



CORPORATE BRIEFING SESSION

On the **Road to Transformation**

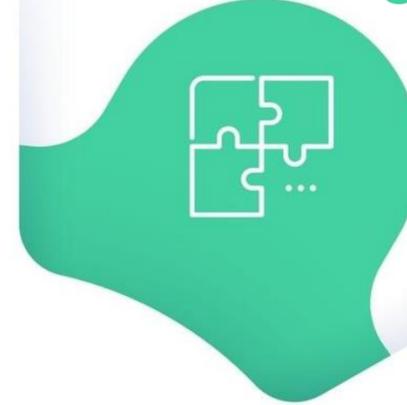
September 2023

IMPROVED CREDIT RATING

Improvement in long term credit rating to A+ (in CY-2021 and CY-2022)

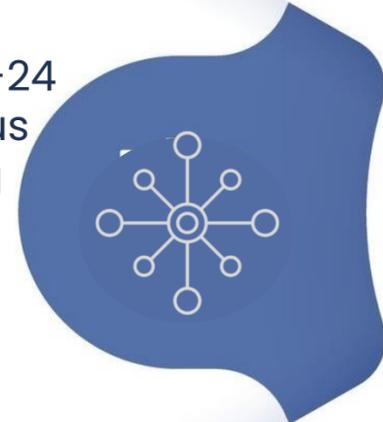


STRONG SHARE HOLDING STRUCTURE



DIGITAL BANKING

State of the art-T-24 software and focus on Digital Banking



ON THE ROAD TO TRANSFORMATION

DIVERSIFIED BRANCH NETWORK

(120 Islamic Banking and 112 Conventional Banking)



STRATEGY

Implementing the strategy for long term sustainable growth



STRONG BOARD & MANAGEMENT TEAM



Where We Were in 2021

Over reliance on Government Deposits

Low deposit contribution from individuals

Deposit mix: High cost & high concentration

Inadequate non mark up income generation due to limited cross sell

Branch network in need of modernization

Rudimentary digital banking capabilities

Gaps in product services and capabilities

Brand perception: weak in KP, almost nonexistent outside

Detailed self assessment in 2021 to formulate the new business strategy

Key Elements of the Strategy Going Forward

Capacity building & strengthening of management team

Diversification of the deposit base

Improvement in portfolio quality

Focus on generating higher non-mark up income

Expand branch network to increase customer reach

Developing strong digital banking capabilities to capitalize on growth opportunities

Develop BoK brand: Modern, Agile, Customer Centric, Exciting & Digitally Savvy

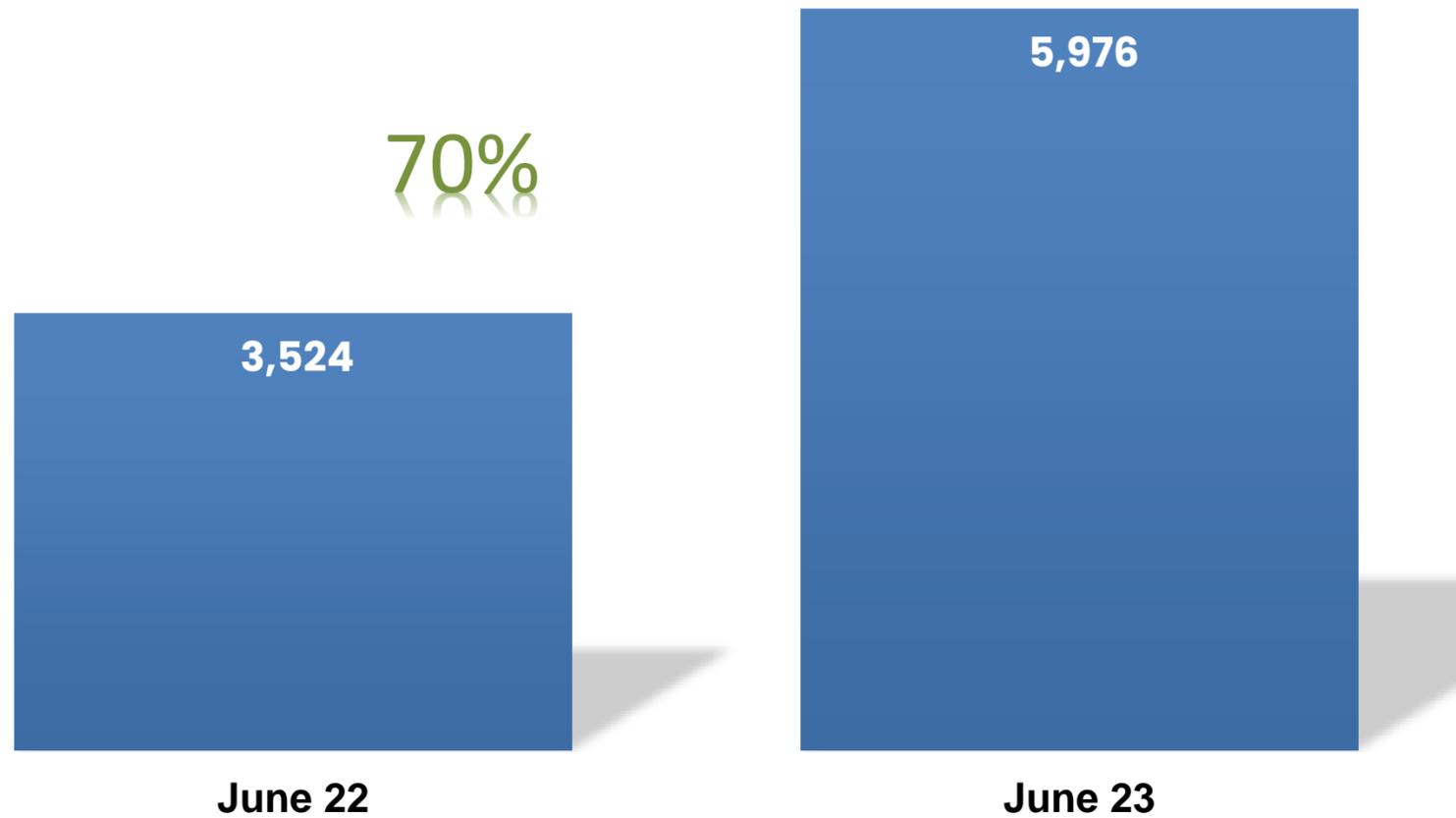
High standards of corporate governance, environmental and social responsibility, community relations and employee welfare

BoK has embarked upon a transformation journey for long term sustainable growth

The background features a dark blue field with a complex, overlapping grid of lighter blue lines that create a sense of depth and perspective. Several large, semi-transparent circles in shades of orange, red, and purple are scattered across the composition, adding a modern, geometric aesthetic.

