



Meezan Bank
The Premier Islamic Bank

pages

04. Page

Meezan Bank all set to acquire country-wide operations of HSBC- Pakistan

05. Page

Meezan Bank honored with multiple awards at Asset Triple A platform

06. Page

Justice (R) Mufti Muhammad Taqi Usmani visits Meezan Bank

11. Page

Strategy Meeting 2014

19. Page

Mystery Shopping

20. Page

2nd MBL President Cup Inter Regional Cricket Tournament 2014

24. Page

Meezan Bank's Annual Report 2013
- The Art of Values

Reaching out to masses through TV Commercial





Editorial Team

Chief Editor

Sohail Khan,
Head of Learning &
Development and
Corporate Communication

Editor

Rabab Abedi,
Manager Corporate
Communication

Creative

Wizard of Oz

A Publication of
Meezan Bank's
Corporate Communication
Department

Email

newsletter@
meezanbank.com

Website

www.meezanbank.com

Facebook

www.facebook.com/
MeezanBank

Twitter

https://twitter.com/
MeezanBankLtd

LinkedIn

http://www.linkedin.com/
company/meezan-bank-ltd



is also available for download at :
www.meezanbank.com/newsletter.aspx

President & CEO's Message

السلام عليكم ورحمة الله وبركاته

Alhamdulillah, with the passage of time, Meezan Bank is achieving new heights of success and excellence. When we entered 2013, it appeared to be a challenging, ominous year with reducing spreads, an uncertain economic future and increasing competition. However, now when we look back, it turned out to be one of the most successful years in the Bank's history.

- Our deposits grew by 26%, while the average deposit increase in the top 14 banks in the country, including the top five banks and our peer-group banks was 14%. We therefore outperformed them by 12%, which is a huge lead in percentage terms.
- We achieved our highest-ever profit after tax that amounted to Rs. 3.96 billion.
- Our Return on Average Equity (ROE), which is a key indicator of an organization's profitability, was at 23.7% in 2013, which was the second highest ROE in the entire banking industry of Pakistan and this was not a one-time achievement; our ROE has been among the top five in the banking industry in the last three years and was in the top ten before that.

Looking forward, the times ahead carry both challenges and promises! When the first quarter of 2014 ended, our deposit figure had reached Rs. 307.227 billion, making Meezan the 10th largest bank in the country in terms of deposits. Alhamdulillah, we are already the 8th largest in terms of the size of branch network.

I believe that one of the key reasons of our success is our sincerity towards our cause. I am sure that all members of the Meezan team are aware that when it comes to

Islamic banking, we have always kept our Cause ahead of our business concerns. Even in the most challenging of times, we have never let our focus waver from the fact that our operations should be 100% Shariah-compliant. It is this one element that has enabled us to establish our credibility as a true Islamic bank, both in the eyes of our depositors and our clients. Allah says in the Quran "O you who have believed, if you support Allah, He will support you and plant your feet firmly". (Surah Muhammad, Ayat 7). I firmly believe that the real reason for our outstanding success is the help of Allah (SWT).

The other reason, in my opinion, is you, the Meezan Team. The real assets of any financial institution are the professionals that make the team and at Meezan Bank, I believe that we have one of the best teams in the banking industry. We have come a long way from the six-branch bank we were when we started out and there is still a long way to go. We should not fall in the complacency trap that could be the undoing of any successful organization. We have to strive to get better – in the service we provide to our customers, in the support we provide to our work colleagues and in the speed and accuracy of our work. Justice (R) Mufti Muhammad Taqi Usmani said in his recent address to our staff that there is no reason Meezan Bank should not be at the top of Pakistan's banking industry and if we think about it, that is when we will actually achieve our Vision of establishing 'Islamic banking as banking of first choice', Insha'Allah.

Irfan Siddiqui
President & CEO

From the Desk of Ariful Islam (Deputy CEO)

Dear Meezan Team Members

السلام عليكم ورحمة الله وبركاته

In the last issue of "PAGES" I mentioned that the real indicator of the success or failure of any business is its profitability. Alhamdulillah you have all witnessed that year 2013 was another very successful year for Meezan Bank. The Bank posted after-tax profit of Rs. 3.96 billion - a 12% growth over last year. As a result of our excellent performance record we have enjoyed immense faith and confidence from the Board of Directors of the Bank. This has enabled us to effectively pursue our business strategies and take the Bank to new heights of success. As we grow, our focus will remain on the growth of the institution and the well-being of all its stakeholders.

We have started 2014 at a good pace; the year poses bigger challenges than we have faced in the past - but Alhamdulillah, our history shows that Allah has always been kind to us and has helped us in successfully overcoming every challenge. Our success as an organization is a result of the sincerity and hard work we put together as a team. One of our challenges, as we grow, is to maintain this spirit of sincerity, hard work and dedication to the cause of Islamic Banking.

Earlier this year, the senior management team finalized the third strategic plan of the Bank for the period 2015-2019. We have set a direction and strategy of becoming a fast growing Islamic Bank, winning the hearts and minds of our customers and Insha'Allah achieving a deposit target of Rs. 1 trillion by the end of the Plan period.

Delivering on this strategic plan will create a more valuable company for all of us. It is about becoming a future-oriented and competitive provider of a comprehensive range of financial products and services. It is about shifting from being network centric to becoming a customer and services centric

bank. It is about growing with leaps and bounds.

The salient features of our Strategy are:

- (i) Shariah-compliance is paramount to us
- (ii) We will continue to be a Premier Islamic Bank
- (iii) We will put customer first in all respects
- (iv) We will adhere to our core values
- (v) We will grow geographically
- (vi) We will increase our market share
- (vii) We have to remain a technologically competent bank
- (viii) We will be the employer of choice
- (ix) We aspire to grow both organically and inorganically

As a part of our strategic growth objective, I am pleased to share with all colleagues the good news that we have by the grace of Allah decided to acquire the Pakistan operations of HSBC., a leading foreign bank. The transaction is in its final stages of negotiation and we expect to complete the take-over in the 3rd Quarter 2014 - I am confident, Insha'Allah that this acquisition will be beneficial for Meezan Bank.

Our Board is committed to the cause of Islamic banking and the senior management team is committed to delivering on the planned strategy. Jointly, these two elements will help us achieve a Vision that is greater than any of us - to eradicate Riba from our society and establish 'Islamic banking as banking of first choice.' I look forward to the commitment and contribution of each and every member of the Meezan team towards achieving this ambitious dream.



Meezan Bank
The Premier Islamic Bank

HSBC



Meezan Bank

all set to acquire country-wide operations of

HSBC- Pakistan

Meezan Bank has entered into an agreement with HSBC Bank Middle East (HBME), an indirect wholly-owned subsidiary of HSBC Holdings, to acquire HSBC's banking business in Pakistan. The acquisition will take place through a process of amalgamation and is expected to materialize during the second half of 2014, subject to regulatory and other relevant approvals including the approval of direct shareholders of Meezan Bank and HMBE.

Meezan Bank will subsequently convert the operations of HSBC Pakistan into Shariah-compliant banking and ensure that customers continue to enjoy uninterrupted banking services. The Bank Shariah Supervisory Board has also considered this transaction in detail and given its unequivocal approval of the same.

This is the second time that Meezan Bank is acquiring the Pakistan operations of a foreign bank. The first was when Meezan Bank took over the Pakistan

operations of Societe Generale (SG) – the French bank, in 2002 and successfully converted Societe Generale's entire banking portfolio to Shariah-compliant lines, making it Pakistan's first ever successful conversion of a conventional bank's business to a Shariah compliant business through a transaction very similar to the HSBC acquisition. That was at a time when Meezan Bank was itself only recently established as Pakistan's first Islamic commercial bank. Meezan Bank has one of the world's largest set-ups of Islamic finance research and development and also provides Shariah advisory and technical services to businesses and institutions across the world that want to convert their business to Shariah-compliant lines, or to start a Shariah-compliant business locally or internationally.

HSBC Pakistan's business currently comprises of 10 branches, with total assets of Rs. 48 billion as at 31st December 2013. The HSBC acquisition will increase the size of Meezan Bank's network and

enhance the Bank's outreach to an even larger customer base.

