

Strategy and KPIs

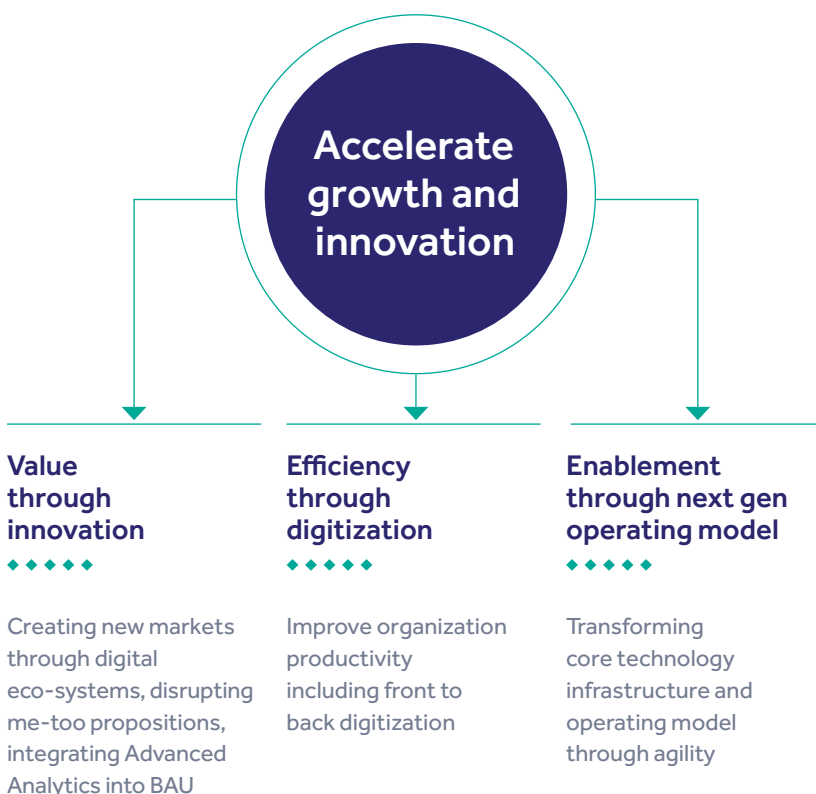


Amidst a rapidly evolving banking landscape, both within the Kingdom and around the world, Riyadh Bank has proven to be strategically agile and responsive. The ongoing technological disruption and increasingly competitive landscape, amplified and accelerated by the impact of COVID-19 on our people, operations and customers, has catalyzed a strategic shift for the Bank.

Building on the success of the Bank's strategy to transform the core engine, as well as our firm commitment to support and align with Saudi Vision 2030, we refreshed our 5-year strategy for 2021-2025. This customer-centric strategy will guide the Bank's growth and innovation over the coming years, with the ultimate ambition to become the best bank in the Kingdom.

OUR STRATEGIC DRIVERS

Our strategy will accelerate the Bank's growth and innovation, unlocking value in new and existing segments through innovative products and services while driving continuous improvement in customer experience and service.



STRATEGIC PILLAR →

PILLAR DESCRIPTION →

HOW WE MEASURE SUCCESS →

2021 ACHIEVEMENTS →

