7 Jinnah Branch and appreciated the Mr. Mazhar Mehmood and the Branch for their capture of the criminals.

Tarveer Sadiq,
Branch Manager, F-7 Jinnah Super Branch

Meezan Bank's

ACCA Training Program – A fruitful investment



Meezan Bank started the ACCA Trainee program in 2006 following which several ACCA students were hired in different departments as trainees and were offered permanent employment after achieving their ACCA Affiliate status. Investment Banking Department (IBD) was the first to take initiative and introduce Chartered Certified Accountants to Meezan Bank. Today, the ACCA fraternity at the Bank is growing at a constant pace with the latest addition being Syed Usama Anwar, who successfully achieved his ACCA Affiliate status in June 2010. Usama has been with MBL for over two years now and has been working as an associate with the IBD.

Mr. Uroojul-Hasan Khan, VP and Team Leader – Transaction Advisory Services has concluded another landmark in his academic career this June when he successfully completed his Chartered Management Accountancy from the Chartered Institute of Management Accountants, England (CIMA). Urooj is previously also a Chartered Accountant from the Institute of Chartered Accountants of Pakistan and a CFA level III candidate.

We congratulate both of these members of the Meezan Bank Family on their achievements and wish them all the best in their future endeavours.

Tahir Masood,
AVP - Investment Banking

Mr. Umer Ahmed, Pakistan's first Chartered Islamic Finance Professional from INCEIF

Mr. Umer Ahmed, AVP Product Development & Shariah Compliance, has qualified as a Chartered Islamic Finance Professional (CIFF) from International Centre for Education in Islamic Finance (INCEIF), Malaysia, and has become the 1st person from Pakistani Commercial Banking sector to become eligible for the status of 'Proficient Member' of Association of Chartered Islamic Finance Professionals, Malaysia.

As a global university offering academic and professional qualifications in Islamic finance, INCEIF was established in 2006 by Bank Negara, the central bank of Malaysia. The establishment of INCEIF reflects the need to invest in human capital to advance the Islamic finance industry forward. Balancing academic learning with practical industry experience, INCEIF aims to be an international nucleus for tertiary education in Islamic finance, training and research.



Two more

Certified Dealers in the Treasury Department

Two dealers from Meezan Bank's dealing room have recently passed the ACI dealing certificate examination. Osama Niaz Ahmed, of the Interbank Treasury Desk and Munaf Usmani of the Corporate Treasury Desk have passed the examination with merit marks.

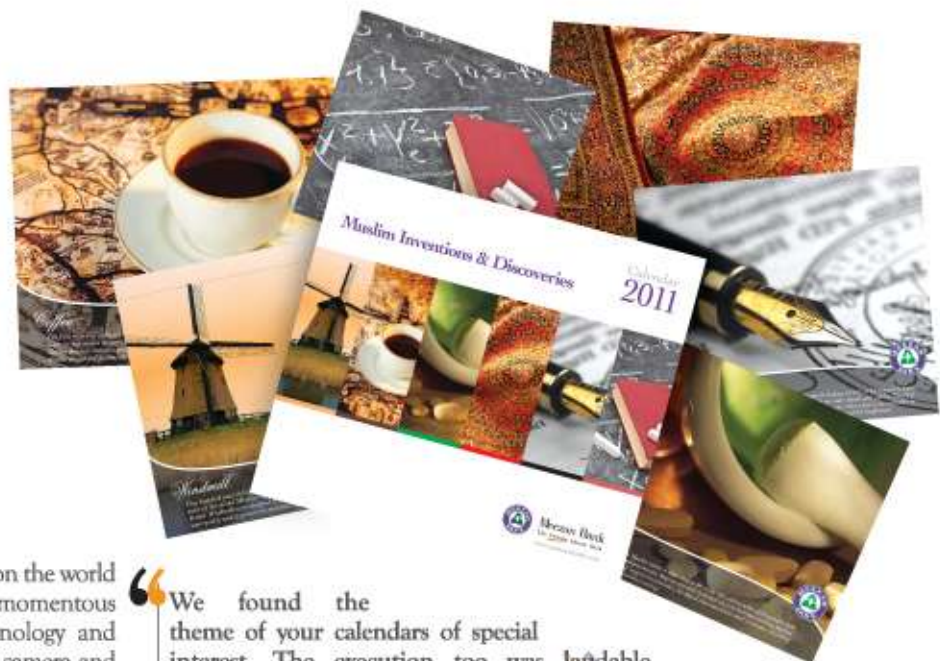
The ACI Dealing Certificate is a foundation program that allows candidates to acquire a working knowledge of the structure and operation of the major foreign exchange and money markets, the ability to apply the fundamental mathematics used in these markets, their core products (cash, forwards and derivatives) and the basic skills required for competent participation. This examination is administered by Association Cambiste

Internationale-Paris, France, the apex body of dealers in money and foreign exchange markets globally.