Meezan Bank is the 8th largest bank in Pakistan in terms of branch network and 10th largest in terms of deposits. The Bank had total assets of Rs. 330 billion as at 31st December 2013. The Bank provides a comprehensive range of Islamic banking products and services through a retail banking network of 352 branches in 103 cities, supported by a countrywide network of over 300 ATMs, Visa debit cards, a 24/7 Call Center and Internet banking facility.

Meezan Bank has been consistently recognized as the best Islamic bank in Pakistan by numerous local and international institutions including CFA Society - Pakistan, Asiamoney magazine – Hong Kong, Islamic Finance News - Malaysia, Global Finance magazine, New York and Asset AAA - Hong Kong. The Bank has also received "Best Research and Development in Islamic Finance 2013" award by Global Islamic Finance Awards (GIFA), London.

**Meezan Bank acknowledged as the
Best Islamic Bank in Pakistan
By Asiamoney Magazine**



ASIAMONEY

Hong Kong

The prestigious award is conferred after an extensive research and analysis of Islamic financial institutions in the main markets of Asia and Gulf states. It emphasizes Meezan Bank's commitment to quality, customer satisfaction, innovation and reliability.

Meezan Bank honored with multiple awards at Asset Triple A platform



Meezan Bank has been awarded Pakistan's 'Best Islamic Bank', 'Best Islamic Retail Bank', 'Best Islamic Trade Finance Bank' and 'Sukuk House' by Asset Triple A. The Bank has also been conferred the title of 'Best Deal – Pakistan', 'Highly Commended Best Islamic Structured Trade Finance' for Siemens Pakistan Engineering Company Rs. 200 million six-year off-the-balance sheet lease facility and 'Highly Commended Best Deal Pakistan' for Pakistan Mobile Communications Rs. 6.9 billion Airtime Sukuk.



The Triple A awards conferred by "The Asset", an integrated multimedia company serving the community of leading corporate and financial decision makers in Asia since 1999 recognizes Asia's top financial institutions for excellence in the industry. It has a reputation for delivering authoritative unbiased coverage and independent research of Asia's financial industry.

This is the fourth consecutive year in which Meezan Bank has been declared the Best Islamic Bank and the Best Trade Finance Bank and for the third consecutive year it fetched the title of Best Islamic Retail Bank in Pakistan. These awards highlight Meezan Bank's continuous growth and successful year of 2013.

Meezan Bank receives 'Best Islamic Bank in Pakistan- 2013' and 'Deals of the Year -2013' Islamic Finance News Awards

Meezan Bank has been awarded 'Best Islamic Bank in Pakistan' for 2013 by Islamic Finance News of REDmoney Group, Malaysia. The Bank has received this award for the 8th time.

The Islamic Finance News (IFN) Awards - the most prestigious and recognized awards in the global Islamic financial markets - honors the best in the Islamic financial industry across the world.

In addition to the 'Best Islamic Bank in Pakistan', Meezan Bank has also been awarded the title of 'Pakistan Deal of the Year' for providing advisory services to the Government of Pakistan to enable it raise funds in a purely Shariah-compliant manner. It was in recognition to the Bank's appointment as Joint Financial Advisor for Government of Pakistan – Rs. 43,018 million—Ijarah Sukuk.

In recognition of its capability to structure and deliver a superior and wide range of financial deals, the Bank has also been bestowed the award of 'Ijarah Deal of the Year' for Siemens Pakistan Engineering Company's Rs. 200 million off-balance-sheet Lease facility. This was a unique structured transaction since it enabled this blue chip company in Pakistan to meet its objectives of improving its cash flows without leveraging its balance sheet.



Meezan Bank ranked as Top Employer 2013 in the Islamic Banking Industry



Meezan Bank has been ranked as the Top Employer in the Islamic Banking Industry by Rozee.pk Top Employer Ranking 2013.

The platform - Rozee.pk Top Employer Ranking 2013 - statistically measures "top of mind" employer brand strength. The purpose of this annual exercise is to help businesses understand their relative perception in the labor market, and to celebrate those which have achieved exemplary success.

The survey measured readings from 15,000 respondents; in the span of 8 weeks; who chose their preferred employer in Pakistan: Respondents had to choose one employer from the list of 760 companies, or specify an alternate choice.

Companies with the strongest employer brands are often able to acquire the brightest talent and consequently exhibit higher productivity, and attract more customers. A strong employer brand has a direct correlation to a company's ability to succeed in the market place.

Justice (R) Mufti Muhammad Taqi Usmani visits Meezan Bank



Renowned Islamic scholar and Chairman of the Shariah Supervisory Board of Meezan Bank, Justice (R) Mufti Muhammad Taqi Usmani visited Meezan House in January this year and addressed the Bank's staff. He appreciated Meezan Bank's role in the successful implementation of proper Islamic Banking in Pakistan and congratulated the Bank on its achievement of having the 8th largest branch network in the country. He said that all activities of Meezan Bank are 100% Shariah compliant and it is the Bank's strict adherence to Shariah rules and guidelines that has given the public confidence in Islamic Banking and the resultant growth.

Hazrat Mufti Muhammad Taqi Usmani was the Guest of Honor at the inauguration ceremony of the auditorium at Meezan House. The ceremony was attended by senior members of Meezan Bank's

management team as well as other senior staff from the Head Office and branches of the Bank.

Hazrat Mufti Muhammad Taqi Usmani spoke on the importance of prohibition of Riba in Islam. He highlighted that working in the cause of Islamic banking is indeed working for a great cause and when the people of Meezan Bank do their job with the vision of working in the cause against Riba, their working hours will become an ibadat for them.

He congratulated Meezan Bank's staff on achieving excellent business



success while adhering to the Islamic banking laws and guidelines given to them by the Shariah Supervisory Board of the Bank.

After the inauguration ceremony, Mufti Taqi Usmani had lunch with Meezan Bank's team.

Meezan Bank's deposits crossed Rs 300 billion; Profit after Tax grows by 13%

The Board of Directors of Meezan Bank Limited in its meeting held at Karachi on April 23, 2014 approved the financial statements of the Bank for the quarter ended March 31, 2014. The meeting was presided by H. E. Sheikh Ebrahim Bin Khalifa Al-Khalifa, Chairman of the Board. Vice Chairman of the Board Mr Abdullateef A. Al-Asfour also attended the meeting.

Meezan Bank has maintained its growth momentum - crossing the deposit milestone of Rs. 300 billion and closing at Rs. 307 billion on March 31, 2014 as against Rs. 290 billion on December 31, 2013, a growth of 6% in just 3 months. The Bank also recorded 13% growth in its Profit-after-tax which increased to Rs.1.106 billion compared to Rs.0.982 billion earned in the corresponding quarter last year. The Earnings per Share of the Bank for the first quarter of 2014 was Rs. 1.10 (March 2013: Re. 0.98).

Meezan Bank is Pakistan's 8th largest bank in terms of branch network, with 351 branches in 103 cities of the country. The Bank has been consistently recognized as the Best Islamic Bank in Pakistan by various local and international institutions over the past several years.

The JCR-VIS Credit Rating Company Limited, an affiliate of Japan Credit Rating Agency; Japan, has upgraded during 2013 the Bank's long-term entity rating to AA (Double A) from AA- (Double A minus) and short term rating at A1+ (A One Plus) with stable outlook. The short term rating of A1+ is the highest standard in short term rating. The rating indicates sound performance indicators of the Bank.

CFO Conference

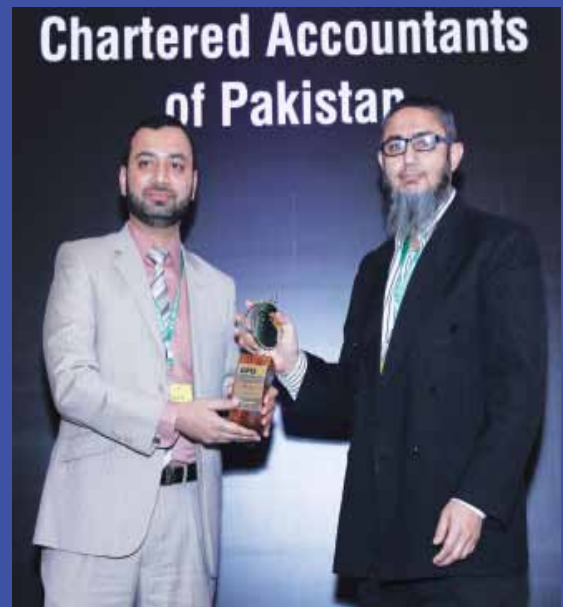
by Institute of Chartered Accountants of Pakistan

Meezan Bank participated in a new landmark initiative to enhance the understanding and significance of holistic financial reporting in Industry. Attended by representatives of different organizations, the conference; titled CFO Conference; was organized at Karachi Marriott Hotel on March 11, 2014 by Institute of Chartered Accountants of Pakistan (ICAP). Mr. Amir Ali, Group Head - Corporate and Investment Banking represented Meezan Bank and also gave a presentation on the topic "Integrated Reporting Holistic Value Creation."

