



Meezan Bank
The Premier Islamic Bank

Agreement with EXIM Bank of Pakistan
Meezan Bank to act as consultant for developing trade finance and Takaful products & services – Pg 06

Continuous Improvement Program
Inspiring a culture of innovation through our League of Star Innovators – Pg 12

Meezan Star Awards
Acknowledging exceptional performers who have contributed towards enriching the Bank's commitment to its values – Pg 13

Recognition for Roshan Digital Account Initiative
Read more about the Bank's recognition by the Honorable Prime Minister of Pakistan – Pg 17

pages

ISSUE 1 - 2021

Meezan Consumer Ease Retail Supply Chain Financing-

Empowering Kiryana Stores for Growth

Read more about the Bank's collaboration with Pakistan's first dual-regulated fintech - FINJA



More inside...

How Acquiring Business Works?

Learn more about acquiring business and its payment ecosystem inside!

From the Desk of Ariful Islam (Deputy CEO)

Dear Colleagues,

السلام علیکم ورحمۃ اللہ وبرکاتہ

I am happy to share with you two recent decisions taken by your Board of Directors – the first is to enter the 'Acquiring Business' and the second is to launch an Islamic Credit Card. I am confident, Insha'Allah, that both of these new initiatives will be valuable additions to our product profile and will help consolidate the strong brand presence of Meezan Bank in Pakistan.

Acquiring Business

When you pay for a purchase at a shop using your debit or credit card and the merchant uses a POS (Point of Sale) terminal, three entities are involved in the transaction – the merchant; the Issuer Bank (i.e. the bank that issued the debit or credit card being used); and the Acquiring Bank (i.e. the bank who provided and owns the POS terminal). The commission (known as MDR – Merchant Discount Rate) on the transaction is shared between these three parties.

Presently, Meezan Bank is only an Issuer Bank and as you know we issue variants of the MasterCard debit card and variants of the Visa debit card. In Q2 2021, we will Insha'Allah also become an Acquiring Bank and this will not only increase our share of MDR but also increase the visibility of the Meezan brand in the market. At the same time, we will have the opportunity of opening the accounts of merchants where our POS machines will be deployed. Please refer to the article in this newsletter by Mr. Shariq Mubeen, titled: "How Acquiring Business Works?" to further understand the concept of this business.

Meezan will be the first Islamic bank in Pakistan to go into the Merchant Acquiring business and we look forward to providing completely Shariah-compliant payments acceptance solution to our clients.

In addition to deploying POS machines in the market, we will also be launching Ecommerce Acquiring. Ecommerce is growing rapidly in Pakistan in the wake of COVID-19 pandemic. More and more customers are now taking their business

digital and expect their banks to provide them with a payment gateway on their websites. Meezan Bank looks forward to fulfill all such needs of our customers with the use of cutting-edge technology and world-class solutions which will not only help our customers grow their businesses but will also go a long way in digitizing and documenting our economy.

Islamic Credit Cards

The second exciting new product that we will Insha'Allah launch in Q3 2021 is the Islamic Credit Card.

Meezan Bank's credit card will meet the sophisticated transactional needs of our customers which are not being completely met with Debit Cards. Our card will have all the features and benefits of a credit card but as an Islamic credit card, customers will be required to pay the amount due on the card within 15 days of receiving the credit card bill. In other words, they will be able to spend on the card over a 30-day period and then have another 15 days within which they will be required to settle their outstanding bill.

We propose to initially launch the Visa Platinum credit card and subsequently will add to this product range on the basis of the customer response.

There will be no interest element on the credit cards. Meezan Bank credit card will be based on 'Ujrah' based fee model whereby customers will only be charged market competitive annual fee once in the year.

There has certainly been for you in the Messenger of Allah (ﷺ) an excellent pattern for anyone whose hope is in Allah (SWT) and the Last Day and [who] remembers Allah (SWT) often.

حقیقت یہ ہے کہ تمہارے لئے رسول اللہ ﷺ کی ذات میں ایک بہترین نمونہ ہے، ہر اس شخص کے لئے جو اللہ سے اور یوم آخرت سے امید رکھتا ہو، اور کثرت سے اللہ کا ذکر کرتا ہو۔

SURAH AL-AHZAB
33:21



Editorial Team

Chief Editor
Sohail Khan
Company Secretary

Editors
Rabab Abedi
Manager
Corporate Communication

Tooba Tariq Butt
AVP
Corporate Communication

Creative
Zarart Creative

Email
Corporate.Communication
@meezanbank.com



is also available for download at :
www.meezanbank.com/media-centre/newsletter

منجانب عارف الاسلام (Deputy CEO)

عزیز رفقاءے کار،
السلام علیکم ورحمۃ اللہ وبرکاتہ

میں انتہائی مسرت کے ساتھ آپ کو آپ کے بورڈ آف ڈائریکٹرز کے حالیہ دو فیصلوں کے بارے میں بتانا چاہتا ہوں۔ پہلا 'Acquiring Business' ہے اور دوسرا اسلامی کریڈٹ کارڈ کا اجرا۔ مجھے یقین ہے کہ انشاء اللہ یہ دونوں اقدامات ہماری بینکاری کی سہولیات میں ایک مثبت اضافہ ثابت ہوں گے اور پاکستان میں میزبان بینک کو مزید مستحکم کرنے میں مددگار ہوں گے۔

Acquiring Business

جب آپ کسی دکان پر خریداری کے لئے اپنا ڈیبٹ یا کریڈٹ کارڈ استعمال کرتے ہیں اور مرچنٹ اس کے لئے پوائنٹ آف سیل (POS) ٹرمینل کا استعمال کرتا ہے تو اس لین دین میں تین ادارے شامل ہوتے ہیں، مرچنٹ، جاری کنندہ بینک (یعنی جس بینک نے استعمال کیا جانے والا ڈیبٹ یا کریڈٹ کارڈ جاری کیا ہو)، اور وصول کنندہ بینک (یعنی جس بینک نے POS ٹرمینل فراہم کیا ہو اور وہ اس کی ملکیت ہو)۔ لین دین کا مکیش (جسے MDR یعنی مرچنٹ ڈسکاؤنٹ ریٹ کہا جاتا ہے) انہی تین فریقین کے درمیان تقسیم ہوتا ہے۔

