

### **Special Event for Bank Sohar's Capital Area Customers**

Customers are the focus for the fast growing commercial bank of the country. Bank Sohar recently hosted a special event for their high net worth and potential customers from the capital area at the Crowne Plaza Hotel, Muscat. Also invited to the event were several of the winners of Bank Sohar's Al Mumayaz Savings Scheme launched during 2009. Dr. Mohamed Abdulaziz Kalmoor, Chief Executive Officer, Mr. Khalfan Rashid Al Tal'ey, DGM Retail Banking and senior officers of the Bank were present at the event to greet and interact with the guests.

Dr. Kalmoor gave the gathering a brief outline of the achievements of Bank Sohar in the areas of products and services, branch network, technology and resources. He mentioned that during the first nine months of 2009, the Bank had achieved a Net Profit of OMR 4.440 million as compared to a Net Loss of OMR 0.656 million in the corresponding period of 2008. "Since opening for business, we have worked hard to close the gap between us and competition in every aspect of banking and through these efforts to also provide the best experience for the customer." Dr. Kalmoor thanked the customers for their unstinted support and added that the objective of Bank Sohar's continuing interaction with customers in different regions right through the year is both to share and to network. "It is these interactions with our customers that helps us understand the dynamic requirements of their business, the response to our products and services introduced from time to time. Above all what more needs to be done to meet the aspirations of our business community. As we grow, we want to listen, to understand and to improve and always remain close to the customer." he added.

Mr. Khalfan Rashid Al Tal'ey thanked the gathering for responding enthusiastically to the Bank's invitation and for the opportunity it afforded for networking. "During the year, we have been in every region and in every branch to reach out to customers and to ensure that our channels of communication with them remain open. Our interactions with customers have been both rewarding and enriching. The capital area is our last point of interaction but by no means the least." Mr. Al Tal'ey highlighted the Bank's Al Mumayaz Savings Scheme with its unique incentives for saving and earning rewards and added that Bank Sohar now offered the best savings scheme in Oman. "Bank Sohar's Savings Scheme has during the year drawn in large numbers of customers to the Bank and also worked in full measure to meet the national objective of boosting domestic savings."

Events & Products Manager Mr. Abdullah Al Mahmoodi elaborated on the features, the eligibility criteria and on the attractive features of the Bank's current Savings Scheme. The Scheme now conducts three monthly draws with prizes of RO 1000 one winner from each of the branches and one monthly bumper prize draw. The next monthly draw for the bumper prize of RO 100,000 will be held at the end of November. He informed the audience that at the end of December 2009, there will be a bumper prize draw of RO. 250,000 - to one lucky customer. This will be the largest single prize for savings that has ever been paid by Bank Sohar!

During the evening, Dr. Kalmoor and Mr. Al Tal'ey distributed certificates of appreciation to a number of the Bank's customers who had won prizes in the Al Mumayaz Savings Scheme. The Bank also distributed gifts as a token of appreciation to customers who responded to the Bank's invitation.