The presentation covered different aspects of the reporting, such as integration of financial and non-financial information to give the

stakeholders a clear, concise and holistic view of how an organization creates value over time. Integrated Reporting is important for more sustainable global economy, for value creation and for promoting integrated thinking and decision making within an organization. ICAP has always played its role in the global development of integrated reporting and has also been giving awards to Best Corporate Reports on yearly basis.

The CFO Conference concluded with a vote of thanks to all the members and ICAP reiterated its commitment to strengthen the role of its members in the corporate atmosphere and always provide them with best value addition.



MARCON

Turning The Tide

International Marketing Congress - Lahore, 2014

Meezan Bank's initiative to effectively target its potential market had been well aided by the International Marketing Congress- MARCON held at PC, Lahore on March 10 and 11, 2014. Chief guest of the sessions on day 1 was honorable Governor of Punjab - Chaudhry Muhammad Sarwar and on day 2, it was Mr. Imran Khan – Chairman PTI & Shaukat Khanum Cancer Hospital & Research Center.

The event revolved around the theme "Turning The Tide" with thought provoking lessons on Branding Pakistan, Marketing, Corporate Branding, Communication and Innovation Imperatives for socio-economic development. Total volume of participants from the sessions numbered around 400-500. During the congress, senior



representatives from Meezan Bank met various business personnel and senior executives of companies like Unilever, Coca Cola, ICI Pakistan, ENGRO Corporation, PSO & Netsol Technologies,

Interloop and international guest speakers as well.

Meezan Bank's participation in MARCON 2014 created a positive projection in the business, professional & financial circles of the country as well as with foreign delegates. It helped in learning the latest developments in the field of marketing in terms of new marketing techniques and tools, new challenges and changing marketing trends in Pakistan and around the world. Some of the key topics discussed at the event were:

- Communication in different styles around the world
- Social opportunity to Fuel tomorrow's entrepreneurship
- Marketing of social causes with TCF as a case study
- Women Entrepreneurship in the different segments of society
- Digital messaging - the changing paradigm of marketing

Mr. Faisal Iqbal – Corporate Head, Central received the Lunch Sponsorship shield for Meezan Bank's contribution for the Lunch arrangements that yielded tremendous marketing opportunities for the Bank.

Meezan Bank Sponsors YES'14 Youth Entrepreneurial Summit

Omer Ashraf Nizami

Branch Manager, C-Block Model Town, Lhr

Meezan Bank took a step towards cultivating and promoting the entrepreneurial mindset by sponsoring the event titled YOUTH ENTREPRENEURIAL SUMMIT-YES'14. As a part of its initiatives to help contribute towards the education sector, the Bank provided students of University of Central Punjab (UCP) a platform to test their creativity and enhance their knowledge and skills. The 3-day summit, organized in January 2014, was focused to enhance 'Out-of-the-Box' thinking abilities of the students.

Meezan Bank's staff participated in the event by setting up a stall and



providing information to the participating students and visitors. The event introduced the Bank to large number of audience.



The Bank's efforts and sponsorship were acknowledged and greatly appreciated by students and faculty of UCP.



Finance Accreditation Agency

Intends to Enter Into a Collaboration with MBL

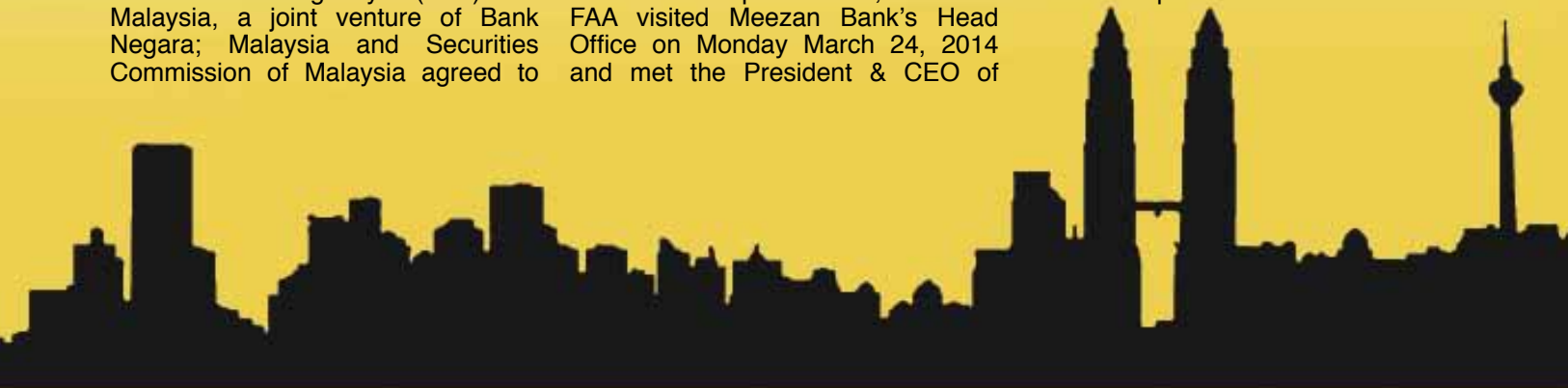
Zulqarnain Haider

Product Development & Shariah Compliance

Meezan Bank and Finance Accreditation Agency (FAA) of Malaysia, a joint venture of Bank Negara; Malaysia and Securities Commission of Malaysia agreed to

cooperate for promotion of quality education and professional Islamic Finance courses in Pakistan. A two member delegation headed by Dr. Amat Taap Manshor, CEO of FAA visited Meezan Bank's Head Office on Monday March 24, 2014 and met the President & CEO of

Meezan Bank Mr. Irfan Siddiqui, Head of PDSC, Mr. Ahmed Ali Siddiqui and Mr. Sohail Khan-Head of Learning & Development and Corporate Communication.



CAREER DEVELOPMENT WORKSHOP ON ISLAMIC BANKING & FINANCE

Ovais Kamil

Product Development & Shariah Compliance

The Product Development and Shariah Compliance (PDSC) department conducted a career development workshop on awareness of Islamic Banking & Finance at Karachi on November 1, 2013. The event was exclusively held to provide guidance to the participants in their career progression and to promote Islamic Banking and Finance which is in-line with the Vision of Meezan Bank. The turnout was excellent and provided a great opportunity to the participants to gain insights into the Industry.

At the beginning of the seminar, renowned economic analyst Mr. Shabbir Kazmi emphasized the importance of career planning. With specialization becoming name of the game, students have to learn those disciplines which can help them in getting good remunerative jobs. He said, "The added advantage is that the person is not only able to eliminate the element of Riba from his/her own income but also facilitate others in earning Riba-free income." He also said that not only Muslims are opting for Islamic banking but even non Muslims deal with Islamic banks as they call it 'Ethical banking'.

The industry professionals shared the current progress of Islamic Banking from both local



and international perspectives and the tremendous career opportunities present for trained Islamic Finance professionals.

Mr. Farhan ul Haq Usmani, VP – PDSC while addressing the occasion explained the principles of Islamic Banking & Finance and provided guidance for the career growth of the participants in the field of Islamic Finance. Mr. Ahmed Ali Siddiqui, EVP & Head – PDSC was also present at the occasion.

The significance of Islamic Finance and the need to shift from conventional to Islamic Financing was even recognized in the World Economic Forum 2013, where the British Prime Minister, David Cameron announced that Britain will be the first non Muslim economy to issue Islamic Bonds (Sukuks).

