

## **Burgan Bank Continues to Spread Essential Banking Awareness by Highlighting Fraud Trends on Marina FM**

*As part of its committed support to CBK's 'Let's Be Aware' campaign*



*Mr. Mohammad Al Sarraf, Assistant Manager of Corporate and CSR Communications, during his interview on the Diwaniya radio program*

### **Kuwait, 14 September 2023**

In a new effort to raise awareness about financial literacy and secure banking practices, Burgan Bank, represented by Mohammad Al Sarraf, Assistant Manager of Corporate and CSR Communications, recently took part in a lively and informative conversation on the Marina FM show, Diwaniya. The radio appearance comes as part of Burgan Bank's comprehensive social responsibility program and its ongoing support of the "Let's Be Aware" (Diraya) campaign, which was launched by the Central Bank of Kuwait (CBK) and the Kuwait Banking Association (KBA) in cooperation with Kuwaiti banks.

During the radio talk, Al Sarraf tackled several vital topics for the show's mass audience, including the necessity of conducting secure banking transactions, especially when shopping online using banking cards and e-commerce platforms. Other talking points included the different fraud methods that have permeated the market and how customers can take the necessary precautions against them. The talk show also provided precautionary tips to all bank account owners, such as strictly refraining from sharing one-time passwords (OTP) or any personal and account details over the phone or via text messages.

Beyond these topics, the show shed light on Burgan's wide spectrum of offerings that serve customers' varied rising needs and expanding aspirations, such as the case with the Bank's different cards and loan options. It also zeroed in on the Bank's commitment to inclusivity, which aims to enable all customers equally. As an illustration, the Bank's efforts were underlined in this regard as it plans to completely prepare six of its branches to facilitate all banking operations for the differently-abled among its customers.

Reflecting on his radio appearance, Al Sarraf said: "It was such a delight representing Burgan Bank on the outstanding Marina FM show, Diwaniya, which made for an excellent opportunity to address a wider audience and spread awareness about the most important banking methods to ensure a more efficient and safer banking experience. This interview also served as a chance to reaffirm our ongoing commitment to extending support to Diraya and disseminating its key campaign messages, which aim to promote financial culture among all segments of society."

Similar to Burgan's encompassing array of products and services, the Bank's social responsibility program continues to grow and develop flexibly around the community's needs and the Bank's commitment to ESG and sustainability. Accordingly, the Bank spares no effort to educate its community on vital matters, such as financial literacy and banking awareness, which directly affect their quality of life.

### About Burgan Bank

Established in 1977, Burgan Bank is currently the second-largest conventional bank by assets in Kuwait. From its earliest days, the Bank has significantly focused on the corporate and financial institution sectors, in addition to diversifying its offering to cater to its growing retail and private banking customer base.

Burgan Bank has majority-owned subsidiaries, collectively known as the "Burgan Bank Group", in the MENAT region. This Group is supported by one of the largest branch networks across the region and includes: Gulf Bank Algeria – AGB (Algeria), Tunis International Bank – TIB (Tunisia), and the fully owned Burgan Bank Turkey. Furthermore, Burgan Bank has a presence in the UAE through its corporate office, Burgan Financial Services Limited.

The Bank has continuously improved its performance over the years, through an expanded revenue structure, diversified funding sources, and a strong capital base. The adoption of state-of-the-art services and technology has positioned it as a trendsetter in the domestic market and within the MENA region. Moreover, Burgan Bank's brand has been built on a foundation of real values – trust, commitment, excellence, and progression – which serve as a reminder of the high standards to which the Bank always aspires. In fact, the Bank's core philosophy of 'Driven by You' is the foundation on which its products and services are continuously developed.

The Bank obtained the ISO/IEC 27001: 2013 Information Security Management Systems certificate (ISMS) and was re-certified with the prestigious ISO 9001:2015, making it one of the few banks in the GCC and Kuwait to receive such certification for five consecutive times. The Bank also has the distinction of being the only Bank in Kuwait to have won the JP Morgan Chase Quality Recognition Award for twenty consecutive years. Moreover, in a testament to its dedication to the development of its human capital, Burgan Bank is the first bank in Kuwait to be certified as a Great Place to Work®, earning the distinct honor in 2023.

Burgan Bank is a majority-owned subsidiary of KIPCO (Kuwait Projects Company), one of the largest holding companies in the MENA region.

