

Business Model

As Riyadh Bank continues to advance towards its ambition of being the best bank in the Kingdom of Saudi Arabia, the Bank applies its distinctive strengths, deep expertise, and a performance-driven culture to deliver sustainable growth, continuous innovation, and ever-increasing value to all Stakeholders.



Our Strengths

Financial Strength

- **ﷲ 450 Bn.** in Assets.
- **ﷲ 320 Bn.** in Loans.
- **ﷲ 306 Bn.** in Deposits.

Operational Strength

- **333** Branches.
- **1,796** ATMs.
- **254,260** PoS.

Rating Strength

- Fitch: **A-**
- Standard & Poor's: **A-**
- Moody's: **A1**

Human Capital Strength

- **7,588** Employees.
- **29%** Women.
- **96%** Saudi Nationals.

Vision 2030 Partners

- Launched dedicated office to align and support Saudi Vision 2030.
- A leading player in financing Vision 2030 projects, providing critical support for giga projects and strategic sectors such as infrastructure, education, and renewable energy.
- The largest supporter of MSMEs under the Kafalah program as well as having a leading market share in MSME lending.





Our Brand*

- **ﷲ 9.48 Bn.** Brand Value.
- **94%** Customer Satisfaction Rate on Riyadh Bank products and services.
- **AA+** Brand Rating.

*Brand Finance



Innovation Strength

- Launched Center of Intelligence.
- Launched Digital Innovation Center last year.
- Established Open Banking ecosystem.
- Unveiled new mobile application.
- Launched 1957 Ventures Company.

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How We Create Value

Riyad Bank is the third largest bank in Saudi Arabia, with a global presence to serve its customers and create value for its Stakeholders.

Our Vision
To be the most innovative and trusted financial solutions partner.

Our Mission
To help people, organizations, and society achieve their aspirations by being their trusted and caring financial solutions partner.

Our Values

- We Care.
- We Win.
- We are One Team.

Our Business

- Retail Banking.
- Corporate Banking.
- Treasury and Investments.
- Riyadh Capital.

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Value Creation for our Stakeholders

In 2024, Riyadh Bank deepened its engagement with key Stakeholder groups, driving meaningful impact and creating exceptional, enduring value for both the present and future.

Our Shareholders

- Net profits after zakat increased by **16%** to reach **ﷲ 9.3 Bn.**
- Total Shareholders' equity increased by **9%** to reach **ﷲ 59 Bn.**
- Inviting Shareholders to attend the Ordinary General Assembly Meeting held on Sunday, 24 March, 2024, corresponding to Ramadan 14, 1445, to participate and vote. Attendance in-person and via modern technology.
- Inviting Shareholders to attend the Extraordinary General Assembly Meeting held on Wednesday, 29 May, 2024, corresponding to Dhu al-Qi'dah 21, 1445, to participate and vote via modern technology.
- Using digital channels to engage Shareholders, including electronic voting, virtual attendance, and activating digital alerts to remind them to attend and vote.
- Distributing cash dividends to Shareholders for the second half of 2023 and the first half of 2024.

Our Customers

- Conducted multiple usability test sessions for diversified products and services to improve usability.
- Interviewed 6,500+ customers, and 18,000+ employees and conducted more than 300,000 NPS surveys to understand their expectations of Riyadh Bank's products and services with the aim to exceed those expectations.
- Enhanced the customer journey for offline and digital channels, such as the mortgage loan request journey.
- Successfully launched new Riyadh Bank mobile application with innovative features and functionality.
- Launched Riyadh Bank's WhatsApp with customers, for more efficient surveying and managed to send over 5.6 million surveys.
- Launched a revamped VOC program to gauge customers' feedback.
- Improved the error rate for all retail products and services to reduce customers' branch visits.
- Embedded the "doing things right the first time" culture into the Bank.
- 38 Awareness campaigns (Survey 5 + Awareness 33).
- 104,885 Awareness SMSs.

Our Employees

- Female representation 29% of the workforce, and 33% of new hires were female.
- Collaborated with the Government on the Tamheer training program, career fairs, internship programs, and fresh graduate programs, attracting and nurturing future Riyadh Bank employees while also giving opportunities of training and career growth to Saudi young talents.
- Hired 695 new Saudi employees and providing them with new career opportunities and future growth.
- Delivered 90 training courses, engaging a total of 3,333 attendees, reflecting the Bank's commitment to enhancing employees' skills and fostering a culture of continuous learning and development.
- Implemented The Leaders 2025 program for 224 participants to ensure alignment with strategic objectives and support leadership development within the Bank.
- Completed the launch and implementation of LTIP (long-term incentive program) to upper leadership in alignment with the new regulations.
- Enhanced employee benefits such as: education allowance and daycare allowance, to provide better support for employees and their families.
- Offered an education allowance for employees' children with disabilities, with no limitations of grades or number of children.
- Prioritized creating meaningful engagements across all levels of the organization, ensuring employees felt supported and valued, through arranging departmental and regional visits with the CEO, aiming to engage directly with them, listening to their perspectives, and understanding the unique challenges they face in different areas of the business.



Value Creation for our Stakeholders



Our Suppliers/Partners

- Established 24X7 Off Prim Command Center as a managed service.
- Robotic Process Automation (RPA) (Transactions growth: RPA transactions have surged from 7.5 million in December 2023 to 29 million by December 2024, reflecting an impressive increase of 287%), and reaching 500+ RPA automation process across the Bank.
- Achieved Elite Quality Certificate from JP Morgan for reaching an impressive 99% Straight Through Process (STP) rate for corporate and treasury payments.
- Received recognition award from Custodian (Clear stream) on highest efficiency rate across local KSA banks.
- Honored with Open Banking KSA Standard 2023 award.
- Implemented Collateral Management from middle office to back office.



Our Communities

- Signed a 3-year partnership with Misk Foundation to support young entrepreneurs and drive economic diversification.
- Partnered in the first Global CSR Forum, launching the 2023 "Bukra Initiatives Social Impact Report" to highlight sustainable development contributions.
- Supported over 5,500 beneficiaries through the Martyrs Fund with medical insurance, disability services, home renovations, and psychological consultations.
- Launched the musical play "For Tomorrow", attracting 2,112 attendees and donating proceeds to Sanad Children's Cancer Support Association.
- Promoted digital citizenship with MCIT, reaching 30,339 beneficiaries and 40,000 students through storytelling in 82 schools.
- Enhanced the Hajj experience for 30,000 elderly and special needs pilgrims with wheelchairs and golf carts through the "Tawqeer" initiative.
- Distributed 30,000 Ramadan food baskets with employee volunteers, benefiting families across 239 NGOs.
- Sponsored the seventh Misk Fellowship Program, training 70 young leaders in sustainability and leadership across 6 SDGs.
- Engaged employees and communities in a blood donation campaign, achieving 1,019 donations and saving 3,057 lives.

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