Meezan Bank intends to hold more of such programs in the future.

Six Days Advance Islamic Finance Course

Hassan Amir

Product Development & Shariah Compliance

A Six Days Advance Islamic Banking Certification course was jointly conducted by PDSC & Learning and Development Department at Learning & Development Center, Karachi from 17th March to 22nd March, 2014. The participants actually came from South (including Quetta as well) and Hyderabad regions (including interior branches).

The topics discussed and explained ranged from Mudarabah to different intricacies of financing documentation and the difference between conventional insurance and Takaful. Renowned scholars of the industry- Mufti Najeeb Khan - Shariah Advisor, Summit Bank and Mufti Yahya Asim - Shariah Advisor, HBL were invited to conduct trainings in this program.

Mufti Najeeb Khan discussed the concept of Musharakah, Mudarabah and the differences between the two and also conducted a comprehensive question and answer session. Mr. Mufti Yahya Asim discussed general economic structure of society, rules of sale and Islamic trading laws. Participants appreciated and expressed their delight on the range of topics covered in the course.

Islamic Banking Certification – Level II

Waqas Yasin

Product Development & Shariah Compliance

PDSC launched the 3rd batch of its advance flagship course, Islamic Banking Certification Level II. The course is one of the most advanced Islamic Finance courses offered in the industry and is conducted for Meezan Bank's employees at seven different regions simultaneously through Video conferencing facility.

Approximately 100 employees coming

from various departments enrolled in the course to get equipped with advance level Islamic banking and finance knowledge. Islamic Banking Certification Level II is a 4 month long Advance level Islamic Banking and Finance course which is conducted at least once a year through video conferencing facility at multiple Regions. This course is especially designed for employees belonging to Corporate Banking, Treasury, CAD, Trade Finance, Risk Management as well as branch banking staff.

Mr. Ahmed Ali

Invited to Conduct Advance Training on Islamic Finance in Melbourne, Australia

Jawad Tahsin

Product Development & Shariah Compliance

During his recent visit to Australia, Mr. Ahmed Ali Siddiqui, EVP and Head of PDSC was invited to conduct a one day advance course on Islamic Finance at Melbourne, Australia on 2nd March, 2014. The agenda of the course included Islamic Finance in Australia, Islamic Product Development, Shariah Audit and Compliance as well as Islamic Corporate and Consumer Financing solutions.

He was invited by Australian Centre for Islamic Finance (AUSCIF), which is one of

the few Islamic Finance institutions of the country. More than 50 professionals from different backgrounds and industries including the General Manager of MCCA Islamic Finance and Investments attended the course with keen interest. Mr. Ahmed Ali discussed the potential and future of Islamic Finance in Australia by giving practical insight of the Islamic Finance Industry and notified major steps that are required to be taken for this industry to prosper.

The participants appreciated the efforts of Meezan Bank in the field of Islamic Banking and referred to it as a role model of Islamic Finance. The session was concluded by a vote of thanks to Mr. Ahmed Ali Siddiqui.



Advance One-Day Course in Islamic Finance

Melbourne - Sunday, 2nd March 2014

Instructor: Ahmed Ali Siddiqui
Executive Vice President and Head of Product Development & Shariah Compliance at Meezan Bank.

Moderated by: Almir Colan - Director, Australian Centre for Islamic finance (AUSCIF)

Date: Sunday, 2nd March 2014
Venue: Rydges Bell City, 215 Bell St, Preston (Melbourne) VIC 3072.
Time: 09:00 – 17:00 (light lunch provided)
Cost: \$65

Agenda

- Islamic finance in Australia
- Islamic Product Development
- Shariah Audit and Compliance
- Islamic Corporate & Consumer Financing Solutions

Guest speakers: Sheikh Furqan Jabbar, Dr Hayat Khan, Sheikh Moustapha Sarakibi and Mr AbdulShaheed Drew.

www.AusCIF.com | info@auscif.com



Visit www.auscif.com for more information and registration or email info@auscif.com

Strategy Meeting 2014



Sohail Khan

Learning & Development and Corporate Communication

Praise be to Allah (SWT)

The Bank's five-year strategic plan that had been developed in 2009 had set goals and directions till 2014 and the next five-year strategic plan, giving the strategy till 2019 also needed to be developed, for which detailed discussions and dedicated quality time had to be invested.

The Bank's senior management devoted three days at an off-site corporate retreat to discuss the Bank's plans for the future. The venue chosen for this exercise was Chiang Mai, Thailand, which is a comparatively isolated location and away from the hectic lifestyle of main cities. A substantial percentage of Chiang Mai's population is Muslim and the city has a large number of masjids.

The kick-off session of the Strategy Meeting was held at the Baan Haw Masjid, the oldest and largest masjid in the province and

one of the seven Chinese masjids in Chiang Mai. The session started after Maghrib prayers. The President and CEO spoke to the management team on the overall picture of the Bank's achievements, the market environment and the team agreed upon the general direction that the Bank would take over the next five years. Dr. Imran Usmani led the Dua in which the group prayed for the success and establishment of a Riba-free financial system and for the success of the Muslim ummah.

The second session of the Strategy Review Meeting was a detailed session that started early morning and continued till Maghrib prayers in which the group analyzed and enumerated the future strategy of the Bank in light of the Bank's past performance and the challenges ahead. At the end of the session the group did a recap and formulated a short-term and medium-term strategy for the Bank. The session culminated with Maghrib prayers led by Dr. Imran Usmani.

During the visit, the management team also engaged in several team-building activities that further strengthened the bond among the team members.



Meezan Bank's first

16th March, 2014 was a historic day for Meezan Bank. It marked the day when Meezan Bank



One of the initial shots of the TVC is filmed in the foyer of the head office building. The floor was polished and cleaned with wet mops to create the reflections while the sunlight from the exterior was enhanced in the post-production. The picture on the left shows the finished shot from the TVC, while the top right pic next to it shows the lighting setup and one of the actors rehearsing the shot and bottom right shows Mr. Saleem Karim and the writer previewing the shot on the monitor.

Mohammed Adil Sami

Marketing

During late-2013, early-2014, it was decided that in order to reach the maximum number of potential customers, Meezan Bank has to work towards maximizing its presence in the media to ensure that its Vision of making 'Islamic Banking as banking of first choice' reaches the masses and conveys to them its message of Riba-free banking. As Meezan Bank has already been advertising heavily on

radio, print media and through various BTL activities such as seminars, conferences and stalls, the last frontier left was TV; which Alhamdulillah was achieved with the launch of the Meezan Current Account Television Commercial (TVC) on PTV Sports during ICC T20 World Cup comprising of 35 matches including the Semi Finals and the Final.

The key driving factor to choosing the T20 World Cup 2014 was that, like previous years, this event was expected to be one of the most widely watched events

in the calendar of Pakistani television for 2014. Running Meezan Bank's Current Account campaign allowed us to reach an earlier untapped population (who do not read newspapers) and attract massive viewership during this mega-event. This was further enhanced by the prospect of maximum viewership during the Pakistan vs India match held on 21st March, 2014.

The TV Commercial was jointly directed by Mr. Saleem Karim, a well-known name in the local production industry and Mr. Hassan Ansari, the Creative Head and

product commercial

k's marketing presence reached the most widely followed advertising forum – Television.



In the picture above, 3rd from the left, you can see the shoot setup along with the 'green screen' that is a key factor of the compositing system. On its right, you can see the final shot, after all the animation and compositing treatment, showing the skyscraper in the background.

The setup for the shot of the building from the outside, using a jimmy-jib, which took the camera to the height of the second floor window. In the photo on the left, the production team can be seen previewing the shot on the monitor which takes its direct feed from the camera.

Executive Director of Argus Advertising. The TVC was shot on 35mm film format, allowing for the highest quality output. The 35mm format is preferred by filmmakers because of its natural color feel as well as high dynamic range, allowing for exposures across a wide range of lighting conditions. The TVC made use of state of the art animation and compositing techniques. The use of such technology makes it easy, for example, to shoot a sequence on the second floor of a building, but make it look like the 20th floor, as has been done in one of the shots of

our commercial.