موجودہ طور پر میزبان بینک صرف ایک جاری کنندہ بینک ہے اور جیسا کہ آپ جانتے ہیں کہ ہم MasterCard ڈیبٹ کارڈ اور VISA ڈیبٹ کارڈ کی مختلف اقسام جاری کرتے ہیں۔ سال 2021 کی دوسری سہ ماہی میں انشاء اللہ ہم وصول کنندہ بینک بن جائیں گے جس سے نہ صرف مرچنٹ ڈسکاؤنٹ ریٹ میں ہمارا حصہ بڑھے گا بلکہ مارکیٹ میں میزبان بینک کی موجودگی میں بھی اضافہ ہوگا۔ اسی وقت ہمارے پاس ان مرچنٹس کے اکاؤنٹس کھولنے کے مواقع بھی ہوں گے جہاں ہماری POS مشینیں نصب کی جائیں گی۔ اس کاروباری خیال کو مزید سمجھنے کے لئے اس نیوز لیٹر میں شامل جناب شارق مبین کا آرٹیکل بعنوان "How Acquiring Business Works?" پڑھیں۔

میزبان بینک مرچنٹ ایکوائرننگ برنس میں شامل ہونے والا پہلا اسلامی بینک ہوگا اور ہم اپنے صارفین کو ادائیگیوں کی قبولیت کے مکمل طور پر شریعہ کیپلائنٹ طریقے پیش کرنے کے لئے پُر عزم ہیں۔

مارکیٹ میں POS مشینیں نصب کرنے کے ساتھ ساتھ ہم Ecommerce ایکوائرننگ بھی متعارف کروا رہے ہیں۔ COVID-19 کی وبا کے باعث پاکستان میں Ecommerce میں تیزی سے اضافہ ہو رہا ہے۔ زیادہ سے زیادہ صارفین اپنے کاروبار کو ڈیجیٹل بنا رہے ہیں اور اپنے بینکوں سے توقع کرتے ہیں کہ انہیں ان کی ویب سائٹس پر پیمنٹ گیٹ وے فراہم کریں۔ میزبان بینک اپنے صارفین کی ایسی تمام ضروریات کو جدید ترین ٹیکنالوجی اور بین الاقوامی معیار کے طریقوں کے استعمال کے ذریعے پورا کرنے کا خواہشمند ہے جس سے نہ صرف ہمارے صارفین کو ان کے کاروبار میں اضافہ میں مدد ملے گی بلکہ یہ معیشت کی ڈیجیٹلائزیشن اور دستاویز سازی میں بھی معاون ثابت ہوگا۔

Islamic Credit Cards

دوسری زبردست پروڈکٹ جو انشاء اللہ سال 2021 کی تیسری سہ ماہی میں جاری کی جائے گی، وہ اسلامی کریڈٹ کارڈ ہے۔

میزبان بینک کے کریڈٹ کارڈز ہمارے صارفین کی لین دین کی ایسی مختلف ضروریات کی تکمیل کریں گے جو ڈیبٹ کارڈز سے پوری نہیں ہو پاتیں۔ ہمارے کریڈٹ کارڈز میں ایک کریڈٹ کارڈ کے تمام تر فوائد و خصوصیات موجود ہوں گی تاہم ایک اسلامی کریڈٹ کارڈ ہونے کی وجہ سے صارفین کو کارڈ پر واجب الادا رقم کریڈٹ کارڈ کا بل موصول ہونے کے 15 دن کے اندر ادا کرنا ہوگی۔ دوسرے الفاظ میں وہ 30 دن تک کارڈ سے خرچ کر سکیں گے اور اس کے بعد ان کے پاس بل کی ادائیگی کے لئے مزید 15 دن کا وقت ہوگا۔

ہم نے ابتدا میں VISA پلائٹیم کریڈٹ کارڈ کے اجرا کی تجویز پیش کی ہے اور صارفین کے رد عمل کی بنیاد پر ہم اس پروڈکٹ رینج میں مزید پروڈکٹس کا اضافہ کریں گے۔

کریڈٹ کارڈز میں سود کا کوئی عنصر شامل نہیں ہوگا۔ میزبان بینک کے کریڈٹ کارڈز کی بنیاد "اجراء" کے فیس ماڈل پر ہوگی جس میں صارفین سے مارکیٹ کے رجحانات کے مطابق سال میں صرف ایک بار فیس وصول کی جائے گی۔

How Acquiring Business Works?

Whenever you make the payment using your Credit or Debit card at a shop, the shopkeeper uses a Card Acceptance Machine, commonly known as POS Machine to collect the payment from you. When the payment is successfully processed, the customer's account is debited and merchant gets the funds in his account through his bank. Ever wondered how the shopkeeper gets this machine and how this system works? Worry not! This article will give you a detailed overview of this payment's ecosystem.

The Shopkeeper or Retailer, commonly known as 'Merchant' in the payment's ecosystem requests its Bank to provide him with a POS Machine that can be used to accept payments from customers carrying Debit or Credit Cards of leading Global or Domestic Payment Schemes. There are 5 participants in a payment transaction:

Participants in a payment transaction:

Merchant

A merchant is any seller of goods/services that utilizes the POS Machine/terminal to accept payment from its customers through their credit or debit cards. Some examples of merchants are Restaurants, Clothing Outlets, Petrol Pumps, Jewelry Shops, Super Stores or even small Grocery Shops etc.

Merchant Acquiring Bank

It is the bank of the Merchant that enables him to accept payments through credit or debit cards over a POS Machine. Acquiring Bank not only provides the POS Machine to the merchant but also performs the payment processing and settlement with all leading Payment Schemes on behalf of the merchant. In Pakistan, HBL, Bank Alfalah, UBL, MCB and Bank Al Habib (KEENU) are the main Acquiring banks at the moment.

Customer / Cardholder

A cardholder is a person who carries a Debit, Credit or Prepaid Card to make the payment to the merchant for the good or services availed by him.

Issuer Bank

It is the bank that issues a Debit or Credit to its customers, known as cardholders, for the purpose of making payments either directly through their current or saving accounts (Debit Cards) or through a credit facility (Credit Cards). These cards are issued on any of the Payment Scheme network that makes them usable across all the merchants who are part of the same network globally.

Payment Scheme

A payment scheme is a body that sets the rules and technical

standards for the execution of payment transactions using the underlying payment network. Payment schemes ensure the smooth movement of funds between member banks globally. International Schemes that are active in Pakistan are Visa, Mastercard, China Union Pay, JCB and American Express. We also have a domestic payment scheme by the name of PayPak in Pakistan.