PROGRESS REVIEW

Net Interest Income



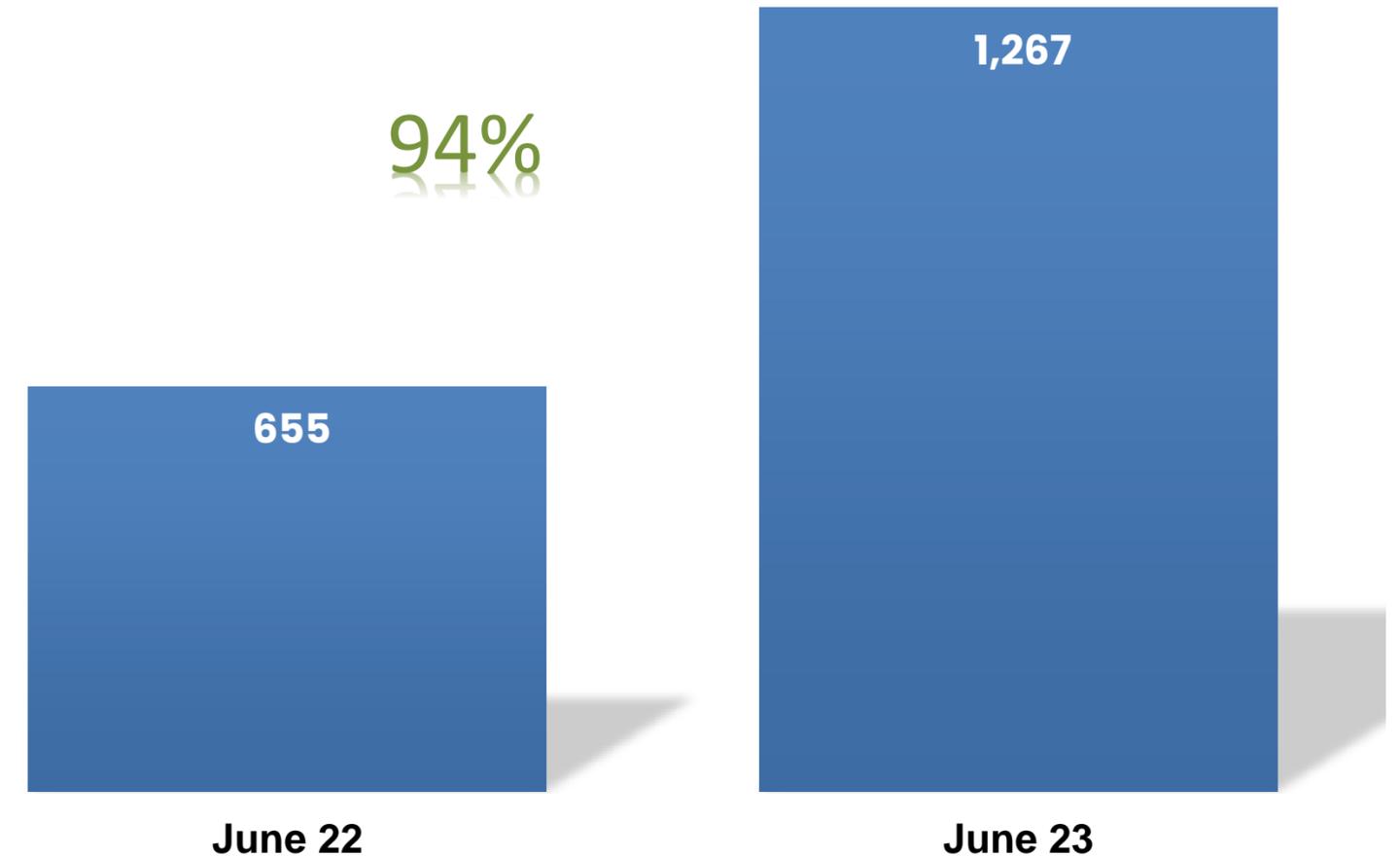
Substantial increase in Net Interest Income through

