



## Bank of Jordan Group's Strategic Plan Objectives for 2023

During 2023, the Bank of Jordan Group aims to continue the implementation of its digital transformation strategy, as it will serve the foundation on which the development of digital services and channels will be carried out at the group level through the application of modern technologies and optimizing the bank's operations. The Bank of Jordan Group considers digital transformation as the most effective strategy for enhancing services provided to customers. In addition, the group will also pursue deliberate regional expansion plans and establish its banking business bases in selected target markets. It will also continue to follow changes and developments in local, regional, and global markets, to achieve balanced and sustainable performance and maximize the value for shareholders and partners.

### Strategic Pillar

- Developing strategies and business plans at the Bank of Jordan Group level that enable the Bank to define a distinct future vision for growth within the target markets and direct the Bank's resources in that direction. The goal is to identify targeted growth areas and opportunities in the markets in which the Bank is located.
- Launching the bank's business in the Kingdom of Saudi Arabia through the Riyadh branch in the second half of 2023, as well as developing an action plan for the bank's business in Saudi Arabia.
- Corporate and investment banking (CIB) development and upgrading at the group level to enable the bank to establish and implement strategic plans and visions for business sectors (companies, commercial and financial institutions).
- Maximizing returns from the group's treasury activities, delivering the best products and services to clients, and providing the liquidity and financing needed for the bank's operations.

### Financial Pillar

- In 2023, the Bank of Jordan Group seeks to achieve a balanced and sustainable financial performance, taking into account the unique characteristics of each country in which the bank operates, the expected business environment, and the economic and geopolitical challenges in the near future.
- Improving the Bank's financial position through expanding its operations in terms of funding sources and uses, revenue growth, and cost control, while maximizing shareholder value.

### Market and Customer Pillar

- Improving and excelling of digital and electronic services for the retail and business development sectors at the group level, as well as diversifying the services offered through these channels. This is supported by the launch of the BOJ Business Banking platform for large corporate and SME's, as well as the ongoing improvement of services at the BOJ Mobile level.
  
- Continuing to implement the market segmentation project and its reflection on the polarization process, product development, and customer communication within an integrated business strategy, as well as implementing the project in Palestine.
- Enhancing the Bank of Jordan Group's positive image by directing social responsibility initiatives towards sectors with a sustainable impact within the countries in which the bank operates, in addition to achieving sustainable development goals and involving employees in community service activities.

### **Internal Operations Pillar**

- Adopting new technologies and adapting to the rapid digital revolution in customer service, the bank must streamline its operations and boost the performance of the operations environment at the bank level in order to achieve Operational Excellency.
- In 2023, The Electronic Content Management (ECM) will prioritize implementing the targeted plan for digital archiving in order to keep up with the rapid pace of technical advancement and digital transformation.
- Continuing to implement the Digital Strategy, which includes developing the Bank of Jordan Group's digitization system, allowing the bank to accelerate the pace of integration and digital transformation in comparison to competitors and in accordance with the projects and initiatives specified in the strategy, most notably the Middleware Project.
- Applying and completing the methodologies and work mechanisms within the Enterprise Risk Management (ERM) project, including the Creditlens project, as well as enhancing cyber security at the Bank of Jordan Group level and developing the applied methodology for managing cyber security risks and governance in accordance with the best practices implemented in this regard.
- Developing a compliance plan for the group and new branches, helping the bank's departments and business units implement their digital transformation plans and current strategic initiatives, and adhering to regulatory standards are all necessary to preserve the bank's interests.

### **Human Resources, Learning and Development Pillar**

- Continuing to implement the human resources strategy in accordance with the roadmap and priorities established for the year 2023, with a focus on improving the work environment, including the introduction of internal initiatives to integrate employees (Engagement), retain competencies, and improve the Bank's image as a preferred place to work at the Jordanian banking sector level.
- Developing human resources and focusing on performance enhancement by connecting training and development to the career path and benefits of the bank's next phase of digital transformation and regional expansion.