Initiation and Execution of Payment Transaction

The payment transaction is initiated when a cardholder uses his card at a merchant location by either of the 3 transaction modes:

- **Swiping the card:** This mechanism uses the magstripe at the back of the card. It is done by cardholders who do not have EMV CHIP on their cards, hence it is not very secured. Usually, these cards are secured by adding PIN for the transaction authorization.

- **Dipping the card:** Cards are dipped when they have EMV Chip on them. These are very secured cards and cannot be easily skimmed or copied by fraudsters. In Pakistan, State Bank of Pakistan has already mandated all banks to completely migrate to CHIP cards by 30th June, 2021 to ensure the highest security standards in the payments eco-system of Pakistan.

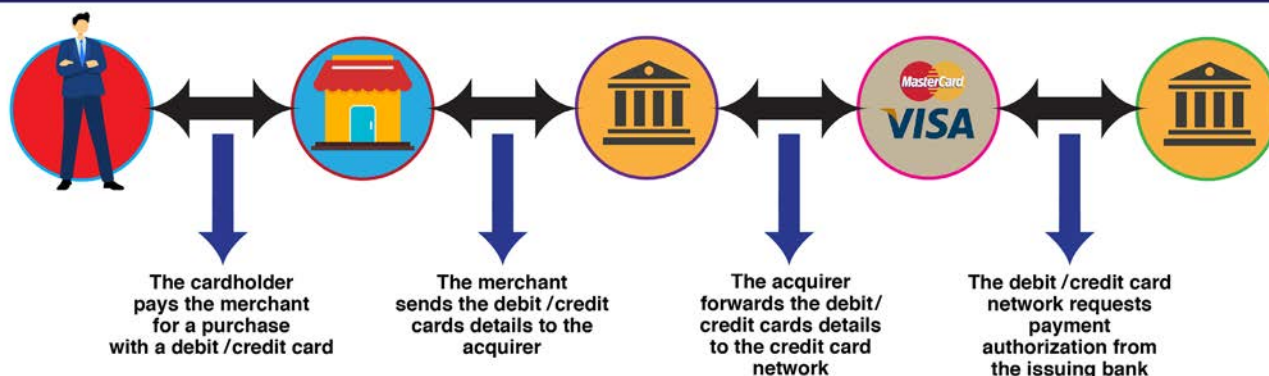
- **Tapping the card:** It is the most convenient and fastest growing payment method in the world. Cards are tapped when they have the NFC (near field communication) technology embedded in the plastic which enables the contactless payment. In order to make contactless payments even faster, Acquirers in Pakistan are encouraged to skip the PIN entry requirement for smaller value transactions like Rs 3,000 and below.

When a cardholder initiates a transaction on the POS Machine, it is sent to his Bank for Authorization via merchant's bank by using the network on which card is issued. When the transaction is authorized, cardholder's account is debited and funds are eventually transferred to the merchant through a settlement process governed by the scheme. Usually, funds are credited to Merchant's account on the next working day but it varies from bank to bank and also according to the mutual arrangements between the merchants and their banks.

Transaction Fees

There are no fees or charges for the Cardholder in a payment transaction. However, merchants are charged with MDR (Merchant Discount Rate) that usually ranges between 1.8% to 2.5% depending mutual arrangement between the merchant and the acquiring bank. As per the regulatory requirement, the MDR cannot go below 1.5% in any case. The Payment Scheme charges a small processing fee from Acquiring Bank

AUTHORIZATION



and also collects 0.5% of the transaction amount for the Issuer Bank as Interchange Commission.

Benefits of Merchant Acquiring Business for the Bank

There are multiple benefits associated with the Acquiring Business for a Bank:

- There is a growing demand for POS Machines by many retailers across Pakistan and it provides a good opportunity to enter into a relationship with these retailers.
- It is an excellent tool for deposit mobilization. When a transaction takes place, the funds are transferred from customer's bank to merchant's bank.
- There is also a great opportunity to cross-sell different products to merchants including pay-roll facilities and various kinds of financing facilities.
- It provides an excellent visibility and marketing opportunity by placement of branded POS Machines and push/pull stickers at merchant outlets.

Benefits of Accepting Card Payments to Merchants

- There are many customers who prefer to pay by card. Merchants who keep POS Machines can attract such customers and increase their sales.
- Merchants can up-sell their products and services more easily to customers who carry cards rather than those who carry cash.
- Digital Payments are more secured and convenient as compared to accepting cash at the counter

E-Commerce Gateway

E-Commerce Gateway works the same way for Online Stores, as POS Machine works for a physical store. If a merchant sells

goods or services through a website, e-Commerce Gateway provides a mechanism to collect the payment online from customers via their Debit or Credit Cards issued by global schemes.

E-Commerce Gateway allows Pakistani websites to sell their products to customers anywhere in the world and collect payments from them in a secure and convenient way. Hence many businesses are now going for online presence to grow their business.

Launch of Merchant Acquiring Business at Meezan Bank

Meezan Bank will be the first Islamic Bank to launch both POS Machines and e-Commerce gateway for its customers across Pakistan. In the first phase, these services will be launched from Karachi, Lahore and Islamabad, however, soon we will expand to all the cities where Meezan Bank is present in an iterative approach.



There are many retailers and businesses in Pakistan who never opted for POS machines as there was no Islamic bank offering them. It will be a great opportunity for Meezan Bank to fulfill this gap in the market and create lasting relationships with our customers by providing them with state-of-the-art digital acceptance products and unmatched services in this space.

Training sessions will be conducted for all the frontline staff from Retail, SME and Corporate divisions to equip them with the necessary knowledge to be able to sell these products effectively. We request all staff to start engaging with their existing customers to create awareness about Meezan Bank's upcoming launch of Merchant Acquiring Business.

For any further details, please contact the Bank's ADC Department.

Meezan Bank joins hands with EXIM Bank of Pakistan for providing Shariah-compliant Consulting Services

Meezan Bank has recently signed an agreement with Export-Import (EXIM) Bank of Pakistan to act as its consultant for developing Islamic Trade Finance, Takaful Insurance / Guarantee Products and Services for Corporate and SME (Small Medium Enterprises) Exporters under a Technical Assistance Grant provided by Islamic Development Bank (IsDB). The grant will support the Government in promoting and expanding international trade in the country through EXIM Bank of Pakistan which will offer export credit, Takaful and guarantee products and services to the exporters.

Under the agreement, Meezan Bank will develop Shariah-compliant trade finance related products and risk management



strategies that will enable many SMEs to access financial support from EXIM Bank, encouraging trade competition in the region. The agreement was signed by Mr. Ariful Islam - Deputy CEO, Meezan Bank and Mr. Irfan Bukhari - President & CEO, EXIM Bank of Pakistan while Mr. Mansur Muhtar - Vice President, Islamic Development Bank (IsDB) joined the proceeding online from Jeddah, Saudi Arabia.