Portfolio re-profiling

Improved deposit mix resulting in higher margins

Increase in deposits and reduction in borrowings

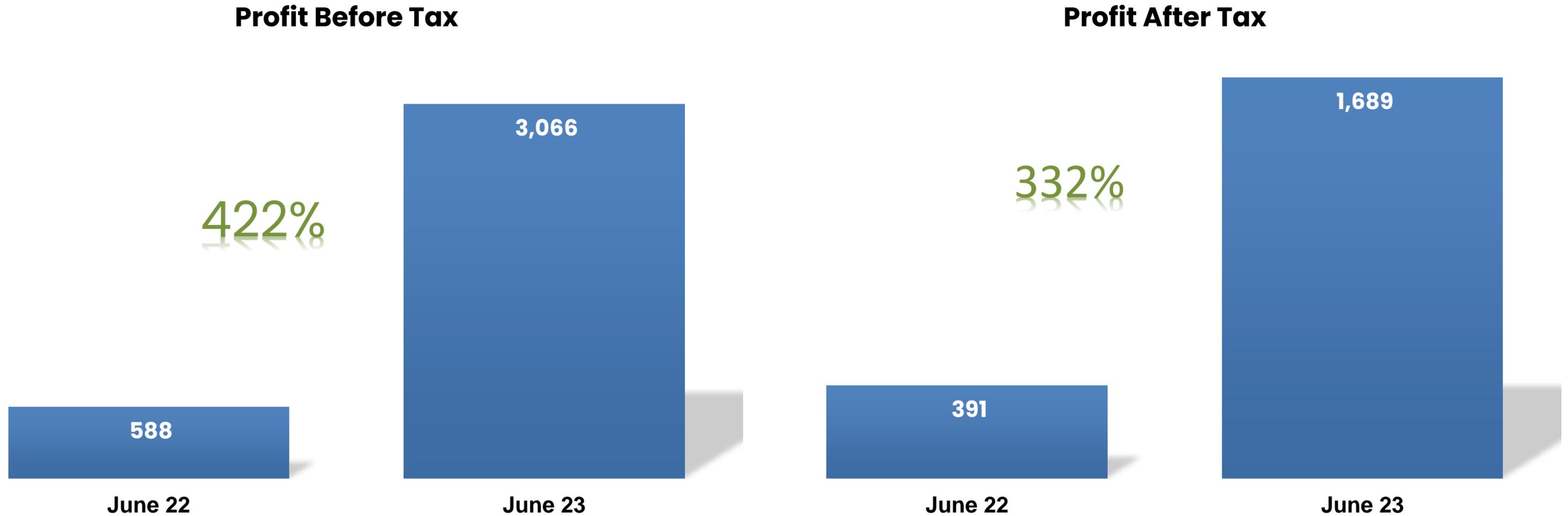
Non Markup Income



Non mark up income increased due to focus on

Increase in fee and commission income

Forex income



Profit before & after tax registered tremendous growth because of

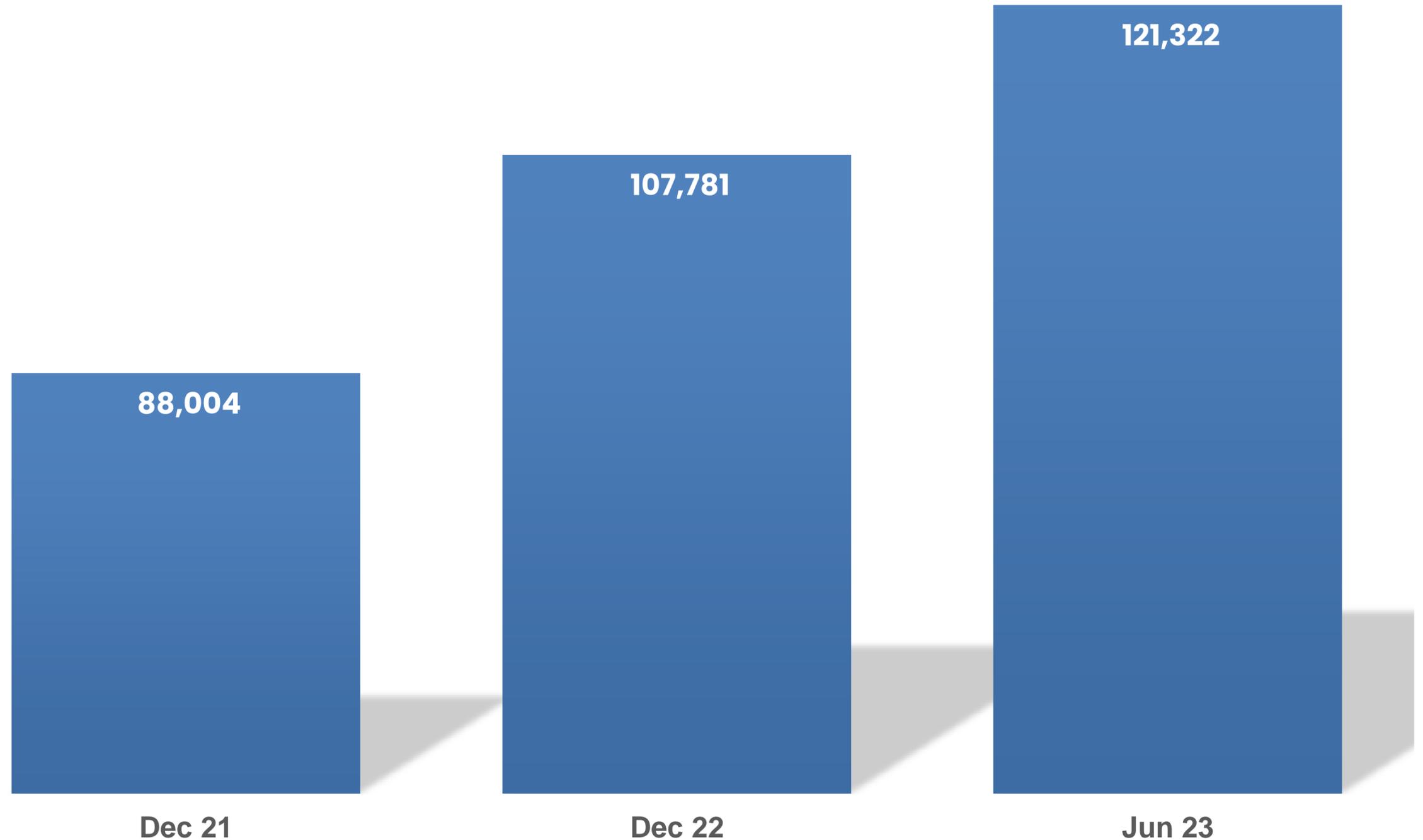
Substantial growth in income stream which out paced increase in operating costs