This now brings the number of ACI-certified dealers in Meezan Bank's treasury department to four; previous two successful candidates being Yasir Ali Khoso and Ahmed Usman Sheikh. Yasir and Usman received their ACI dealing certificates from Mr. Asad Qureshi, the Executive Director, Financial Markets & Reserve Management department, SBP at the Financial Markets Association of Pakistan annual gathering held in December, 2010.

Abdullah Ahmed,
Head of Treasury

Muslim Inventions & Discoveries



Muslims have had a profound and lasting influence on the world today. Through their ingenious inventions and momentous discoveries, Muslims revolutionized science, technology and civilization. The creation of the first cheque, the first camera and the first windmill, contributions in mathematics, medicine, hygiene and beautification are only a few of the great Muslim contributions to our world today. The Calendar 2011 designed by Meezan Bank's marketing team highlights these contributions after thorough research on the topic. The Calendar designed by Mr. Faisal Palijo, Graphic Designer - Marketing, was praised through numerous letters of appreciation sent by corporate clients and emails by Meezan Bank's employees and management.

The Calendar's theme is available on Meezan Bank's website, in the form of Desktop Wallpapers for download in numerous screen resolutions.

"We found the theme of your calendars of special interest. The execution too was laudable. Congratulations to you and your team."
- Sadia Rahid, President, Hamdard Foundation

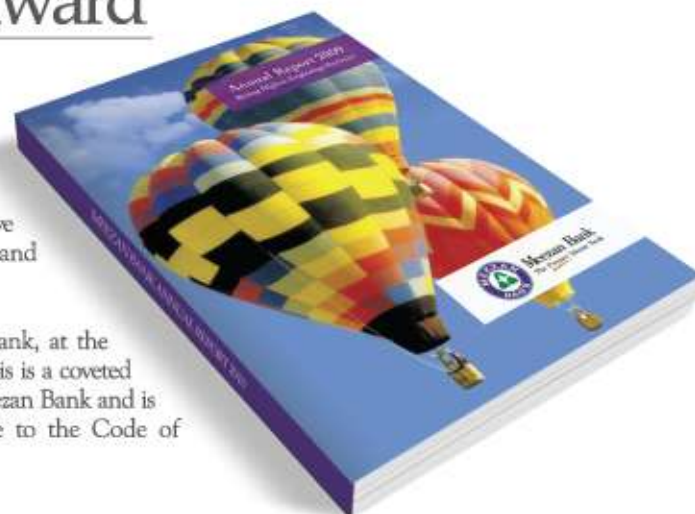
"As I browsed through the colourful pages my attention was captured... Muslims influenced the course of the history... our ancestors proved that becoming the best at something is a task that requires vision and steadfast determination. You and your team deserve full marks for paying tribute to great Muslim inventors by collating them into a beautiful calendar."
- M. Haroon Qassim, Managing Director, PharmEvo Pvt. Ltd.

Hafidh Jamaluddin,
Assistant Project Manager- Special Projects, Marketing

Meezan Bank Annual Report receives award

Meezan Bank was awarded the 5th Best Annual Report in the Banking sector in a ceremony jointly organized by the Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost and Management Accountants of Pakistan (ICMAP). The prize is awarded on the basis of a very comprehensive marking scheme that takes into consideration the quality and transparency of disclosures and information provided to investors.

The award was received by Mr. Arshad Majeed, SEVP, Meezan Bank, at the 'Best Corporate Report Awards-2010' ceremony held at Karachi. This is a coveted award that reflects the high degree of professionalism existing in Meezan Bank and is a testimony to Meezan Bank's commitment to strict adherence to the Code of Corporate Governance and transparency in all its policies.



With this year's calendar theme focusing on the Muslim inventions and discoveries, the header of PAGES has also been redesigned to focus on the inventions which have had an impact on our life today. This edition's header focuses on the Fountain Pen, which was invented in 953 by the craftsman of al-Mu'izz, the Egyptian Sultan. Al-Mu'izz requested to design a pen which holds its own ink which would flow to the nib only when the user wanted to write with it.

pages

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