The sponsorship package selected for the T20 World Cup was the 'Fall of Wicket' package that gave us on-screen animated exposure each time a wicket fell as well as similar animated exposures during the match. In addition to this, we also aired the TVC in durations of 25 seconds and 10 seconds both during the matches as well as before and after the matches. The animated exposures shown during the matches highlighted the free features of the Current Account in a manner similar to

the TVC and Print Advertising.

This campaign was a step towards a 360 degree approach which has all mediums intact as this was supported by Print, Radio, and the latest Social media platform.

Alhamdulillah, the feedback from branches, departments as well as our customers has been very positive. We plan to continue with this strategy and attain our vision of making Islamic banking as banking of first choice, Insha'Allah.

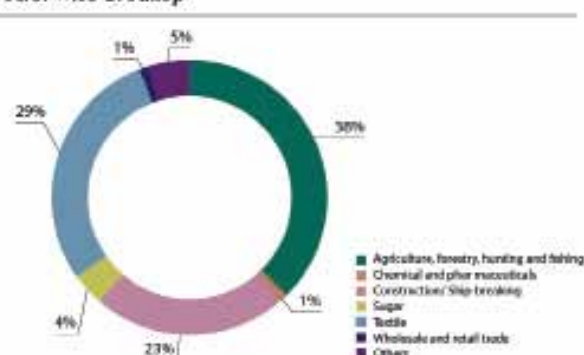
Introduction of Statement of Inventory, another Benchmark by Meezan Bank

Ahmed Ali Siddiqui

Product Development & Shariah Compliance

Meezan Bank has been at the forefront of setting new standards of financial disclosure and transparency. This year the Bank has maintained its tradition by introducing a new statement called 'Statement of Inventory' in its Annual Report for 2013. The statement presents a sector-wise composition of the Bank's inventory and highlights the major inventory holding in each

Sector-wise Breakup



sector. This reaffirms the concept that Islamic banking is asset-based and involves itself in real business and economic activities by buying and selling real goods and assets.

This disclosure can be termed as a major step forward for the Islamic banking industry; it would not only set a new benchmark of transparency in financial reporting for other Islamic Banks but also help the stakeholders in understanding the true nature of Islamic Banking.

Sector	Nature of Inventory	Amount in Rs. '000'
Agriculture, forestry, hunting and fishing	Maize, Rice, Paddy, Wheat, Threshers	3,201,967
Chemical and pharmaceuticals	Chemicals	95,694
Construction/Ship-breaking	Ship scrap, Iron & Steel products, AC Units	1,956,516
Sugar	Sugar	300,000
Textile	Cotton (Bales, Fabric, Yarn) Polyester	2,472,119
Wholesale and retail trade	Confectionery items	57,706
Others	Polypropylene bags, Car Alarms, Sacks, Miscellaneous	441,730
Total		8,525,732

Rapid increase in Musharakah Financing

Muzzamil Patel

Product Development & Shariah Compliance

During the financial year 2013, Meezan Bank increased its financing portfolio of Musharakah and Running Musharakah by a stunning 7%, raising it from 1% to 8% of the Bank's total financing of Rs. 133.5 billion. The increase is one of its kinds and is one of the highest numbers of Musharakah Financing in the Islamic Banking Industry globally, supporting Meezan Bank in living up to its reputation as the leading and most innovative Islamic bank.

Financing Modes	2012	2013	Growth/(Decline)
Diminishing Musharakah	33%	29%	(4%)
Murabaha	31%	28%	(3%)
Istisna	18%	20%	2%
Musharakah & Running Musharakah	1%	8%	7%
Ijarah	8%	7%	(1%)
Salam	1%	4%	3%
Tijarah	4%	2%	(2%)

Meezan Bank meets Provincial Ministry of Finance - Khyber Pakhtun Khawa

Sadiq ur Rehman

Area Manager, Peshawar-II

Mr. Saleem Khan, General Manager North met Mr. Siraj Ul Haq, Senior Minister for Finance, Government of KPK on Friday March 28, 2014 at Civil Secretariat, Peshawar. He gave a brief presentation about Meezan Bank and its operations in KPK and appreciated the keen interest and efforts of the Senior Minister for the promotion of Islamic banking in the province.

He explained the various products and services of Meezan Bank and requested the Senior Minister to encourage the Government of KPK for placement of their funds in the Bank, which is the country's premier Islamic Bank. He also highlighted that Meezan Bank has shown keen interest in meeting the financing requirement of Food Department for wheat procurement during 2014 and submitted a competitive bid for offering Rs.6 billion finance facility through a consortium of banks.



Mr. Siraj Ul Haq appreciated Meezan Bank for its remarkable growth and key role in promoting Islamic banking in the country.

He enquired about MBL's branch network, customer base, deposit and financing portfolios in KPK. He further showed interest by enquiring about the Bank's participation in other social and welfare projects in KPK. The distinguished minister was told that Meezan Bank, through Ihsan Trust, had played an active role in providing support to the flood hit areas of Charsadda and Nowshera in 2010 by providing food, medicines, and other provisions to flood victims. The Bank had also provided revolving Qard-e-Hasana funds to deserving students of Institute of Management Sciences as well as City University at Peshawar.

Mr. Siraj Ul Haq proposed that Meezan Bank, being an Islamic Bank, may consider setting up some welfare projects, particularly for drug addicts and orphans, in KPK. He informed that his Government is ready to allocate land for such projects and would also extend all necessary support for implementation and successful completion of such projects.

Maulana Tariq Jameel Visits Meezan House



Hasan Amir and Mufti Naveed Alam
Product Development & Shariah Compliance

Meezan Bank had the honor of renowned religious scholar Maulana Tariq Jameel visiting Meezan Bank's head office on 6th February, 2014 to deliver a special, thought provoking speech to the Bank's employees. Almost 300 employees attended his session, in which he signified the importance of work life balance and how it can help us to connect with Allah (SWT). Upon conclusion of his talk, Maulana expressed confidence and support of Meezan Bank's mission of eliminating Riba from the society and praised the contribution of Justice (R) Mufti Muhammad Taqi Usmani for his guidance in spreading Islamic Banking in the country. The speech was followed by Zohar namaz in which Maulana Tariq Jameel prayed for the success of Meezan Bank and for it to reach new heights and become Pakistan's biggest bank Insha'Allah.

Maulana Tariq Jameel had lunch with the senior management of Meezan Bank and enjoyed a brief discussion with PDSC's team on his short visit to the department where he expressed his satisfaction over the practices and policies of Meezan Bank for ensuring Shariah-compliance.

First ever Brand Alliance Campaign of Meezan Visa Gold & Platinum debit cards

Tajdar Haider
Alternate Distribution Channels

With increasing retail spend through Debit Visa cards, Meezan Bank ventures with numerous local and international brands to further add to the palette of exceptional services being provided to its valuable customers.

This is the first marketing campaign of Meezan Visa Debit Cards focusing on the discount offers available on local and international brands for Visa Gold and Visa Platinum Card customers.

This campaign also confirms strong acceptability of Meezan Bank's Visa Debit cards.

ATM Channel Achieves Record Milestones

Syed M. Mohiuddin
Alternate Distribution Channels

Meezan Bank's ATM channel has achieved a new milestone, facilitating more than 977,000 transactions in March 2014. This is an increase of 20.56% over the previous month and 46.60% over the previous year in number of transactions being conducted through our ATM Channel. Our network average has risen to 3,143 transactions per ATM, up from 2,855 at the end of Dec 2013. This corresponds to over 100 transactions being conducted on every ATM daily.

Meezan Bank's ATM Channel continues to be popular among 1-Link (other Bank)

Card customers, who have performed more than 1.2 million transactions. Branches continue to earn quarterly income through these transactions, with over Rs. 13.97 million earned in first quarter of 2014.

The Bank continues to increase its ATM footprint with 30 ATMs being added in first quarter of 2014. Currently, the Channel covers 87 Cities nation-wide with a total of 311 ATMs including 17 convenient off-site locations. Furthermore, the Bank launched two ATMs at prominent locations at Bahria Town Office and Hyderi Supermarket in Karachi in order to increase its access to corporate as well as retail customers.