Lesser provision charge as compared to the previous period same year

Private Deposits

Achieved growth in private deposits

Private deposits growth rate was higher than government deposits growth

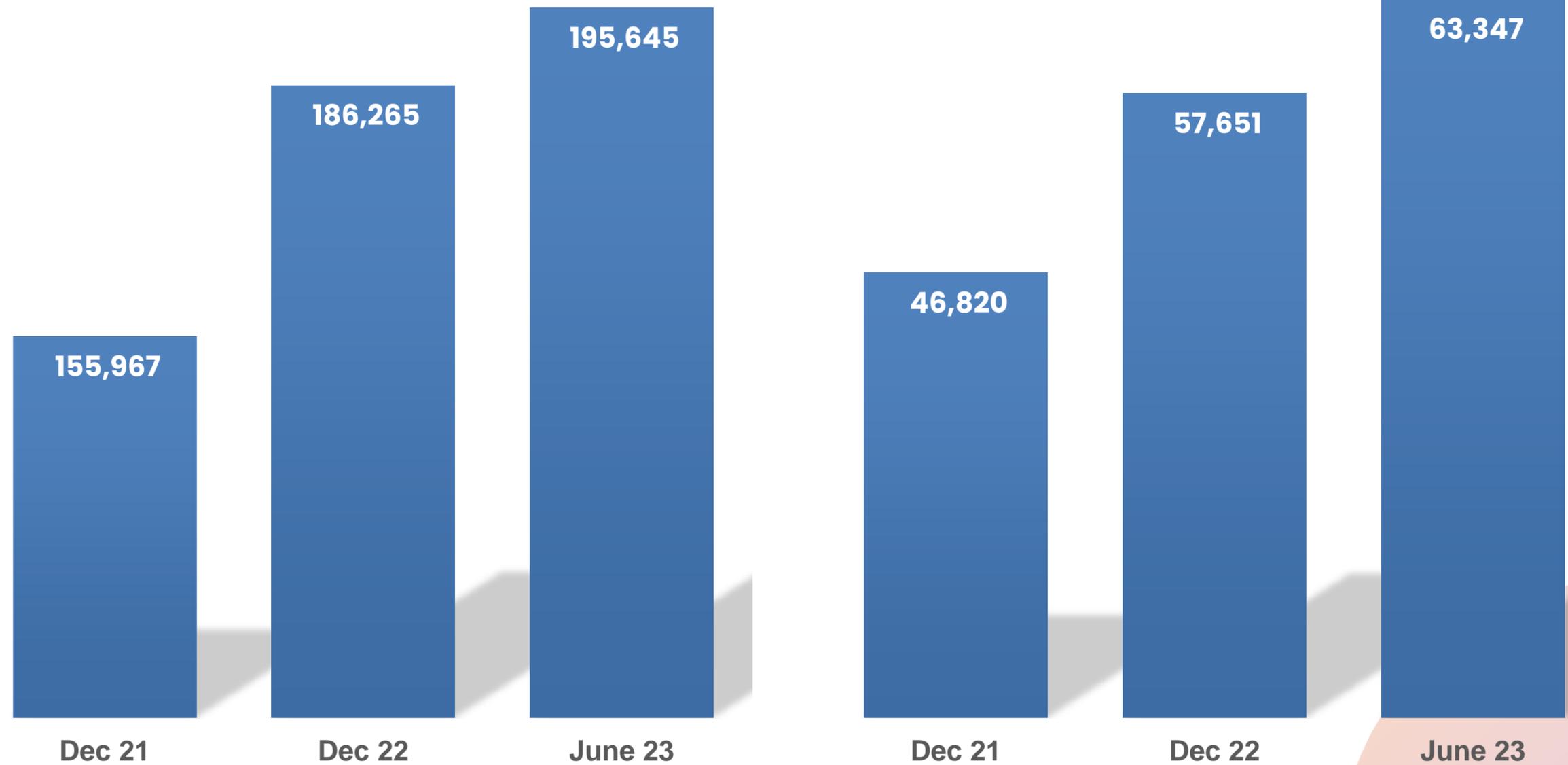


CASA

Current Deposits

Improvement in Current and Saving Accounts (CASA), especially Current Accounts (CA)

Focusing on reducing cost of deposit





Long-Term Rating Upgraded

Achieved long term rating upgrade from PACRA in October-2022 (From A to A+)

Earlier, in June-2021, VIS had upgraded the long-term rating of Bank (From A to A+)



The Bank of Khyber is proud to announce it has been upgraded to **A+ Rating by PACRA.**

We would like to take this opportunity to extend our gratitude to our board, shareholders, management, employees & our customers for their unwavering support.





Strengthened Management Team

Managing Director / CEO

Group Head Treasury & Investment Banking

Chief Risk Officer

Chief Financial Officer

Group Head Operations & Support

Group Head Conventional Banking

Group Head Islamic Banking (Acting)

Group Head Digital Banking

Chief Information Officer

Group Head Human Resource

Company Secretary

Group Head Remedial Asset Management

Group Head Internal Audit

Chief Compliance Officer

Head Legal (Acting)

Chief Information Security Officer

Muhammad Ali Gulfaraz (**Joined in 2021**)

Syed Farrukh Zaeem (**Joined in 2023**)

Mohammad Haroon Zamir Khan (**Joined in 2023**)

Irfan Saleem Awan (**Joined in 2021**)

Moin Rana

Sher Muhammad

Ali Khan Arbab (**Elevated in 2022**)

Asim Bashir (**Joined in 2022**)

Shaikh Mashhood Rahman (**Joined in 2023**)

Muhammad Asif (**Joined in 2020**)

Sara Shah (**Joined in 2023**)

Ihsan Ullah Ihsan

Mudassar Iqbal

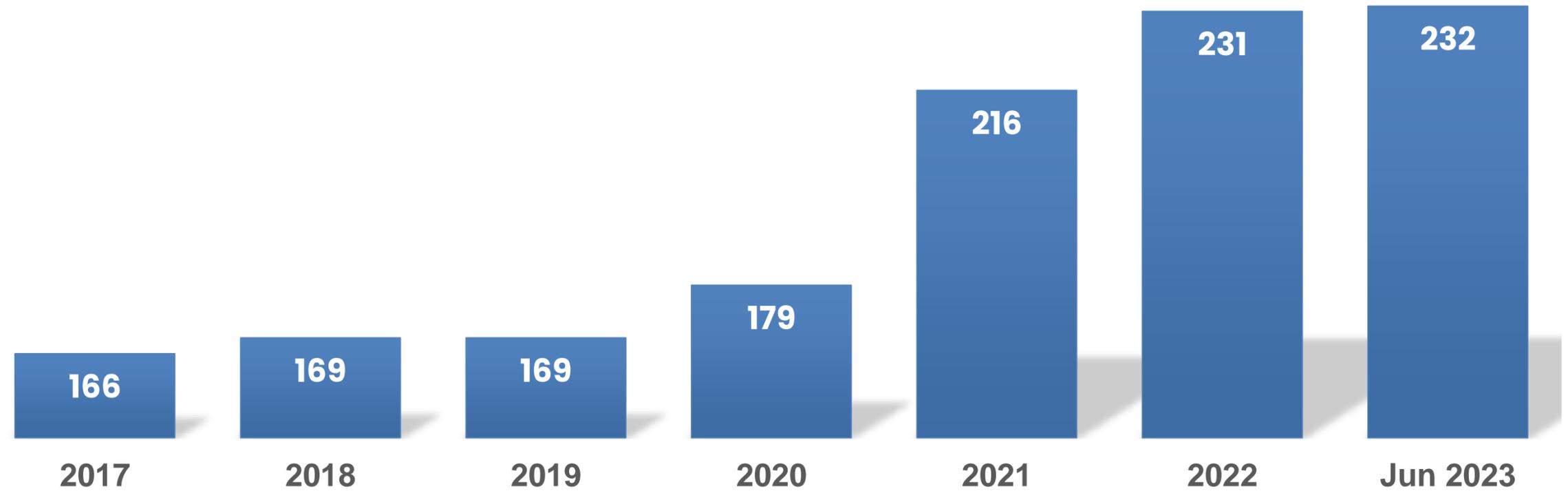
Khalid Abdul Aziz

Muhammad Maqbool

Manzar Habib (**Elevated in 2022**)

Branch Expansion

Expansion aims on improving the Bank's deposit base and its composition. This will also support to improve Bank's outreach, and industry positioning in terms of deposits