Meezan Bank & Bayer Pakistan - Bringing Growth in Agriculture



Meezan Bank and Bayer Pakistan have joined hands to facilitate farmers and the country's agricultural sector. The Bank's Agriculture Finance Division has been actively engaged with the Bayer Pakistan for collective efforts aimed at engaging our customers and providing them with comprehensive solutions for their existing and future Agri Finance needs. In line with the same efforts, the Bank recently held a 'Kisaan Baithak' (Farmer Gathering) at Bayer Learning Centre that was attended by approximately 1,000 farmers from Sahiwal, Okara, Sialkot, Gujranwala, Hafizabad, Depalpur, Nankana Sahib, Toba Tek Singh and Faisalabad.

Meezan Bank's Agri Finance Team showcased its Islamic Agri. Finance products to farmers and briefed them about the financing facilities as well as

the simplified Loan Application Process. The event helped in educating farmers about the Standard Operating Procedures (SOPs) laid down by the Government on safety precautions that need to be strictly followed during planting of Rabi crops amid the threat of COVID-19 pandemic. Farmers were also briefed about the importance of social distancing and sanitization during field preparation, sowing & fertilizer application and to keep farm produce in open and preferably under the sun for at least 48 hours before storing.

Representatives from prominent agri. sector companies such as Engro Fertilizer, Fatima Fertilizer, Kattle Kit, Millat Tractors, Al Ghazi Tractors & Dekalb, also attended this session and detailed the audience about their products.



Meezan Bank delivers car under SBP's Roshan Apni Car initiative

Alhamdulillah, Meezan Bank is the first Bank in the industry to deliver a car under State Bank of Pakistan's Roshan Apni Car initiative. The car key was handed over to Mr. Shahid Rahman, a Meezan Roshan Digital Account holder in the UAE by Mr. Arshad Majeed, Group Head Consumer Finance - Meezan Bank.

Meezan Bank announces direct integration with Visa enabling seamless transactions

Meezan Bank has recently announced direct integration with global digital payments leader, Visa, for routing settlement of Visa card transactions. The shift comes in continuation with its direct integration with Mastercard last year, bringing the Bank a step closer to its goal of transforming its customers' payment experience, enabling faster and more seamless transactions. Meezan Debit Card users will continue to enjoy the Visa and Mastercard benefits while allowing the Bank to offer faster settlements and reducing friction in payments.

Launch of Continuous Improvement Certification Program

Meezan Bank recently held an exciting program on continuous improvement tools and techniques for selected staff members from different departments at Movenpick hotel, Karachi. The program aimed to equip the audience with the knowledge and tools required for making banking processes lean with the help of Design Thinking and Lean Six Sigma tools. Teams from Innovation & Transformation and Learning & Development Departments collaborated to offer 29 participants this valuable opportunity.



Meezan Bank surpasses the NFLP overall target, reinforcing its commitment towards financial literacy

Alhamdulillah Meezan Bank has successfully surpassed the overall target of 212 National Financial Literacy Program (NFLP) sessions and has reached out to more than 5,300 beneficiaries across 15 districts of Pakistan. As a leading partner of SBP for the National Development Cause, these sessions form part of the Bank's efforts to nurture financial inclusion in the country.

The NFLP is an extremely important initiative of State Bank of Pakistan and Meezan Bank remains a leading partner, reinforcing its commitment towards achieving both crucial objectives i.e., Scaling National Financial Literacy & Promotion of Islamic Banking/Finance.

Meezan Bank supports the 17th Annual TCF Golf Tournament-2021



In an effort to help educate the less privileged children of our society, Meezan Bank supported 17th Annual TCF Golf Tournament 2021 - a fundraiser event held at Karachi Golf Club.

TCF is a Non profit educational organisation in Pakistan that provides education to those who do not have sufficient resources to afford it.



Meezan Bank and EFU Hemayah Family Takaful join hands to enhance accessibility of Takaful Products

Meezan Bank has entered into a partnership with EFU Hemayah Family Takaful - one of Pakistan's leading Takaful company, to enhance the accessibility of Takaful products and services for Meezan Kafalah customers. This partnership will provide additional features and services to enhance financial inclusion in the country.

Mr. Taher G. Sachak - CEO & MD and Mr. Zain Ibrahim - COO from EFU Hemayah Family Takaful and Mr. Ariful Islam - Deputy CEO, Mr. Ijaz Farooq - Group Head Retail Banking, Commercial, SME & Agriculture and Mr. Malik Imran - Business Head Wealth Management & Cross Sell from Meezan Bank were present at the signing ceremony alongwith their respective teams.



Meezan Bank's participates in 'Banking Mohtasib - An Alternate Dispute Resolution Forum' Seminar

Meezan Bank recently participated in a seminar organized by Banking Mohtasib (Ombudsman) titled 'Banking Mohtasib - An Alternate Dispute Resolution Forum'. Honorable President of Pakistan - Dr. Arif Alvi graced the event with his presence and spoke about the important role of Banking Mohtasib in mediating between banks and customers. General Manager, North - Mr. Muhammad Saleem Khan also received an honorary shield on behalf of the Bank.



MERA PAKISTAN, MERA GHAR
Affordable housing for the people of Pakistan

Build your dream home with the Best Bank in Pakistan and get pre-approved financing for bike and solar panel



Terms & Conditions Apply

GET THE PERFECT CAR
FOR YOUR LOVED ONES IN PAKISTAN
FROM ANYWHERE IN THE WORLD!



- Shariah-compliant financing for locally assembled vehicles
- Special discounted profit rates
- No processing charges
- No up-front takaful payment
- Value added services from takaful companies (optional)
- No restrictions on early termination
- Rental payment deduction after one month of vehicle delivery
- Meezan Bank will bear W.H.T (Withholding Tax) on purchase of vehicle

Car
Meezan Bank

Meezan
ROSHAN
DIGITAL
ACCOUNT

دور رو کر بھی پاس

An Initiative of Meezan Bank of Pakistan

Meezan
ROSHAN
APNI CAR

Announcing Account Opening Services for Freelancers!

Meezan Bank is pleased to announce its services for Freelancers! Freelancers can now open an account with Meezan Bank and receive work payments / remittances directly into their full-fledged savings / current account.



