MESSAGE FROM

# THE CHAIRMAN OF PRIME BANK

> "Over the last 30 years, we have remained steadfast in our commitment to transparency, ethical banking, and innovation."

On the auspicious occasion of Prime Bank's 30th anniversary, I would like to extend my heartfelt gratitude to each of you on behalf of the Board of Directors. This milestone is not only a celebration of our journey, but a sincere tribute to your unwavering trust, loyalty, and continued partnership with us over the past three decades.

When Prime Bank was established in 1995, our goal was simple yet ambitious: to provide reliable, people-focused, and fully compliant banking services that would contribute meaningfully to the economic growth and well-being of our nation. We envisioned a bank that could support individuals, empower businesses, and serve as a partner in the progress of Bangladesh. Thanks to your confidence in us, that vision has taken root and flourished.

Over the last 30 years, we have remained steadfast in our commitment to transparency, ethical banking, and innovation. We have always placed the interests of our customers at the core of our mission, and we've worked tirelessly to ensure that the services we provide are not only efficient and secure but also aligned with national and global compliance standards. Whether through personal banking, SME support, or corporate financing, we have aimed to make banking accessible, responsible, and impactful.

Our journey, however, is far from over. We are in a time of transformation—driven by technology, shaped by global trends, and guided by the evolving needs of our customers. Prime Bank has embraced this transformation wholeheartedly. From digitizing our services and launching mobile-first solutions to introducing AI-driven risk management tools and sustainable financing options, we are redefining what modern banking means in Bangladesh.
As Chairman, I take great pride in the bank's performance and resilience over the years. We have navigated financial shifts, global disruptions, and regulatory evolutions with strength and stability. None of this would have been possible without your support, which motivates us to constantly perform better and lead with purpose.

Prime Bank was founded for the people of Bangladesh. Every decision we make and every service we launch is centered on the idea that banking should empower lives and build futures. We believe that our growth is only meaningful when it uplifts communities, promotes financial inclusion, and drives sustainable development in our country. This belief continues to shape our strategies, operations, and aspirations for the next 30 years and beyond.

Thank you once again for your invaluable trust, your loyalty, and your journey with us. As we mark this 30-year milestone, know that we look to the future with optimism, ambition, and an unrelenting commitment to serve you even better. You are not just customers; you are the foundation upon which Prime Bank stands.

With deepest gratitude,

**Tanjil Chowdhury**
Chairman,
Prime Bank PLC.

# *Thank You!*

## CUSTOMERS, PARTNERS & STAKEHOLDERS

> "Over the past few years, we have entered a new chapter of transformation. Banking is evolving rapidly, and Prime Bank has responded with bold steps to redefine modern banking in Bangladesh."

MESSAGE FROM

# THE CEO OF PRIME BANK

As Prime Bank celebrates 30 years of service to the people of Bangladesh, I want to take a moment—on behalf of our entire leadership team and dedicated staff—to say thank you. This incredible milestone belongs to you as much as it does to us. Your trust, loyalty, and feedback have shaped our growth, inspired our transformation, and fueled our pursuit of excellence in every corner of the bank.

Three decades ago, Prime Bank began its journey with a strong commitment: to offer the highest standards of banking—built on integrity, innovation, and inclusion. Our goal has always been to serve not only as a financial institution, but as a catalyst for progress. Whether helping individuals achieve their personal financial goals, supporting entrepreneurs and SMEs, or financing large-scale national development projects, we have consistently worked to be a bank for the people.

At the heart of our journey has been an unwavering focus on compliant, ethical, and forward-thinking banking. We take pride in maintaining rigorous governance and operational standards that build confidence in everything we do. More than just providing financial services, we've strived to foster relationships—relationships based on trust, transparency, and a genuine understanding of your needs.

"Over the past few years, we have entered a new chapter of transformation. Banking is evolving rapidly, and Prime Bank has responded with bold steps to redefine modern banking in Bangladesh".

We are leveraging digital innovation to bring convenience and speed to your fingertips, investing in sustainability to protect our shared future, and enhancing our internal performance metrics to create greater value for our stakeholders. Our mobile banking, internet platforms, agent banking networks, and SME-focused solutions are all designed with one clear purpose: to serve you better, faster, and more efficiently.

I am incredibly proud of how our teams have responded to this call for transformation. But more importantly, I am inspired by how you—our customers—have embraced these changes, encouraged us, and journeyed with us through every milestone. Your feedback, your loyalty, and your expectations have challenged us to raise our standards and perform at our best.

Looking ahead, we are more determined than ever to uphold our legacy of excellence while embracing a future defined by innovation and inclusion. Prime Bank was built for Bangladesh—for its people and for its future. As we continue this journey, we renew our promise to be a driving force in the development of our country. We will continue to support businesses, empower youth and women, invest in green solutions, and contribute to the financial ecosystem in ways that are sustainable, responsible, and inclusive.

Thank you for being a part of our story. Thank you for placing your trust in us. Here's to 30 years of shared success—and to many more as we grow, transform, and redefine the future of banking together.

With sincere appreciation,

**Hassan O. Rashid**
Chief Executive Officer,
Prime Bank PLC.

Prime Bank Commemorates 30
NEXT IS NOW