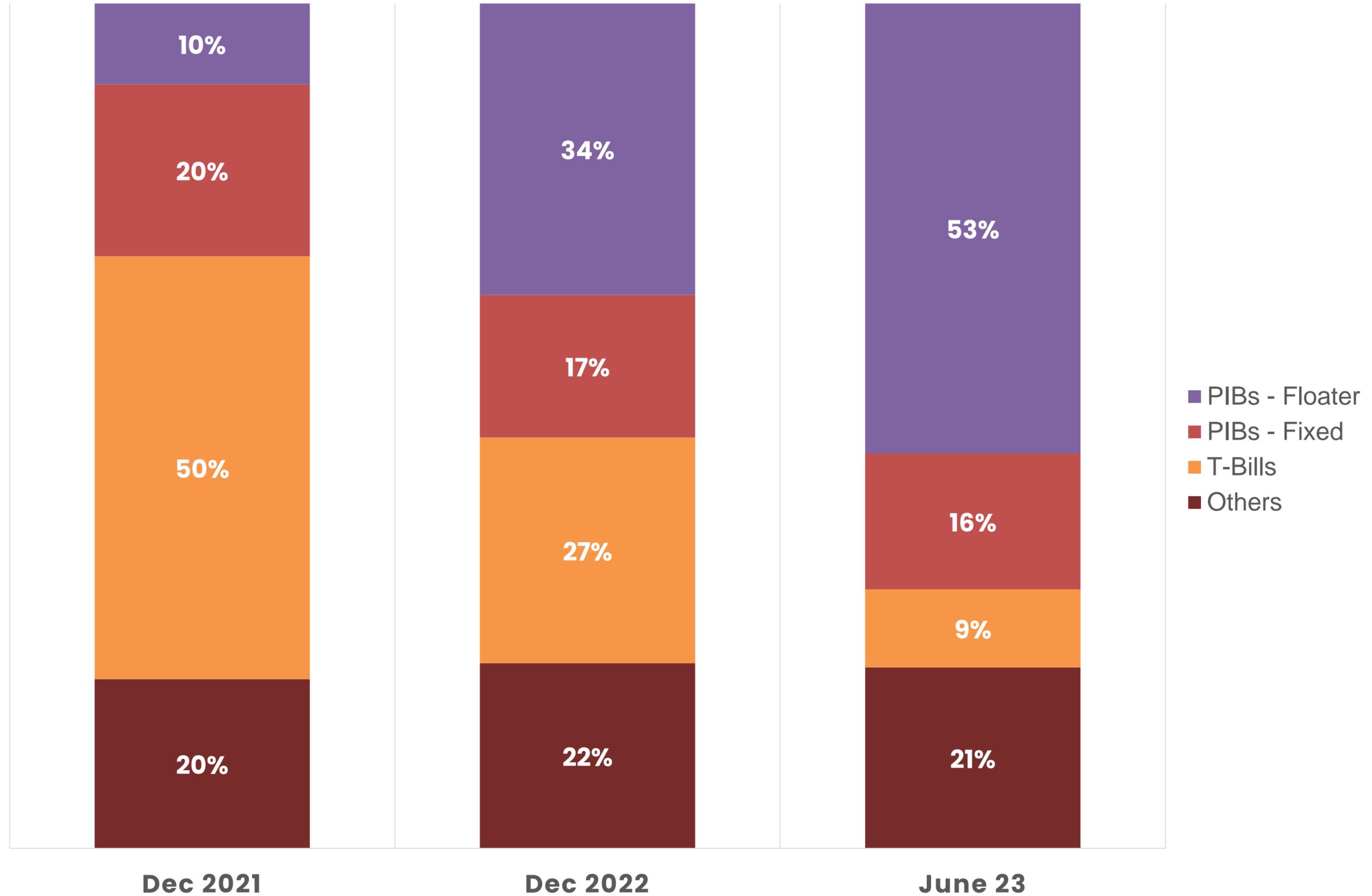


Province	2022 Conventional	2022 Islamic	2022 Total	Plan 2023 Total
KPK	60	100	160	164
Punjab	30	7	37	38
ICT	9	4	13	18
Sindh	8	3	11	13
Baluchistan	2	5	7	7
AJK & Gilgit	3	-	3	3
Total	112	119	231	243

Reprofiling of Portfolio

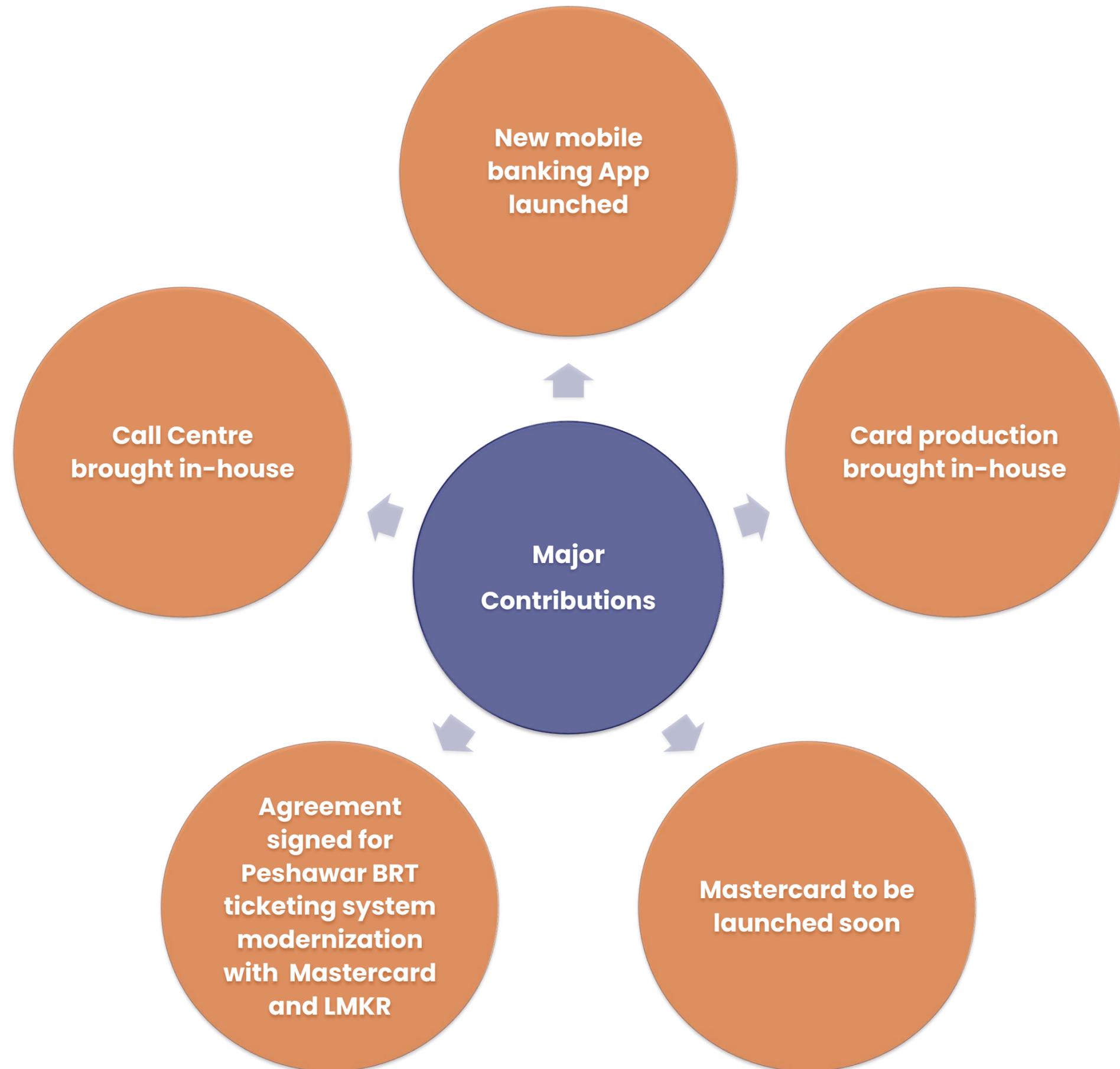
Investment mix re-profiled keeping in view the interest rate outlook

Investment Mix (%)



Digital Banking Initiatives

A dedicated Digital Banking Group (DBG) equipped with experienced resources has been established.