Syed Asad Shakil

Alternate Distribution Channels

Meezan Bank has always taken active interest and initiatives to facilitate its large customer base. Enhancing the diversified products portfolio and providing a facility to customers has only been possible with unrelenting commitment of our management team. Meezan QuickPay is another step ahead in this direction. It is a unique tool that offers the convenience to pay utilities, ISP and Mobile phone bills free of cost anytime, without having to wait in long queues at Bank's counter. The facility may be availed any time throughout the day, 7 days a week using Meezan Bank's customer-friendly Internet Banking and ATM Network. Unlike other banks, payments for ported/converted numbers may also be made using QuickPay – this facility is the only one of its kind in the industry.

The facility can be availed for payments to any of the following service providers.

Utility Companies

- Pakistan Telecommunication

Company Limited

(PTCL) Landline, Vfone & Defaulter.

- Sui Southern Gas Company (SSGC)
- Sui Northern Gas Pipelines Limited (SNGPL)
- Karachi Electric Supply Corporation (KESC)
- Lahore Electric Supply Company limited (LESCO)
- Hyderabad Electric Supply Company (HESCO)

Mobile Companies

- Mobilink (Pre-paid and Post-paid)
- Telenor (Pre-paid and Post-paid)
- Ufone (Pre-paid and Post-paid)
- Zong (Pre-paid and Post-paid)
- Warid (Pre-paid and Post-paid)

Internet Service Providers

- Wateen
- Wi-tribe
- PTCL Evo Prepaid
- PTCL Evo Postpaid
- Qubee Distributor
- Qubee Subscriber

Call Centre

Officer(s) of the Quarter

Syed Assad Aqeel

Alternate Distribution Channels

Meezan Bank firmly believes that each and every customer is equally important and maintains firm belief in ensuring high standard of customer satisfaction. With this principle in mind, Meezan Bank's Call Center was established in December 2004 with the strength of only five agents. Today, with its current strength of twenty-four agents, the Call Center receives over 76,500 calls per annum (approximate).

Constantly striving to improve customer experience, the Call Center vouches to uphold the industry-wide practice of First Call Resolution (FCR) while maintaining optimum level of courtesy and accuracy standards.

Five steps necessary for Call Center agents to substantiate and validate performance goals are

- Diagnose underlying performance issues
- Create an action plan
- Communicate with the agent
- Provide consistent feedback and reinforcement
- Monitor and track improvements

The Call Center's Quality Assurance structure was introduced in 2012. Mentors and assessors evaluate the calls for each individual agent. Through this process, the top achievers are awarded certificates by Mr. Omer Salimullah, National Manager ADC, based on call evaluations and comprehensive analysis in order to recognize and reward the exceptional performance of its agents.

Top-Performers of 2013

1st Quarter 2013 (January – March)

- Hina Zahid 1st Position
- Sania Khatoon 2nd Position
- Mohsin Ur Rehman 3rd Position

2nd Quarter 2013 (April – June)

- Waqas Ahmed 1st Position
- Sania Khatoon 2nd Position
- Muhammad Raheel 3rd Position

3rd Quarter 2013 (July – September)

- Muhammad Sultan 1st Position
- Syed Arslan 2nd Position
- Mohsin Ur Rehman 3rd Position

4th Quarter 2013 (October – December)

- Syed Arslan 1st Position
- Waqas Ahmed 2nd Position
- Usama Tasleem 3rd Position

Enjoy **FREE** bill payments and mobile top-ups at all Meezan Bank ATMs and Internet Banking

PERFORMANCE OF REGION SOUTH II

Rehan Waheed

Branch Manager, Gulberg Branch Karachi

Islamic Banking has now taken roots in our society. It is widely accepted, recognized and practiced due to its reliability and halal returns.

There is always healthy competition amongst Regions when it comes to deposit mobilization. Each Region tries its level best to get in the limelight. Meezan team is extremely delighted to share the prominent figures of the year 2013 for the South II Region, which has managed to surpass budgeted numbers of not only Deposits but Profit and Funded targets as well, and with considerable margins.

Key highlights of the achievements of South II Region for 2013 are:

- In the race for deposits, South II Region stands at Rs. 68.147 billion against the budgeted target of Rs. 65 billion. Hence, contributing 23.4% in the total deposits across the Bank.
- In profit, South II Region managed to achieve Rs. 1.306 billion against the budgeted profit of Rs. 1.171 billion.
- The funded target was set at Rs. 1.10 billion and South II Region managed to exceed it by over 200% with Rs. 2.27 billion.

- In trade business, 23% of Meezan Bank's business was generated by South II Region which achieved Rs. 21.26 billion against the budgeted target of Rs. 22 billion.

Year 2013 was important for South II Region for another good reason as it developed a ship-breaking portfolio, with 5 ships dismantled. Financing/import business of was Rs. 2.71 billion was executed and earned LC Commission of Rs. 3.44 million and Musawama FIM profit of Rs. 13.25 million. All ship-breaking cases were booked in the Industrial Area of Mr. Ameen Khowaja, Area Manager SITE. The South II Region also generated healthy numbers in cross selling as follows:

AMIM Rs. 502 million	Car Ijarah Rs. 123 million	Easy Home Rs. 116 million	Laptop 92 units
-------------------------	-------------------------------	------------------------------	--------------------

These achievements are results of excellent leadership of Mr. Tariq Mahboob, supportive supervision of Area Managers and hard-work from each and every member of the branch banking team.

Meezan Kafalah First Month Performance Snapshot



Khurram Waqar Ahmed Khan

General Manager Office

It has been a tradition at Meezan Bank to acknowledge the outstanding performances of employees and project them widely to award them appreciation. This time, it was South-II Region

that accomplished another milestone when it was declared holder of the 2nd Position, Pan Pakistan, in the month of Feb-2014 for Meezan Kafalah. The Region arranged a ceremony to recognize the achievement of top performers of South-II Region, who delivered exceptionally well in selling the Meezan Kafalah product.

S.#	Name of Winners	Functional Title	Branch
1	Mr. Muhammad Abrar	Branch Manager	Hub River Road
2	Mr. Muneer M. Laghari Baloch	Branch Manager	PNSC
3	Mr. Muhammad Asim Butt	Branch Manager	Gulshan Chowrangi
4	Mr. Fahim M. Siddiqui	Branch Manager	Bohrapir
5	Mr. Najam Uz Zafar	Branch Manager	Barkat -e-Hyderi
6	Mr. Rehan Iqbal Butt	Personal Banker	Hub River Road
7	Mr. Muhammad Sarwar	Business Development Officer	Hub River Road
8	Mr. Ahsan Rasheed	Personal Banker	Gulshan Chowrangi
9	Mr. Muhammad Ali Shaikh	Personal Banker	Barkat -e-Hyderi
10	Syed Ashfaq Ahmed	Business Development Officer	PNSC

Mr. Ameen Khowaja- Area Manager, industrial Area appreciated and rewarded the staff on their outstanding performances.

Mystery Shopping

Helping us getting better at what we do!

Muhammad Asad Ullah

Service Quality

Meezan Bank has been conducting Mystery Shopping exercises regularly since 2008. The Bank's management reviews the findings of mystery shopping very keenly and based on the results of mystery shopping exercises, the organization either rewards the person who demonstrates superior quality services or takes corrective or punitive action against individuals whose performance is found to be lacking or whose handling of customers is improper. For example, in one instance, a staff member was rewarded when he showed extraordinary courtesy and professionalism in guiding the customer about Islamic banking products and services while in another instance, a staff member told a customer to open his account in another bank, which resulted in his dismissal.

Mystery Shopping – is it really needed ?

In today's competitive business environment, the quality of service an organization provides to its customer is often the key factor that influences the organization's success or failure. Mystery shopping is therefore conducted in order to:

1. Ensure that the standard of service being provided is uniform across the organization
2. Identify any service-level gaps that need to be addressed.

Contrary to the common opinion that mystery shopping is a 'Spying' exercise, the reality is that mystery shopping is only a real-life diagnostic tool used in the service-audit industry.



The mystery shopper examines various transaction based activities, overall ambience of the branch, the functionality of the Bank's systems, and the level of staff members' familiarity with the Bank's products as well as their politeness, helpfulness and efficiency. Each category is assigned a certain weightage in the mystery-shopping evaluation sheet and the rating thus calculated gives an objective measure of the overall quality of the process and the people being evaluated.

