

PRESS RELEASE



Beirut, May 07, 2019

SGBL Super Rewards voted Product of the Year 2019

Societe Generale de Banque au Liban announces that it has won the “Product of the Year 2019” award for its Super Rewards product under the most innovative banking product category.

Product of the year is the world’s largest consumer-voted award for product innovation. Their mission is to guide consumers to the newest products in the market, and to reward manufacturers and service providers for product and marketing innovation.

With Super Rewards, the unique and exclusive loyalty program, SGBL has gained a foothold on the market, allowing customers to freely spend their accumulated points while using their cards. All SGBL cardholders can accumulate points by settling their purchases with their credit or debit cards, and can redeem their Super Rewards points at all merchants using a POS terminal in Lebanon and abroad. With Super Rewards, SGBL customers enjoy differentiated privileges, with cutting-edge technology.

Commenting this win, Habib Khoury, director of strategy and marketing at SGBL stated: “This award goes not only to the bank’s management but also to the different departments who were dedicated and have worked and are still working on keeping our loyalty program the number one, top-of-the-notch and innovative program on the Lebanese market as well as abroad. I would like to thank as well, Looya and its chairman Paul Jazzar for the ultimate development and support of Super Rewards loyalty program. And last but never least, I would especially like to thank SGBL’s customers, who inspire and motivate us to always work harder in order to provide them with the best products and services that cater their needs at most. It is very rewarding for us bankers to see our products and services recognized by the consumers in the countries we operate in. So, thank you “Product of the Year”, the market researcher Nielsen and the national consumers for your trust”.

About SGBL

SGBL group operates in the Middle East, The Gulf and Europe. It offers a complete, personalized range of banking services covering universal and specialized financial services regrouping banking, insurance, financial leasing, wealth management, financial brokerage and credit card processing, catering to all client categories. The Group has four core business lines, Retail Banking, Corporate Banking, Private Banking and Investment Banking. SGBL endeavors to provide cutting edge universal banking services to best serve its individual and corporate clients day after day; its mission being to grow alongside its clients and shareholders.

PRESS & MEDIA RELATIONS

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