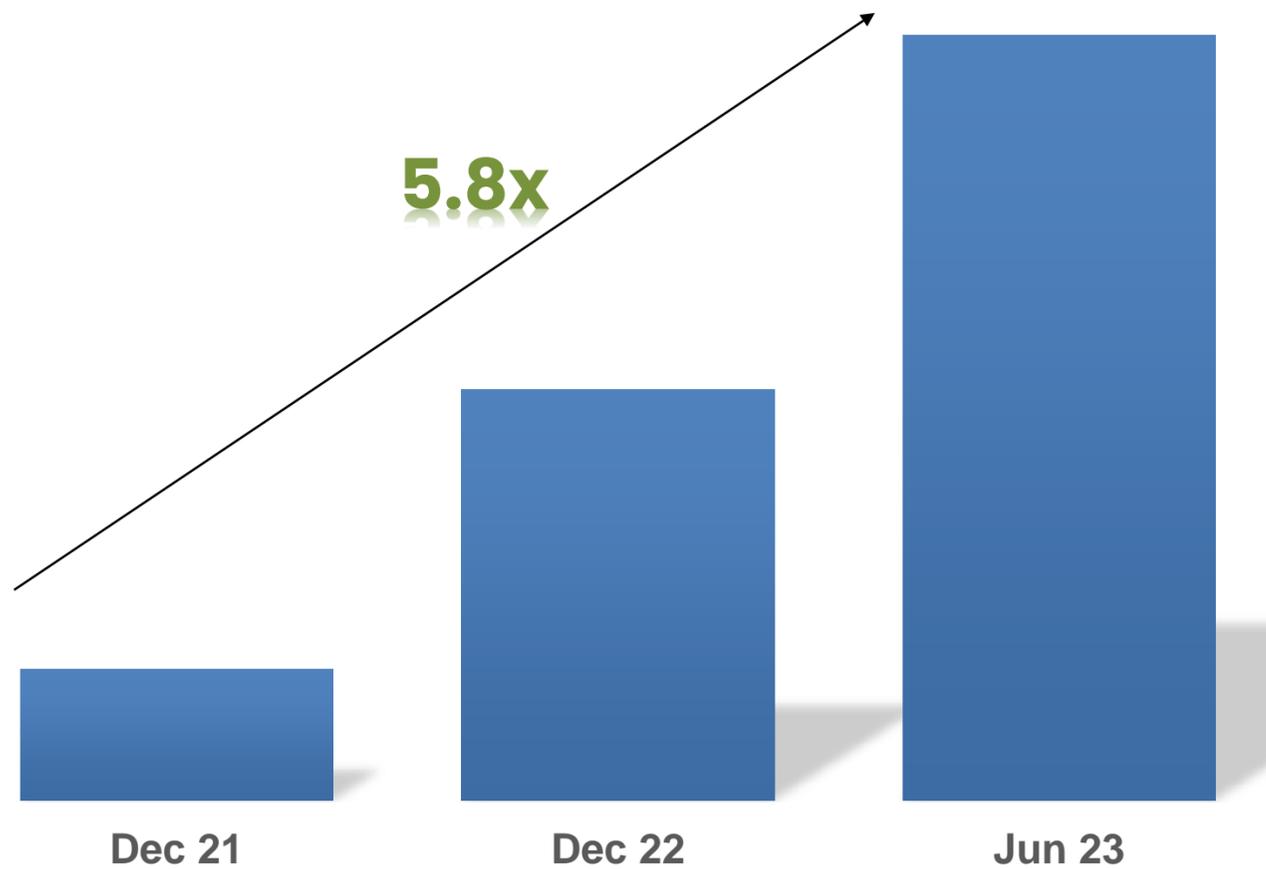


Digital Banking Growth

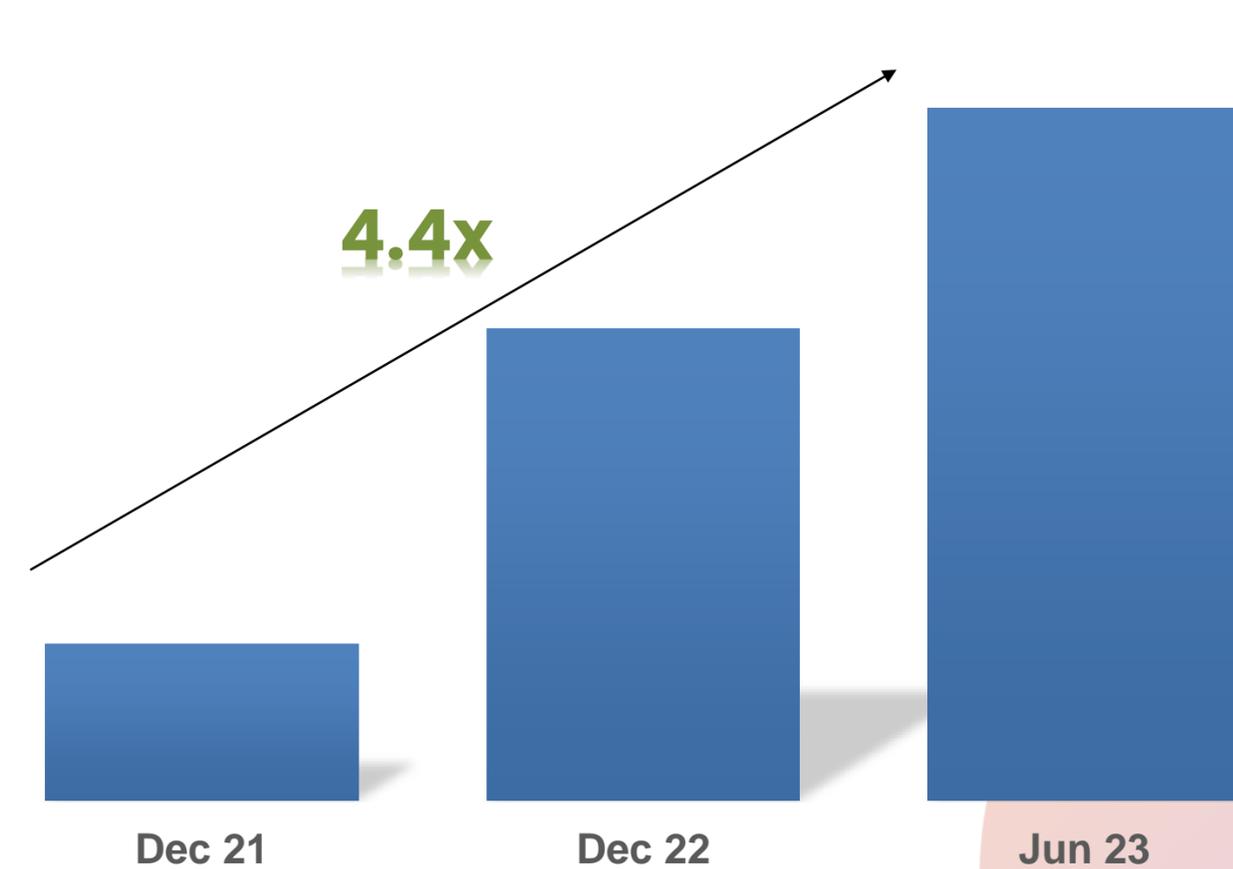
Substantial increase in number of digital transactions

Growth in registered App users

Digital Transactions*



Digital App users*



*Monthly Numbers

The background features a dark blue field with a complex, overlapping grid of lighter blue lines that create a sense of depth and perspective. Scattered throughout are several circles of varying sizes, each with a gradient from orange to purple. The text is centered in a clean, white, sans-serif font.