Meeting with First Lady about Social Protection of persons with Disabilities

A Round Table session was organized with the first lady, Ms. Samina Alvi w/o President Arif Alvi at Marriott Hotel, Karachi. The session aimed to discuss the social and economic issues faced by people with special needs and how the Government can resolve the problems being faced by them.



Meezan Bank's Staff member, Mr. Muhammad Imran, who is currently serving as Data Entry Officer with Meezan Bank's Human Resources, Learning & Development Group was invited to the event by Mr. Zaigham Mahmood Rizvi - Chairman PM taskforce on the Naya Pakistan Housing Scheme.

The meeting featured some important discussions regarding the employment and skill development of people with disabilities. The discussion also focused on the impact of COVID-19 and their social protection.

Mr. Muhammad Imran was also able to shed light on the issue regarding the discontinuation of 2% job quota for people with disabilities. As one of the leading banks of the country, Meezan Bank believes in providing adequate opportunities to differently-abled candidates and has recruited several such individuals in various job roles.

Meezan Bank becomes the first in the country to disburse first two Shariah-compliant housing finance facilities under Mera Pakistan, Mera Ghar



AN INITIATIVE OF THE GOVERNMENT OF PAKISTAN
MERA PAKISTAN, MERA GHAR
Affordable housing for the people of Pakistan



Alhamdulillah, Meezan Bank is the first bank in Pakistan to disburse the first two Shariah-compliant housing finance facilities under Prime Minister's Mera Pakistan Mera Ghar, Low Cost Housing Finance scheme.

The facilities were disbursed to Mr. Muhammad Anees who works as a *Mali* and Mr. Muhammad Shahid Khan, a contract employee in a private company. Both Mr. Anees and Mr. Shahid will use the funds to build homes for their families on small plots of land that they own. Disbursement advice for the financing were handed over to Mr. Anees and Mr. Shahid by Mr. Arshad Majeed, Group Head Consumer Finance - Meezan Bank at the State Bank of Pakistan today in the presence of Ms. Sima Kamil, Deputy Governor - State Bank of Pakistan, Syed Samar Hasnain, Executive Director - State Bank of Pakistan and Mr. Irfan Siddiqui, Founding President & CEO - Meezan Bank.



**Meezan Consumer Ease
Retail Supply Chain Financing-**

Empowering Kiryana Stores for Growth

Pakistan's economy is largely dependent on small and medium businesses that make a significant contribution to the country's GDP. Kiryana stores or small-scale neighbourhood retailers form a major part of MSMEs (Micro, Small and Medium Enterprises), that not only boost economic growth but also provide significant employment opportunities and thus improve the standard of living for many. However, due to a lack of established lending norms many retailers who cannot afford to purchase inventory on cash are held back due to poor access to credit.

For many, the current procurement process is fraught with operational hassle and high costs. While MSMEs do have profitable business opportunities, they are unable to achieve their potential due to lack of financing facilities through formal channels. Fast Moving Consumer Goods (FMCG) companies and/or their distributors who supply goods usually do not have the financial standing to cater the credit requirement from retailers. Hence, Kiryana stores operate at a disadvantage of having to utilize personal equity that raises both the cost of equity and cost of debt. In contrast, their competitors who are running large departmental stores or Cash & Carry businesses have

the financial strength to capture maximum market share. This leaves small retailers with the option to buy products through distributors on relatively difficult credit terms. The products are sold on cash to the final consumer, only after which are these retailers able to clear the last bill of their distributor. As a result, it is a routine event for many to run out of stock due to non-availability of credit.

Meezan Bank's efforts towards supporting pro-MSME Financing

In an effort to unlock the potential of Kiryana stores, Meezan Bank is empowering this sector through Shariah-compliant Retail Supply Chain Financing, that shall transform the contribution they make to the economy. By providing them access to a formal financing channel, Meezan Bank will ensure the provision of funds on competitive pricing & less rigid terms. Furthermore, small

business financing will help them invest more in their business, where the provision of additional funds shall help them take their business to new heights.

It is worth mentioning here that the appeal of Kiryana store model lies not only in its scalability but also in its pan-Pakistan potential that even extends to hard-to-reach locations.

With the outbreak of the Coronavirus pandemic, consumer preferences have shifted from large grocery outlets to their neighbourhood 'Kiryana' stores from where they can safely purchase daily essentials. Given their growing importance, Meezan Bank recognises that this segment needs to optimise its sales cycle and achieve business growth. The Bank will therefore allow MSME retailers to purchase goods by using its financing facility which will support their liquidity position and merchandising, thus making their supply chain uninterrupted.



Meezan Retail Supply Chain Financing provides small scale retailers access to liquidity and a solution to improve working capital for both MSME retailers (directly) and their suppliers (indirectly). It will improve financial efficiency of the supply chain and reduce the working capital requirement of both retailers and their suppliers. This initiative will have a positive social impact on individuals and communities as it creates a true win-win for all the parties involved (Bank, FinTech, Retailer, Distributor).

Collaborating with FinTech for Digital Financing – A Powerful Engine to Expand Financial Access



To better serve this sector, Meezan Bank has collaborated with M/s Finja - the country's first dual-regulated fintech (regulated by SBP and SECP). By digitising the processes of buying supplies from distributors, Meezan Bank, through this collaboration, is empowering small-scale retailers to gain better control of their inventory, and keep their shelves full to meet consumer demand.

The partnership between Meezan Bank and Finja will allow MSMEs in the country to avail unsecured Islamic financing. All financing transactions will be managed digitally and in real-time and once limit is approved, retailers will be able to buy their required items from approved distributors on financing. The Bank will directly pay distributors for the goods purchased & the retailers will be able to pay the Bank as per agreed terms and conditions.



Finja's digital ecosystem will streamline and accelerate the credit evaluation and decision-making process. The system will assess risks using various eligibility checks and ensure compliance to the Bank's risk acceptance criteria. This set-up will therefore ensure that financing decisions are taken very swiftly and Islamic financing is provided to the customer without any delay. Through this collaboration Meezan Bank hopes to facilitate the retailers and consequently, the distributors while also benefiting the entire supply chain ecosystem.