We need to focus on constantly improving the quality of customer service delivered across our network and the mystery shopping exercise is an important tool that enables us to strategize on this continuous-improvement initiative. Remember, excellence in service delivery is a continuous process that requires consistency during all our interactions and Mystery Shopping is just a tool to evaluate whether we are on the right track.

Over 130,000 Facebook Fans...

Alhamdulillah, our official Facebook page maintained by the Corporate Communication department has crossed 130K mark organically. This page is updated with latest Bank news and product offerings; it is actively monitored, timely response is given to queries and complaints and substantial leads are generated for many consumer banking products.



2nd MBL President Cup Inter Regional Cricket Tournament 2014

Yasar Ghazi

Branch Manager, Kotwali Branch, Faisalabad

Meezan Bank's staff enjoyed the ultimate adventure of the craziest cricket moments during the 2nd MBL President Cup Cricket Tournament held at the beautiful ARL ground. The admirable event will always be remembered for its excellent ambience, sweet hospitality & above all - for some delightful cricket performances. North Region's team did a marvelous job with the arrangements including ground, food & atmosphere.

Under the motivational leadership of RGM Faisalabad, Mr. Anwar-ul-Haq, last year's runner-up Faisalabad defeated arch rivals Lahore, in a one sided final to clinch the championship.



Faisalabad made it to the final on net run rate basis, thanks to a stormy 26 runs of 6 balls, against Multan, by Faisalabad skipper, Yasar Ghazi. Amazing form of Faisalabad bowlers literally put a concrete block on free-hitting while their excellent striking form resulted in a victory against Multan at hefty rate of 15 runs per over.



Defending Champions, Lahore had already recorded easy wins against Hyderabad & Karachi owing to some high quality cricketing show.

The Finalist were none other than, the arch rivals, Lahore & Faisalabad. Having witnessed Faisalabad going through the ups & downs in qualifying matches, the defending champion, Lahore, were all set to easily walk away with the winner's trophy. New history was in making, though.

Faisalabad were put to bat first at a rain hit damp & green top turf with an extremely uneven bounce. Results were expected as Faisalabad lost four wickets in the first two overs but managed to reach a fighting total of 46 runs in the allotted five overs.

The easy target for the defending champions, Lahore, became even easier, as they managed 14 runs in the first over and the 1st MBL President Cup 2013's history seemed to have started repeating itself. But Faisalabad Team, determined to change history, turned the tables.

Defending champions' position weakened when, over the next three overs, their strong batting line was dismissed for just 15 runs. The defending champions could only manage to score 9 runs in the last over against the required 17 and the Trophy has got a new home - Faisalabad.



Unit Head-SME honored Seminar at FPCCI

Mr. Shoaib Malick- Unit Head SME-honored the FPCCI seminar held in Lahore on 17th February, 2014 as a Guest speaker and spoke about enhancing the growth of SMEs and Micro Finance Enterprises. He highlighted the key barriers in growth of SMEs in Pakistan and suggested remedies and actions for rapid growth of the sector.

The seminar also featured a case study by CEO of Energy & Chemical Ltd (KECL)-India to address the problems and provide solutions to the sector in this region.

The event provided our Lahore team the opportunity to interact with the participants of the event and inform them about Islamic



Banking and about Meezan bank's Riba-free range of products through placing a kiosk at the event.

Learning & Development department conducted Recruitment of Trainee Banking Officers Batch X

Muhammad Saarim Ghazi

Learning & Development

Keeping in view the rapid growth and expansion in Meezan Bank's branch network, the Learning & Development department has recently hired the largest Trainee Banking Officers batch in the Bank's history. The position had been advertised in Daily Dawn which helped gather over 7,000 applications countrywide. Those applications were screened based on past academic record and selected around 2700 candidates eligible for the Entry test. Entry tests were conducted at Karachi, Lahore and Islamabad. Separate test papers were formulated for every location and each shift by the Learning & Development Department.



The 2nd phase of the recruitment process started with short-listing of the candidates who had qualified and passed the entry test. These candidates were then notified for their respective interview dates and times. The interview process lasted for more than 3 weeks at Learning & Development Centers at Karachi, Lahore & Islamabad. Great support from Talent Management Unit of HR, Regional Managers and Area Managers made the whole process smooth and transparent.

Alhamdulillah, with great responsibility, the cases of all the successful candidates have been handed over to HR with every detail merely a click away. Offer letters are due to be issued very soon after verifying the documents of the candidate. The successful candidates will be placed in Branches across the country as well as in various departments of the Head Office after completion of their classroom and rotational training. This year would mark a record number of almost 400 Trainee Banking Officers hired in Batch-10 Insha'Allah compared to 214 in Batch-9 hired last year.



Key Initiatives Taken by Learning & Development Department

Syed Taha Ghayas

Learning & Development

Learning & Development Department continuously strives to enhance the capabilities of the Bank's staff by providing rich and engaging learning programs all over the country. The department, keeping in view the growth of the Bank, also recruits and develops key human resource for the Bank.

The recent key initiatives taken by Learning & Development Department are annexed for the readers.

Hiring of Trainee Banking Officers Batch-10

L&DD with the help of branch banking department, HR and operations is in the process of hiring 400 TBOs in Batch-10 where the candidates will go through a rigorous screening, testing and learning process. During 2013, the role of Trainee Officers had been revisited by the key stakeholders and was branded as "Trainee Banking Officers", mainly filling positions of Personal Banking Officers and Operations Officers.

Inauguration of Learning Center - Islamabad

Learning Center – Islamabad was formally inaugurated in February 2013 by Mr. Saleem Khan, Regional Manager North. After careful and detailed evaluation, a suitable location is chosen in the E-11 locality of Islamabad. The Center is going to become a hub of learning activities in North Region. This facility will benefit the business development efforts and the employees of North Region by providing an excellent set of learning facilities including a spacious Learning Hall, modern learning infrastructure and a Mock Branch.

With a growing branch network and continuous hiring of Batches, L&DD activities have grown substantially over the last few years, requiring dedicated Learning and Development centers in all Regions. Last year, the Learning Center at Lahore was renovated and relocated, housing various key learning programs and sessions till date. The feedback from the trainers and participants alike has been very encouraging.

Online Testing of the Country-wide CAO Staff on AML/CFT

Learning & Development Department completed the online testing of the country-wide CAO staff on AML/CFT on a new e-learning system it is planning to implement. This testing is part of the Prudential Regulations of the State Bank of Pakistan. L&DD has planned to test all the front-end staff of the bank during the current year.

Development and Implementation of a new MIS Training Database

Learning & Development Department internally developed an efficient MIS Training Database which is capable of holding the department's data and quickly generating reports of various kinds. The MIS is now fully functional and instantly generates the required reports.

Video Tutorials on Alternate Distribution Channels and Account Opening

Learning & Development Department produced in-house video tutorials illustrating the use of Alternate Distribution Channels of the bank. During the first quarter, two videos on ADC have been produced illustrating i) Bill Payment Through Meezan Bank's ATMs and ii) Inter-bank Funds Transfer Using ATMs and Internet Banking. L&DD also produced a video tutorial on Account Opening which is benefitting the county-wide Operations Staff.

Training Programs on Microsoft Excel for the Head Office Staff

Whichever be the department, Microsoft Excel is one of the most vital applications. Learning & Development Department launched and conducted two in-house Microsoft Excel Intermediate Programs and one Microsoft Excel Advanced Program for the Head Office Staff. The programs were conducted in the Mock Branch in the Head Office. More than 50 participants got the opportunity to enhance their skills in Excel. All the programs got very positive feedback by the participants.

Customized Learning Programs

Taking the driving seat of all learning offerings in product launches and refresher learning programs, L&DD is in now in constant coordination with all respective departments to finalize the customized learning programs to win the desired learning objectives through interactive learning methodology.

Meezan Kafalah Product Refresher

L&DD facilitated the product launch of Meezan Kafalah by becoming partners with PDSC and Consumer Banking departments. The learning contents for educating the Bank's staff at the time of launch of the product were thoroughly reviewed by L&DD with PDSC team and extensive improvements in the original contents were recommended. During the first quarter of 2014, two refresher programs were conducted in which 125 Personal Banking Officers attended and updated their knowledge on the product.

