

## **BANK SOHAR LAUNCHES EXCITING NEW SAVINGS SCHEME OFFERING A RO 250,000 GRAND PRIZE**

*Bank Offers Bigger Prizes, Better Chances and More Winners As It Helps To Encourage A Savings Culture in Oman With Al Mumayaz Savings Scheme*

Bank Sohar has launched an exciting new savings scheme that will offer savers the chance to win a mega prize of RO 250,000 this year if they keep a minimum level of funds in their savings account, in addition to RO 100,000 monthly bumper prizes and other prizes.

Bank Sohar introduced the Al Mumayaz Savings Scheme in 2007 to reward savers and encourage the customers to save more and give them the opportunity to win exciting prizes on a continuous basis in addition to the comfort of security for their savings.

In addition to the Grand Prize of RO 250,000 that is on offer on 31 December there are monthly prizes of RO 100,000 each in September, October and November and on every 10<sup>th</sup>, 20<sup>th</sup> and 30<sup>th</sup> of the month branch draws will be held ensuring that one winner per branch will win RO 1,000 in prize money.

The new savings scheme details were announced at a press conference by Bank Sohar's DGM Retail Banking Khalfan Al Taley who said: "We believe that the Al Mumayaz savings scheme offers a new and exciting opportunity for the community looking for a secure place for their savings and offers them the opportunity to win excellent cash prizes.

"The new Al Mumayaz Savings Scheme offers bigger prizes, better chances and more winners and we are confident that it will prove very attractive to our existing customers and help to attract more customers to Bank Sohar. Bank Sohar is committed to encourage a culture of responsible saving in the Sultanate's residents of all ages to save for the future.

"Based on feedback provided by the customers and residents of the country the Bank has decided to relaunch the Al Mumayaz Scheme with attractive features".

The high value cash prizes, guaranteed winner per branch, more opportunities of winning and lower balance requirement make the Bank Sohar's Al Mumayaz Savings Scheme the best savings prize draw scheme in the market.

With a average monthly balance not less then RO 2,000 in their savings account customers earn two chances for the RO 250,000 mega prize draw on 31<sup>st</sup> December 2009 and for every additional RO 2,000 balance customers will earn two more chances to be entered into the draw.

For the monthly bumper draws of RO 100,000 prize each during September, October and November months customers earn two chances for average monthly balance not less then RO 1,000 in their savings account. For the branch draws on 10<sup>th</sup>, 20<sup>th</sup> and 30<sup>th</sup> customers earn two chances when they maintain average monthly balance not less then RO 100.

During the launch of the new savings scheme, the first branch draws were conducted and list of the branch winners of the RO 1,000 prizes were announced. Since launching in the Omani market two years ago, , Bank Sohar has offered its customers a unique range of prizes and offers including free shopping vouchers, attractive cars or 4WDs, two cars to one winner, guaranteed winners for each branch and high value cash prizes.

Senior Bank Sohar officials say that the Al Mumayaz Savings Scheme is one of the very popular prize schemes in the country which is continually growing. . Bank Sohar is Oman's youngest and fastest growing bank. In a little over two years since its inception it has become the fourth largest bank in Oman in terms of lending. The Bank also reported very healthy half year earnings achieving a net profit of RO 1.671 million reflecting the bank's innovative approach to financial services and customer acquisition.

Bank Sohar has a network of 13 branches spread across the Sultanate and has the unique distinction of 24/7 access to customers through its own and Omanswitch ATM work at free of cost. The Bank employs over 430 staff - of which 86 per cent are Omani, a sign of the commitment of the bank to its Omanisation policy and developing the banking professionals of tomorrow across the Sultanate.