Announcement of Star Innovators League



CONTINUOUS
IMPROVEMENT
PROGRAM

2Star INNOVATORS



UPGRADED

Rizwan Habib
Regional Service Quality Manager
Service Quality Department



UPGRADED

Arsalan Ahmed Khan
Manager Human Resources
Human Resources Department



UPGRADED

Shoukat Ali
Operations Manager
Gole Cloth Kutchery Branch (FSD)

CONTINUOUS
IMPROVEMENT
PROGRAM

1Star INNOVATORS



NEW

Aamir Azaz Afzal
Area Service Quality Manager
Service Quality Department



Hafiz Waqar Waheed
Operations Manager
Gondliwala Road Branch (GRW)



Sheikh Omer Tariq
Area Service Quality Manager
Service Quality Department



Muhammad Ansaab Khan
Team Leader CIO & HR Systems
Human Resources Department



Haseeb Shahid
Senior Branch Service Officer
Dera Ismail Khan Branch



How to become a Star Innovator ?

Think of an idea. Login to CIP portal:
<http://cip.mbl.int:9043/> and share your idea with us.
Enjoy becoming a Star Innovator.



Who is eligible ?

All Meezan Bank employees having valid HRMS ID and password can submit ideas.

Continuous Improvement Program – Inspiring Innovation across the Bank

Meezan Bank's Continuous Improvement Program is working to build and promote a culture of innovation, enabling employees to share out-of-the-box ideas for banking products and services. These ideas in turn help the Bank in capturing new markets, increasing customer base and revisiting internal policies & procedures for creating value for both our staff and customers.

The CIP Portal uses a systematic alert generation mechanism to tag the idea with the relevant departments. Furthermore, it makes use of a merit-based rewarding

mechanism to ensure that employees are fairly gauged for their contributions.

During the first two weeks of its launch, the team received more than 200 ideas with many more to come! Since its inception, over 1500 ideas have been nested on multiple frontiers and the Bank has created over 300 unique ideators working towards continuous improvement. You will be pleased to learn that multiple ideas have been implemented and are under development phase with relevant stakeholders.

**RECEIVE REMITTANCE AND
WIN PRIZES EVERY MONTH!**

Collect your home remittance from any Meezan Bank branch & win exciting prizes*

*Terms & Conditions Apply
*Valid till Dec 2021

Retail Banking Group launches Meezan Star Awards to Recognize Top-Performers



Meezan Bank's Retail Banking Group is pleased to launch the Meezan Star Awards initiative, a program intended to reward and acknowledge performers who have delivered exceptional sales performance and have contributed towards enriching the Bank's focus and commitment to Shariah-compliance, Service Excellence and Integrity.

The Meezan Star Awards initiative is in addition to the

annual incentives and bonuses and will develop an ecosystem that will reiterate the Bank's commitment towards acknowledging all eligible employees across the country. Star Performers shall be identified by their respective Areas / Regions on the basis of ten pre-defined categories and criteria once every month / quarter that will further be endorsed by Group Head Retail Banking, Commercial, SME & Agriculture.

Upholding the Meezan Values – A noteworthy mention of some of our staff recognized at the recent Meezan Star Awards

- ★ Mr. Muhammad Farooq - Rider at Akbar Chowk Branch, Lahore – recognized for his brilliant show of honesty and integrity at two separate occasions. Once for returning a cash cheque worth Rs. 600,000/- at Main Canal Road and second for returning a wallet found at Johar Town petrol pump.
- ★ Mr. Muhammad Nawaz - Security Guard at Kasur Branch, Lahore – recognized for honesty for returning cash worth Rs. 5,000/- that had been misplaced by the customer.
- ★ Mr. Nasir Aslam - BSO at Shahrah-e-Quaideen Branch, Karachi – recognized for his unwavering commitment to the cause of Islamic banking. Despite suffering from a personal setback due to an accident, Mr. Aslam continues to demonstrate high levels of commitment towards his work.
- ★ Mr. Saleem Malik - Rider at Panorama Center Branch, Karachi – recognized for actively participating in conducting Area Seminar on CASA campaign.
- ★ Mr. Soman Ali Hamza - BSO at Jand Branch, Rawalpindi – recognized for his outstanding performance in different segments i.e., NTB, Deposit, Car Ijarah & Kafalah.
- ★ Mr. Naeem Ayub - Operations Manager at Mian Channu – recognized for his hard work in his job role and for going beyond the call of duty for disposal of CMH Multan cash and area branches cash.
- ★ Mr. Saddam Hussain - BSO at Layyah Branch – recognized for his focus on delivering exceptional service quality and generating handsome deposits.
- ★ Mr. Muhammad Sami - Tea Boy at Citizen Colony, Hyderabad – recognized for his dedication towards Islamic banking.

Providing Flexible Learning Opportunities through the Continuous Learning Initiative (CLI)

Taking the Continuous Learning Initiative (CLI) forward, the Bank's Learning & Development Department has expanded its reach by providing flexible learning opportunities to the staff through various learning sessions, articles and videos on Islamic Banking, Governance / Compliance, Soft Skills / Leadership as well as technical subjects. In total, over 180 internal training sessions were conducted during the first quarter of 2021 catering

to around 10,000 staff (5138 Unique). In addition to these internal sessions, 57 external learning opportunities were offered which benefited 195 staff (185 Unique).



Training Category	No. of Sessions
Regulatory & Compliance	47
Role Specific	64
Islamic Banking	25
Induction	12
Awareness	14
Leadership	5
Soft Skills	21
Total Sessions	188

In addition, the Bank also provided Branch Service Officer Batch training at Karachi School of Business and Leadership where 54 newly hired staff members were provided extensive knowledge on Islamic Banking, Regulatory and Compliance as well as job specific knowledge.

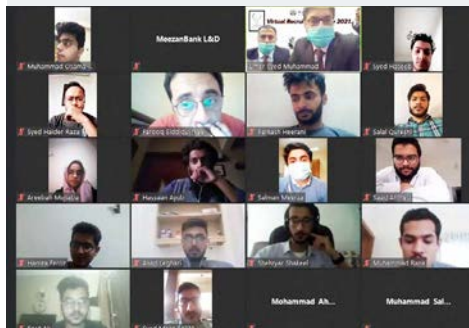
Launch of New Training Programs during COVID-19

The COVID-19 pandemic has caused an unprecedented disruption in training activities. However, at the same time, it has enabled fast adoption of distant learning. During the first quarter of 2021 several new and unique learning opportunities were offered. Some notables are mentioned below.

- Continuous Improvement Certification Program by Mr. Umer Mansoor (Head of Innovation & Transformation)
- Legal Entities Dealing with Banks and Lets Work Together by Mr. Tasneemul Haq Farooqui (Seasoned Banker)
- Capacity Building on Foreign Exchange Portal Mr. Mohammad Azmatullah (Unit Manager, Trade Operations)
- SCD Policies & Guidelines Awareness Series by Mr. Faisal Siddiqui (Unit Head, Shariah Compliance)



Meezan Bank holds Virtual Recruiting Activities for Leading Institutes of the Country



In order to maximize engagement for students through virtual platforms, the Bank held successful virtual recruitment drives at top institutes including Institute of Business Administration Karachi and Lahore University of Management Sciences.