AWARDS AND RECOGNITION



Awards and Recognition

Earned international recognition – Bronze Award for year 2021 for the **Best Presented Annual Report Awards** at South Asian Federation of Accountants “Public Sector Banks Category”

Won Third Position in the in the **Best Corporate Report Award** for the year 2021 in “Banking category” held by ICAP and ICMA.



#BankOfKhyber

Bank of Khyber wins Joint Bronze Award in the SAARC region for **Best Annual Report** amongst **Public Sector Banks** at an awards ceremony in Kathmandu, Nepal hosted by the **South Asian Federation of Accountants (SAFA)**



#BankOfKhyber

BEST CORPORATE REPORT AWARD 2021

The Bank of Khyber has been awarded the 3rd Position for Best Corporate Report Award in the “Banking” sector category

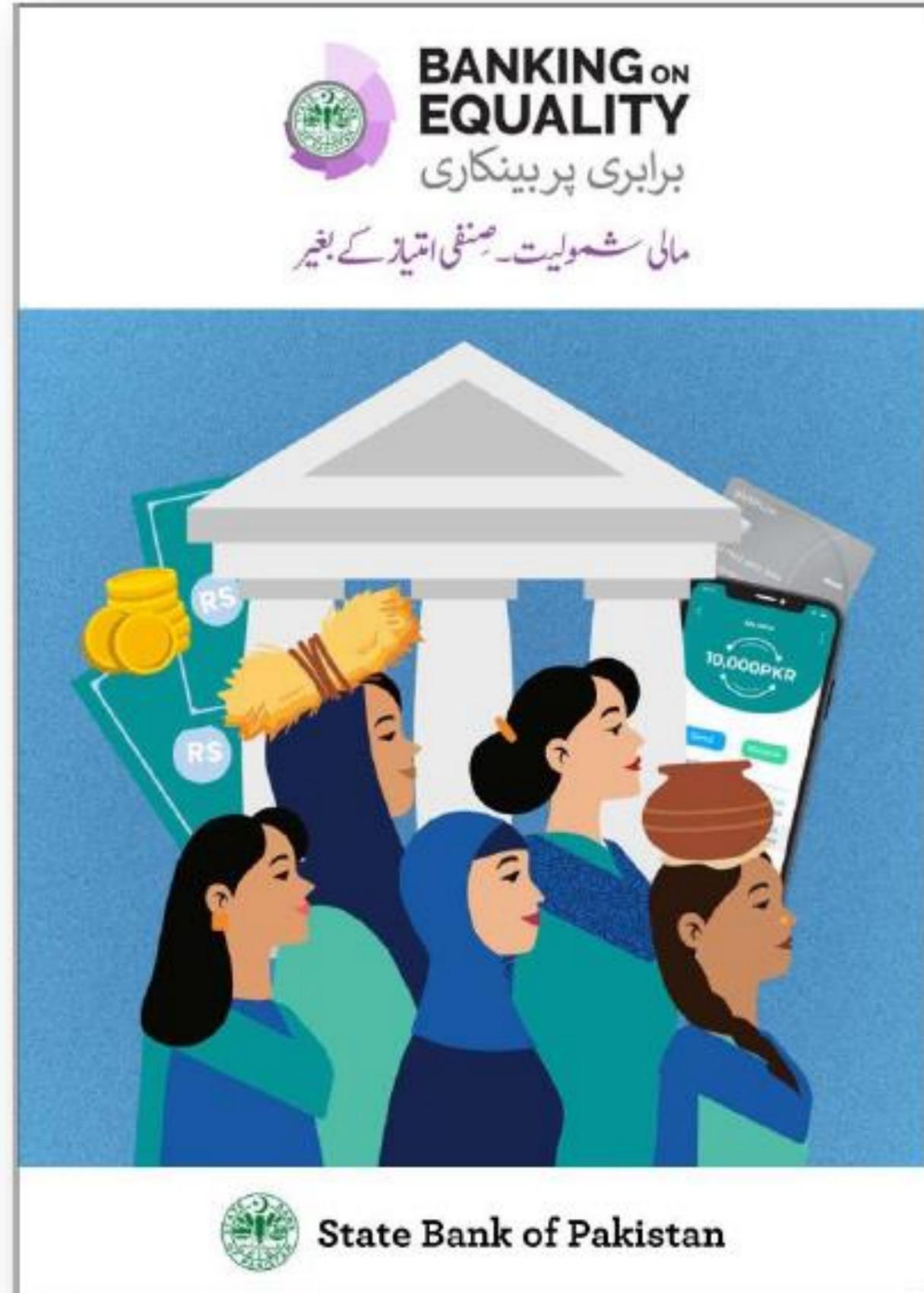




Banking on Equality

BoK secured 1st
Position in Small
Banks category

June 2023



The background features a dark blue field with a grid of thin, light blue lines that create a perspective effect, receding towards the center. Scattered throughout are several circles of varying sizes, each with a gradient from orange at the top to purple at the bottom. The text is centered in a clean, white, sans-serif font.

FINANCIAL HIGHLIGHTS

Half Yearly Results

Description	Rs. in Million		Var %
	1H 22	1H 23	
Mark-up/return/interest earned	18,729	24,778	32%
Mark-up/return/interest expensed	15,205	18,801	24%
Net Markup/Return/Interest Income	3,524	5,976	70%
Non mark-up/interest income			
Fee and commission income	234	301	29%
Dividend income	5	5	6%
Net Gain/ (Loss) on securities/associate	12	(3)	-122%
Forex Income	332	893	169%
Other Income	72	71	-3%
	655	1,267	94%
Gross Income	4,178	7,243	73%
Non Markup Expenses	3,076	3,738	22%
Income Before Provisions / (Reversal) - Net	1,102	3,505	218%
Net Provisions / (Reversal)	514	439	-15%
Profit Before Tax	588	3,066	422%
Tax	197	1,377	600%
Profit After Tax	391	1,689	332%
Earnings Per Share (EPS) – Rs.	0.35	1.53	