PBOs Revitalization Program

L&DD has finalized a customized learning plan jointly with the Commercial Banking department for revitalization of the personal bankers after thorough deliberations on the learning needs of this segment. This program is being successfully implemented in 2 phases on a pan Pakistan basis, broadly focusing on the new role of personal bankers. The learning program also included pre-course assignments and presentation on developing strategies and analysis. So far, 2 programs have been conducted for 34 PBOs in Multan Region.

Islamic Banker Certification

L&DD has partnered with PDSC in conducting Islamic Banker Certification (IBC), a comprehensive certification on Islamic Banking. The certification is implemented in 2 stages. During the first quarter of 2014, a total of 5 IBC Level-2 programs were conducted; one each for South, Central, North, Multan and Quetta. A total of 75 participants attended the program.

Case Study on Ritz-Carlton Hotel

L&DD conducted a Management Skills Enhancement Program through Case Study methodology. A case study on Ritz-Carlton Hotel was presented in an interactive session of mid-level managers. More than 44 managers of SVP, VP and AVP grades attended the session.

SBP and Internal Audit Observations

L&DD has been emphasizing on training sessions on Regulatory and Compliance issues. So far, 3 programs; one each for South, Central and North regions were conducted on SBP and Internal Audit Observations, in which 165 participants including Branch Managers, Operation Managers, and Personal Bankers were addressed regarding the Internal Audit observations and how to reduce them in future.

Customer gets WOW experience, thanks to Mr. Waheed Asghar

Cash Officer, Bohwana Bazar Faisalabad -
Faisalabad Region

Mr. Muhammad Nawaz, a customer of Bohwana Bazar Branch, has a whole sale business of Electric Store in Bohwana Bazar. He finds it very convenient to bank with Meezan Bank as he frequently travels across the country and never has to carry cash from the town because he can always find our branches in his near vicinity.

He especially mentioned the commendable service provided by Mr. Waheed Asghar of our Bohwana Bazar Branch during his visit to deposit cash after collection rounds from various locations. Mr. Nawaz had not been able to reconcile all his recoveries so he filled out a deposit slip for the amount of cash that he thought he had and left the Bank. On closing of cash, Mr. Waheed found excess



*Bohwana Bazar branch team with satisfied customers
Mr. Muhammad Nawaz & Mr. Mukhtar Ahmad*

cash of Rs. 25,000/- on the counter which he notified to the Operation Manager. The cash was thoroughly checked with vouchers and found correct. However, Mr. Waheed, who was curious to find out beforehand the reason for excess cash, further took to intense reconciliation which helped identify the customer who deposited excess cash. Mr. Nawaz was astonished to observe the sincerity of Meezan Bank's employee and had a WOW experience in banking with Meezan Bank.

Mr. Muhammad Saarim Ghazi

receives Gold Medal in MSc. Islamic Banking & Finance

Mr. Muhammad Saarim Ghazi- serving as the Manager Learning & Development, North since December 2013 has been awarded Gold Medal for achieving 1st position and securing 3.95 GPA in MSc. Islamic Banking & Finance from International Islamic University, Islamabad. The accolade was awarded to him by President of Pakistan Mr. Mamnoon Hussain at the university convocation held on February 1, 2014.

Mr. Waqas Haider

obtains two high level international qualifications

Mr. Waqas Haider, Vice President and in-charge Basel II Operational Risk & BCM, has obtained the qualification of CISA (Certified Information Systems Auditor) and CRISC (Certified Risk & Information System Control) from USA based prestigious institution ISACA (Information Systems Audit and Control Association), making him the first and the only CRISC qualified professional at Meezan Bank.

Mr. Muhammad Amin

awarded Associate Membership of Chartered Secretaries

Mr. Muhammad Amin, Manager ER and Operations in Administration Dept Head Office, has successfully met the requisites and awarded Associate Membership of Chartered Secretaries from Institute of Chartered Secretaries and Managers (ICSM), a reputed and renowned platform known for its excellence in the industry.

Mr. Tanvir Hussain,

secured 1st position in Islamic Banking Certification

Mr. Tanvir Hussain, Branch Manager of Badami Bagh Branch Lahore, has secured 1st position in Islamic Banking Certification-Level II course arranged by PDSC. The course was held from 06th September, 2012 to 07th March, 2013 simultaneously in 5 Regions through video-conferencing. It provided the participants with enriching knowledge of Islamic Banking and its modes to equip them with competitive knowledge for this fast growing mode of Banking.

Two more members of PDSC qualify ACCA

Association of Chartered Certified Accountants

Mr. Ovais Kamil

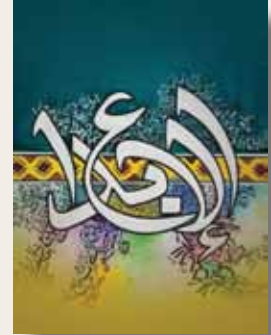
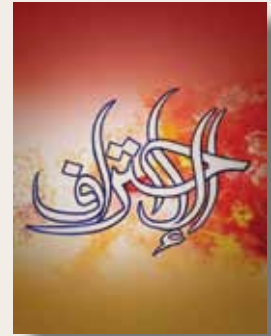
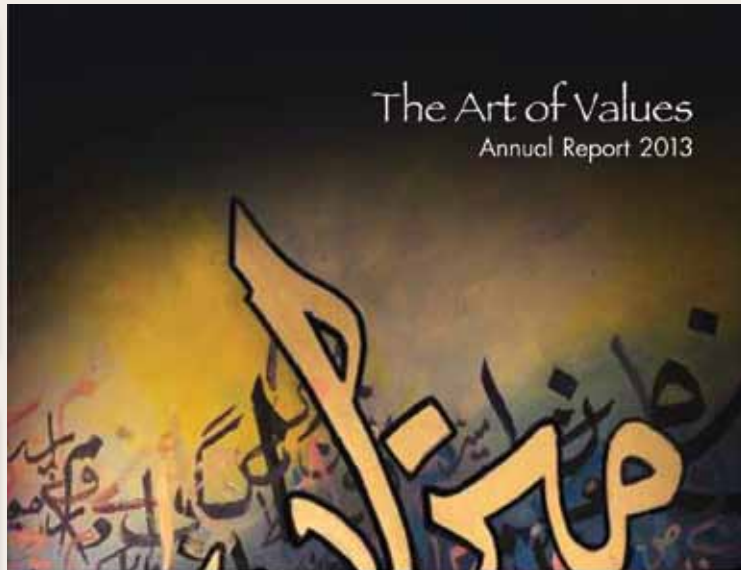
Mr. Ovais Kamil has been a member of the PDSC department since 2013. After clearing all exams of ACCA, he is now the youngest ACCA affiliate in the Islamic Financial Advisory Services team.

Mr. Syed Yaseen Ali

Mr. Yaseen Ali, member of the Shariah Audit team at PDSC since 2011 has passed all the requisite exams of ACCA to hold the title of 'ACCA member'.

**CONGRATULATIONS
ON YOUR
ACHIEVEMENT**

Meezan Bank's Annual Report 2013



The Art of Values


Rabab Abedi


Corporate Communication

Meezan Bank's Annual Report is the single most comprehensive publication which depicts the Bank's performance, operations, on-going and future initiatives and financial position.

The project team of Corporate Communication comprising of Mr. Sohail Khan and Ms. Rabab Abedi managed the Annual Report 2013 project. This is an excellent report in terms of content, research and design. A special note of appreciation for Mr. Ebrahim Yaqoob (Finance Department), Mr. Usama Siddiqui (Legal Department) and Mr. Taha Ghayas (Learning & Development) for their valuable contribution and assistance in the project.

Our theme for the Annual Report 2013 is 'The Art of Values', that presents our core values in Arabic calligraphy, which is seen as a reflection of the beauty of the cultural values of the Muslim world. Our focus on our Core Values enhances their importance for us in the same way as calligraphy enhances the importance of its subject matter - and that is why we have chosen to combine the two in a beautiful expression of the Values of Meezan Bank.

 www.facebook.com/MeezanBank

 <https://twitter.com/MeezanBankLtd>

 <http://www.linkedin.com/company/meezan-bank-ltd>

 www.youtube.com/islamicbankingonline

pages