The sessions were led by Mr. Saad Ahmed - Assistant Manager, Talent Resourcing and Employee, Meezan Bank, who gave an overview of the Bank's key activities, its growth trajectory as well as the fringe benefits offered to Meezan employees.



Meezan Bank conducts BSO Entry Test amid Strict SOPs

Meezan Bank offers fresh graduates with multiple opportunities through an entry-level recruitment program that provides a foundation for a challenging and rewarding professional career. Recently the Bank held an entry test for Branch Service Officers for South Region. Over 21,600 candidates applied for this Program. The test was held in three shifts to accommodate the candidates while also ensuring 100% compliance to the SOPs for COVID-19.

Meezan Debit Cards

– the Top-of-wallet choice for customers across Pakistan!

Meezan Bank Debit Cards have been at the forefront of innovation offering state-of-the-art features and benefits, earning them a dominant position within the Debit Card space.

AVAIL UP TO
10% OFF



ON ONLINE TICKET PURCHASE WHEN YOU PAY WITH MEEZAN VISA & MASTERCARD DEBIT CARDS



In 2019, the Bank launched its exclusive alliance program, aimed at providing cardholders with best-in-class discounts and privileges. In 2019 alone, the Bank partnered with over 150 brands to provide its cardholders with exclusive discounts at some of the most high-profile brands in the country. The Bank continues to add only the best brands into its alliance program. As a result, Meezan Bank Debit Cards feature discounts at over 300 of the most prominent brands in the country and is the largest discount program among bank issuing only debit cards.



Furthermore, the Bank has consistently advocated and encouraged the use of debit cards online through strategic alliances with selected e-commerce merchants including Foodpanda, Daraz, Careem, etc. to promote e-commerce adoption among its customers. Such alliances have assisted Meezan Bank in capturing a lion's share of 30% and 39% in debit card e-commerce volume and e-commerce transactions respectively in 2020. This is the result of our collective efforts to ensure Meezan Debit Cards are the top of wallet choice for customers across Pakistan.

Meezan Bank recognized as the Best Bank for 2020 at Pakistan Banking Awards



Meezan Bank has been chosen for the second time, as the Best Bank at the 5th Pakistan Banking Awards 2020. This year, the Bank stood out for demonstrating effective management of its resources including its employees, clients, franchise, community and financials

Pakistan Banking Awards the most prestigious and definitive awards of the country's banking sector, organized by the Dawn Media Group, Institute of Bankers Pakistan (IBP) and A. F. Ferguson and adjudicated through an eminent jury consisting of highly respectable luminaries with substantial experience in the financial sector.

Meezan Bank wins 'Employer of the Year' Diamond Award at the 8th Employer of Year Awards



Meezan Bank, has been recognized with the 'Employer of the Year' Diamond Award in the category of 'Large National Companies' by Employers' Federation of Pakistan (EFP)- Pakistan's largest forum for employers. The award was announced at the 8th ceremony of the Employer of the Year Awards held at a local hotel in Karachi. Mr. Khalid Zaman Khan - Group Head, Human Resources, Learning & Development, Meezan Bank received the award from Honorable President of Pakistan - Dr. Arif Alvi.

Meezan Bank recognized as Pakistan's Best Bank for the first time by the CFA Society of Pakistan

Meezan Bank has been declared as the 'Best Bank of the Year' and 'Best Islamic Bank of the Year' - 2019 by the CFA Society of Pakistan, a member society of the CFA Institute, USA at its 17th Annual Excellence Awards ceremony. The Bank has also been recognized as the 'Corporate Finance House of the Year - Debt' in recognition of its investment banking performance, providing ground-breaking tailored solutions and advisory services to blue chip corporate clients.

This is the first time that CFA Society of Pakistan has recognized Meezan Bank on an overall industry basis as the 'Best Bank of the Year', competing with some of the largest local and conventional players.



Maulana Tariq Jameel Lauds Meezan Bank's Efforts towards Islamic Banking and Finance



Meezan Bank's Area Manager, Johar Town Lahore - Mr. Nadeem Kaleem met renowned scholar Maulana Tariq Jameel and presented him with an honorary shield for his unprecedented and unwavering support and struggle for promoting Islamic banking in Pakistan.

During the discussion, Maulana Sb. acknowledged the overall progress of Islamic banking in Pakistan and appreciated Meezan Bank and its staff for its exceptional services and dedication towards promoting this noble cause.

Meezan Debit Cards Achieve Highest Ever Spend in March 2021!



PKR 5 Billion of which PKR 3 Billion spend is on POS & PKR 2 Billion spend on E-commerce.

Congratulations to all the teams who have worked together in helping the Bank achieve this target!

Meezan Bank receives multiple awards by Honorable Prime Minister for Roshan Digital Accounts



May, 2021

Meezan Bank, the leading Islamic bank of Pakistan received the following two awards by the Honorable Prime Minister, Islamic Republic of Pakistan, Mr. Imran Khan at a ceremony held in Islamabad today to commemorate the significant milestone of receiving USD One Billion remittance through Roshan Digital Account:

- **Best Performing Bank – 1st Position**
- **Fastest Growing Bank**

Mr. Irfan Siddiqui, Founding President & CEO - Meezan Bank received these awards from the Honorable Prime Minister in recognition of the Bank's outstanding performance and contribution to the Roshan Digital Account initiative. Mr. Siddiqui in his comments expressed his gratitude to

Allah. He thanked the Government, the Central Bank and his own team for making extra efforts in ensuring that the Overseas Pakistanis are being catered with the best banking products within the bounds of Shariah.

Earlier this year, the Bank had been recognized with two awards by the Honorable Prime Minister: **Highest Amount of Deposits through Roshan Digital Account** and **Highest amount of Investment in Islamic Naya Pakistan Certificates**.



February, 2021

Meezan Bank was one of the first entrants in the market and achieved the remarkable feat of successfully opening 10,000+ RDA accounts with Rs 8 billion deposits gaining the highest market share of this account in the industry at 25%.

Service Beyond the Call of Duty!



