

BBK successfully completes the transfer of HSBC Middle East,
Bahrain Retail (Consumer) Business to BBK.

BBK, a leader in retail and corporate banking in the Kingdom of Bahrain, is pleased to announce the successful completion of the transfer of HSBC Middle East – Bahrain branch retail customers to BBK. The transfer was completed smoothly over the weekend with all customer channels now fully enabled.

This milestone marks the full integration of HSBC Bahrain retail customers, including their loans, deposits, credit cards, and bank accounts, into BBK's operations. The transfer also included a successful integration of HSBC employees serving these clients into BBK's dynamic work environment, reinforcing continuity and strengthening the Bank's capabilities.

Following the regulatory approval of the transfer of HSBC's Bahrain retail (consumer) banking operations earlier this year, BBK dedicated several months to establish the necessary infrastructure for a smooth transition. The Bank's teams worked diligently to ensure that customer accounts and products were migrated smoothly, without delays, while upholding the highest standards of service.

Commenting on the achievement, Mr. Yaser Alsharifi, Group Chief Executive of BBK, said: "We are delighted to have completed this transition with such efficiency and precision. Our teams worked tirelessly to deliver a seamless process that safeguards customers' trust and enhances their banking experience. Completing this integration in such a short timeframe highlights the strength of our digital infrastructure and our ability to manage large-scale operations with agility and excellence."

Mr. Alsharifi also expressed appreciation for the close collaboration between both institutions, BBK and HSBC, which played a pivotal role in accelerating the transition.

"We warmly welcome HSBC customers to BBK and look forward to serving them with our comprehensive portfolio of products and services. Our goal is to support their financial journey and meet their diverse needs with innovative solutions and exceptional customer care. By the same token, we extend a warm welcome to the transferring HSBC employees, whose expertise and dedication will enrich BBK's retail banking operations and strengthen our ability to deliver excellence in this important segment." Added Mr. Alsharifi.

Newly transferred customers will benefit from BBK's extensive portfolio of products and services, including wealth management solutions, AlHayrat Savings Account, competitive financing options, and a wide range of credit cards tailored to their diverse needs offered by BBK wholly owned subsidiary CrediMax. With a diverse portfolio that includes Premium, Sharia-compliant, prepaid, and youth cards, alongside loyalty programs, travel benefits, and merchant discounts, CrediMax brings trusted expertise and innovation to all customers.



To complement these offerings and ensure convenience at every touchpoint, customers will enjoy access to BBK's comprehensive service channels, comprising 17 retail branches, BBKPLUS digital branches, 3 BBKLite branches, 77 ATMs (including smart and interactive machines), a 24-hour contact center and the BBK Mobile app, all designed to enhance convenience and elevate customer experience.