

creating value
for a sustainable future

As a business, we are guided by our objectives to expand and deepen client relationships, and invest consistently on technology. As a banker, we operate according to the fundamental principles of the company, which include putting our clients first and adhering to the highest standards of integrity. Over the past 20 years our excellent culture and a focused long-term strategy have contributed to our outstanding track record. This would not have been possible without the support and cooperation of our customers, well-wishers, and shareholders. You have made us so special. We are also indebted to our board of directors for their prudent advice, guidance, and showing the way to carry us through challenges and still remain a leader.

Happy New Year



Milestone

- > Customer-base reaches 500,000 mark
- > Recipient of highest SME refinance from Bangladesh Bank
- > Highest credit cards issuer in Bangladesh in 2012
- > Highest direct funding received from multilaterals for offshore banking
- > Introduced Green Banking Culture to inspire green practices in everyday banking



First among Bangladeshi banks

ISO certification of Human Resource Division



Human Capital Development

Employees are our core brand. We do not offer our employees a job, we offer them a career.

- > Highest per employee productivity in the banking industry for last 6 years
- > 14 CDCS certified employees
- > 14 OMEGA certified employees
- > 33 IFC-FIT graduates
- > 4 Documentary Credit Masters
- > More than 6000 employees received training at over 500 programmes held in 2012



First among Bangladeshi banks

ISO certification of Trade Service Department



First among Bangladeshi banks

ISO certification of Service Delivery Department



Commitment to the Society

- > Awarding annual scholarships to meritorious students of all 70 departments of University of Dhaka



IFC Awards

- > Best GTFP Issuing Bank in South Asia 2012
- > Most Active Issuing Bank in the Agribusiness Sector in South Asia 2011
- > Most Active GTFP Issuing Bank in South Asia 2010



Product Innovation

- > First ever Green Credit offered by EBL SME Banking
- > First SME product to facilitate renewable energy
- > First co-branded card with GrameenPhone & GP IT
- > First to launch Visa Signature Card in Bangladesh
- > First local bank to offer priority banking proposition
- > First to launch school banking
- > First to introduce Visa Corporate Card



Asia's Best Employer Brand 2012

Awarded by World HRD Congress, Singapore



CEO of the Year 2012

Awarded by World HRD Congress, Dubai



Best Financial Institution 2010

Awarded by DHL-Daily Star Bangladesh Business Award



Global Awards for Brand Excellence

Awarded by Godfrey Phillips Ltd. Mumbai, India



Best Presented Annual Reports 2008-11

Awarded by ICAB National Awards



20 YEARS OF EBL

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Eastern Bank Ltd.