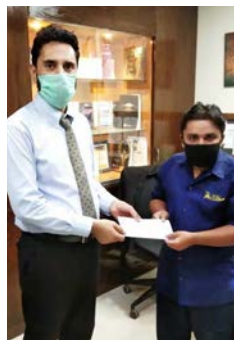
A special note of appreciation Garden West Branch, Karachi, Security Guard - Mr. Muhammad Aslam Khan whose quick response in the event of a short circuit at the branch, saved the Bank from heavy losses.

Mr. Khan took immediate action beyond his call of duty, maintained his calm and managed to bring the situation under control by deploying the safety protocols and using the fire extinguisher - a fact also acknowledged by the firefighters who later joined the team.

In recognition of his quick response and attention to security protocols, Mr. Khalid Ilyas - Area Manager, Saddar presented him with a cash reward. His dedication was also appreciated by Mr. Ijaz Farooq - Group Head Retail Banking, Commercial, SME & Agriculture Finance and Mr. Kazi Muhammad Aamir - General Manager, Karachi West.

An Extraordinary Act of Honesty!

At Meezan Bank, our employees maintain the highest standards of integrity and professionalism. One such example of honesty is seen from the conduct of Mr. Kanayal Lal, a janitorial staff at the Bank; who having found a packet of cash worth Rs. 100,000/- near the counter, immediately returned it to the customer. Mr. Lal's act has been rewarded and appreciated by Regional Manager, South - Syed Mohammed Asad Alvi, Area Manager - Mr. Sarmad Saleem as well Branch Manager - Muhammad Sajid.



Meezan Bank wins Third Position in Asian Management Games 2020

Two teams from Meezan Bank participated in Asian Management Games (AMG) held online an international competition of Strategy & Management, organized by Macau Management Association. It is worth mentioning here that out of the total eight teams selected from Asia, only Meezan Bank teams were selected from Pakistan. It is indeed a proud moment for the Bank that MAP Team 2 made it to the finals and secured the Third Position in AMG 2020.

Farewell to Manzoor Ahmed Ghori, Branch Manager - Mandi Bahauddin



Meezan Bank Sargodha Area, Faisalabad Region honoured Mr. Manzoor Ahmed, Branch Manager - Mandi Bahauddin in a ceremony held to bid him farewell on his retirement after serving the Bank for 12 years. Meezan Bank wishes him a blessed and healthy life ahead.



Meezan Bank wins the 'Shariah Authenticity' Award among others by GIFA

Alhamdulillah, Meezan Bank has been conferred with 'Shariah Authenticity Award' among multiple accolades at the 10th Global Islamic Finance Awards (GIFA) held in Islamabad, Pakistan. The Bank has also been recognized as 'Shariah Auditor of the Year' and 'Sukuk House of the Year'. All the three awards conferred to the Bank are global awards. Meezan Bank has been recognized by GIFA, the most prestigious global awards in the field of Islamic banking, for six years owing to its contributions to the Islamic finance industry.

Honorable President of Pakistan Dr. Arif Alvi presented the awards to Meezan Bank's senior management team of Mr. Ahmed Ali Siddiqui - Group Head Shariah Compliance and Mr. Muhammad Saleem Khan - General Manager, North.

Mr. Shahzaib Ali recognized as The Best Professional by The British Council

Mr. Shahzaib Ali, currently serving in the Bank's Data Analytics, Digital & IT Group was nominated and recognized with The Best Professional category awards in The British Alumni Awards held by The British Council.

Shahzaib was recognized amongst a pool of more than 160 applicants, each of whom held outstanding achievements in their fields of work. We wish him great success in his future endeavors as well!



Mr. Shahid Rehman Secures Distinction in JAIBP Stage 3

Mr. Shahid Rehman, Assistant Manager - SME & Commercial Banking has secured Distinction in the subject of Junior Associateship of IBP (JAIBP) Stage-3, Finance of International Trade and Related Treasury Operations. Mr. Rehman has also successfully acquired a diploma in Islamic Finance from ICMA Pakistan. Congratulations on this wonderful achievement!

Setting An Example Of Integrity and Personal Responsibility



Mr. Abdul Ghafoor, currently serving as a tea boy at Meezan Bank's Liaquat Bazar Branch Quetta, came upon cash worth Rs. 100,000 during the routine cleaning. Setting an extraordinary example of honesty and integrity, he immediately handed over the same to the Manager Operations. His act of honesty inspires us all to maintain our integrity even in the worst of circumstances.

Congratulations to the HR, L&D Group on becoming the First Digital Department

Meezan Bank's Human Resources, Learning & Development (HR, L&D) Group has recently been recognized as the First Digital Department in the Meezan Digital Staff Campaign initiated by the ADC department. The campaign aimed to ensure that 100% of our employees are using Meezan Bank's digital channels.

This is the second time that the HR, L&D Group has achieved this title, showing the dedication and inclination of the staff towards digitalization.

Thank You

FOR FOLLOWING US!

19TH LARGEST FOLLOWING ON FACEBOOK AMONG WORLD'S TOP 100 BANKS*

**SOURCE: Q4 2020 STATISTICS - THE FINANCIAL BRAND*

With the largest social media following in the local industry, Meezan Bank leverages its digital presence to run extensive product and service awareness campaigns. Some of the most recent and notable of these include campaigns on Meezan Roshan Digital Account and Islamic Naya Pakistan Certificates that have crossed the 274 Million Impressions milestone!

In addition, as part of the Bank's on-going strategy to increase Islamic banking awareness, the Bank has conducted 13 Awareness Webinars Live on Facebook and Zoom till date.

Our Digital Media Footprint

Facebook Main Page Over 2,13 Million fans

Facebook Careers Over 36,000 fans

LinkedIn Over 174,100 followers

Twitter Over 11,600 followers

Instagram Over 84,700 followers

YouTube Over 24,000 subscribers

Like, Follow and Share the Official Social Media Pages of Meezan Bank for latest news, updates and information about the Bank, our products and services, job openings and much more!

Protect Yourself Against COVID-19!



Get yourself & Your Families Vaccinated.




The vaccine is safe and will help PROTECT you, your family and your colleagues.



Continue taking basic prevention steps such as social distancing, wearing masks properly at all times, frequent handwashing and avoiding large gatherings!

Choose masks that have two or more layers of washable, breathable fabric, completely cover your nose and mouth and fit snugly against the sides of your face without leaving any gaps.

 www.facebook.com/MeezanBank/ and www.facebook.com/MeezanBankCareers/

 www.instagram.com/meezanbanklimited/

 twitter.com/MeezanBankLtd/

 www.youtube.com/MeezanBankLtd1/

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

pages

www.meezanbank.com