

## **Burgan Bank Continues to Support the “Let’s Be Aware” Campaign by Spreading Banking Awareness at Educational Institutions in Kuwait**

*Highlighting its dedicated commitment to social responsibility*



*Ms. Hessa Hussain Al-Najadah,  
Senior Manager – Corporate &  
CSR Communications at  
Burgan Bank*



*Group photos from the banking awareness  
workshops for school and university students held  
by Burgan Bank*

### **Kuwait, 18 December 2024**

In line with efforts to spread banking and financial literacy, Burgan Bank recently organized several visits to Kuwait’s respected educational institutions: the American United School (AUS) and the American University of Kuwait (AUK). The visits are part of Burgan’s annual plan to reinforce the public’s financial literacy, upholding its committed support for the “Let’s Be Aware” (Diraya) financial literacy and banking awareness campaign, launched by the Central Bank of Kuwait (CBK) and the Kuwait Banking Association (KBA), in cooperation with Kuwaiti banks.

“We are delighted to continue playing an active role in spreading the Diraya messages across the different circles of society. Financial literacy is essential knowledge for people of all ages today, especially adolescents and young adults who rely heavily on digital banking in their day-to-day purchases,” commented Ms. Hessa Hussain Al-Najadah, Senior Manager – Corporate & CSR

Communications at Burgan Bank. “By collaborating with Kuwait’s prestigious schools and universities, we aim to prepare today’s youths for a future of success and prosperity, achieved in part through sound financial planning and secure banking practices.”

Throughout the four years since the launch of Diraya, Burgan Bank has seized every opportunity to raise awareness about the different banking services and products and how they serve customers’ varying needs and aspirations. It also continues to dedicate its efforts to guiding members of its community toward the safest banking practices, especially those that rely on digital technology, by regularly raising awareness about the latest scam, phishing, and fraud trends and how to remain vigilant against the risk of falling victim to them.

In addition to organizing visits to educational institutions, Burgan Bank has spread Diraya messages across numerous mass media, including radio, newspapers and the Bank’s social media channels, to empower individuals to make informed financial decisions, build economic resilience and achieve financial well-being. These efforts not only highlight the Bank’s dedicated commitment to social responsibility but also directly advance its Environmental, Social and Governance (ESG) strategy.

### About Burgan Bank

Established in 1977, Burgan Bank is a Kuwait-based conventional bank with a significant focus on the corporate and financial institution sectors. From its earliest days, the Bank has significantly sought to diversify 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 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.

Burgan Bank has achieved the LEED v4.1 O+M: EB Gold Certification for its Head Office in Kuwait City. The Bank has also obtained the ISO/IEC 27001: 2022 Information Security Management Systems certificate (ISMS), ISO /IEC 27701:2019 Privacy Information Management Systems (PIMS), ISO/IEC 20000-1: 2018 Information Technology Service Management System (ITSMS) and was re-certified with the prestigious ISO 9001:2015 Quality Management System (QMS), making it one of the few banks in the GCC and Kuwait to receive such certification for five consecutive times. At the same time, the Bank 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.

