



## Bank of Jordan Group; Objectives of the Future Plan 2021

### The Strategic Direction

With an eye to becoming the customers' first choice, Bank of Jordan works on streamlining its operations, developing its products and services, and upgrading its conventional, electronic, and digital channels, to deliver balanced and sustainable outcomes to maximize value for our shareholders and partners, empower our staff, and serve our communities in the countries where the Group operates. To that end, the Bank plans to:

**1. Focus on developing and investing in banking services for retail and SME sectors**, as well as attracting the best creditworthy corporate customers. This will contribute to managing and diversifying risks and targeting promising economic sectors in the countries where the Group operates.

**2. Simplify our business** by developing the service delivery ecosystem, all the way from the front office and middle office to the back office. This ecosystem will be the backbone for upgrading our services and providing them to our customers effectively and efficiently through various channels.

**3. Best in digital banking;** by developing our electronic and digital services in a way that enhances the banking experience for customers of all segments, and scales up the concept of self-service, thus enabling the Bank to easily provide services that fulfill the customers' needs and aspirations at all times.

**To achieve its goals, the Bank seeks to enhance its capabilities and competencies in the following areas:**

- **Innovation and entrepreneurship** in several areas, including e-payments, by developing specialized products to meet the needs of high-net-worth customers, including multi-currency products, virtual cards, corporate cards, and e-wallets. The Bank also continues to develop its Mobile Banking application by launching new versions and expanding and diversifying the services provided through the BOJ Mobile App to meet the needs of all customer segments. Additionally, the Bank seeks to attract new customers electronically and develop an online banking platform for corporate and commercial SMEs customers. It also plans to turn the electronic services into communication platforms for customers by deepening and developing the Advisory and Engagement concepts through these platforms.

- **Effective Risk Assessment:** By successfully implementing the Enterprise Risk Management project (ERM) at the level of the Bank of Jordan Group, and the credit process development projects, in addition to upgrading the information security and risk management ecosystem in line with the best international practices to face cybersecurity challenges.



- **Data Management and Analytics:** With an aim to develop the information and data systems infrastructure at the Group level by completing the implementation of the Big Data project for effectively analyzing and presenting data to support decision-making processes and developing various aspects of the Bank's operations to be based on information and analytics.
- **Performance Management Framework:** By re-evaluating the Bank's current performance management and measurement model, identifying opportunities for performance improvement, and then designing models that meet the Bank's requirements in terms of financial results, products, customers, and various channels, leading to the development of the products and the service pricing and profit calculation processes at the Group level.
- **Expense Rationalization and Control:** Mainly by completing the implementation of the e-content management system project at the Group level, since it is viewed as the strategic base for a number of important projects associated with it, which will develop the Bank's infrastructure in terms of streamlining operations and reducing their cost. The Bank is also exerting efforts to control administrative and general expenses and rationalize expenditures in all areas of work, to face the pressures resulting from low margins. It also works to increase income from commissions and other non-interest incomes.
- **Staff Empowerment:** The training plan was developed in line with the Bank's strategic directions, especially the implementation of the ERM project, the Big Data Project, and the Performance Management Framework project. The Bank plans to continue providing the necessary training opportunities that match the actual needs, thus improving performance levels. It will also continue to promote its work environment by improving and automating human resource services and processes and building and developing flexible and remote work systems and policies.