Half Yearly Results

Description	Rs. in Million		Variance%
	Dec-22	June 23	
Cash and balances with treasury banks	16,274	25,944	59%
Balances with other banks	3,557	9,559	169%
Lendings to financial institutions	7,641	4,275	-44%
Investments	173,669	181,825	5%
Advances	127,515	103,233	-19%
Fixed assets	5,613	5,951	6%
Intangible assets	474	447	-6%
Deferred tax assets	1,368	2,821	106%
Other assets	8,874	11,707	32%
Total Assets	344,984	345,763	0%
Bills payable	2,102	1,280	-39%
Borrowings	66,263	39,856	-40%
Deposits and other accounts	248,906	274,544	10%
Other liabilities	11,285	13,193	17%
Total Liabilities	328,557	328,873	0%
Net Assets	16,427	16,889	3%
Share Capital	11,028	11,028	0%
Reserves	3,647	3,984	9%
Deficit on Revaluation of Assets - Net	(230)	(1,459)	535%
Un-appropriated profit	1,983	3,336	68%
Total Equity	16,427	16,889	3%

Historical Data



KPIs	2017	2018	2019	2020	2021	2022	June 2023
Return on Net Assets - Annualized	11.4%	3.4%	10.1%	13.5%	6.4%	2.8%	20.4%
Return on Assets - Annualized	0.8%	0.2%	0.5%	0.7%	0.3%	0.1%	1.0%
Earnings Per Share (Rs.)	1.79	0.47	1.31	2.15	1.05	0.41	1.53
Cash Dividend Per Share (Rs.)	1.50	-	0.50	1.50	-	-	-
Bonus Shares Per Share (Rs.)	-	-	-	0.50	0.50	-	-
Dividend (cash) Payout Ratio	83.8%	0.0%	38.2%	69.8%	0.0%	0.0%	0.0%
Advances (gross) to Deposits Ratio	55.1%	57.9%	62.6%	66.4%	59.1%	54.2%	40.4%
Gross Infection Ratio (NPL / Gross Advances)	5.5%	4.7%	4.4%	5.4%	8.0%	8.7%	11.5%
Provision Coverage Ratio	89.5%	89.2%	84.2%	80.3%	62.9%	62.9%	60.5%
Government Deposits	59.7%	62.6%	62.4%	56.0%	60.3%	56.7%	55.8%
Private Deposits	40.3%	37.4%	37.6%	44.0%	39.7%	43.3%	44.2%
Expense to Income Ratio	58.6%	88.4%	61.9%	43.8%	67.8%	78.6%	51.6%
CAR (Capital Adequacy Ratio)	20.00%	12.28%	15.30%	19.35%	14.74%	14.88%	14.12%

Historical Data

Rs. In Million



Description	2017	2018	2019	2020	2021	2022	H1 2023
Deposits	159,247	171,168	182,168	203,072	221,876	248,906	274,544
Advances (gross)	87,673	99,167	113,976	134,907	131,166	134,913	110,986
Advances (net)	83,369	95,012	109,742	129,063	124,549	127,515	103,233
Investments (net)	140,474	94,233	146,911	113,479	184,399	173,669	181,825
Total Assets	245,132	223,095	306,305	288,300	358,606	344,984	345,763
Share Capital	10,003	10,003	10,003	10,003	10,503	11,028	11,028
Total Equity	15,398	11,705	14,201	17,772	16,570	16,427	16,889
Net Markup Income	4,799	5,139	4,766	6,762	6,789	7,149	5,976
Non-Markup Income excl. CG* & associate	590	700	822	1,142	1,091	1,376	1,269
Total Income excl. CG & associate	5,389	5,839	5,588	7,904	7,880	8,525	7,246
Operating Expenses	3,778	4,077	3,638	4,223	5,300	6,711	3,738
Profit Before CG, Provision & Tax	1,611	1,762	1,950	3,681	2,580	1,814	3,508
Capital Gain/ (loss) and associate	1,061	(1,226)	290	1,735	(68)	8	(3)
(Reversal)/ Provisions	(123)	(171)	(21)	1,610	832	902	439
Profit Before Tax	2,795	707	2,261	3,806	1,680	920	3,066
Profit After Tax	1,790	466	1,306	2,152	1,104	455	1,689

*CG: Capital Gains/ (Loss) on securities



MARKETING

Comparative Analysis

Elevating Our Brand A Transformative Journey

- Achieving brand coherence, consistency, and relevance was a rigorous endeavor
- Aligned our internal and external branding with global brand benchmarks
- Encompassing values of culture, sports, adventure, and sustainability, marking a pivotal transformation





From Bank Centric Artworks with inconsistent visuals to a Customer- Focused Brand





The Bank of

بینک

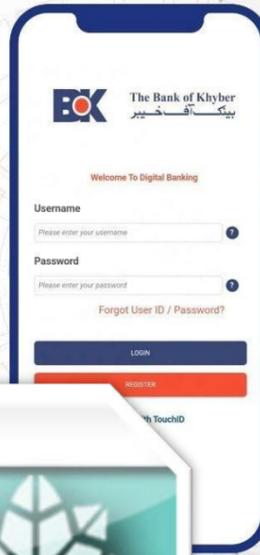


The Bank of Khyber
بینک آف خیبر



BOK Digital

BOK Going
Digital
Soon



The Bank of Khyber
Mobile Banking App

موبائل بینکنگ رجسٹریشن
مکمل طریقہ کار نیو انٹرفیس کے ساتھ



THE BANK OF KHYBER
THE BANK OF KHYBER



Custodians of Rich Values

of Khyber
بینک آف



The Bank of Khyber

اکاؤنٹ کا بیلنس کیسے



26/09/23
How To Activate
Khyber Bank ATM/Debit
Card at Home



NOTICE
SHIFTING / RELOCATION OF
THE BANK OF KHYBER
ISLAMIC BANKING BRANCH
SHAH ALAM GATE, LAHORE



All account holders of The Bank of Khyber are hereby informed that our Islamic Banking Branch located at 36-E Alamgir Market, inside Shah Alam Gate, Lahore will be shifting to the following new location

S-38; Circular Road Shah Alam Gate, Lahore

The branch operations at the new location are expected to commence by **July 26, 2021 (Monday)**.

For further information Contact: 042-37641834-36

Branch Manager: 0300-4539623, Manager Operations: 0321-4728809

021-111-265-265 www.bok.com.pk /TheBankofKhyber

Bank of Khyber بینک آف خیبر
Islamic Banking اسلامی بینکنگ

Saving Accounts & Profit Rates





AP KI
REMITTANCE
AP KAY
PYAARON
TAK
**FAURI
AUR
MEHFOOZ**



#BankOfKhyber

**INSTANT,
FREE & SECURE
FUNDS TRANSFER
WITH RAAST**
Anytime, Anywhere



#BankOfKhyber

**CONGRATULATIONS
TEAM PAKISTAN**
FOR MAKING IT TO THE FINALS!

26/09/23



**BOK
Digital**

HAR JAGAH HAR PAL

Download now



www.bok.com.pk



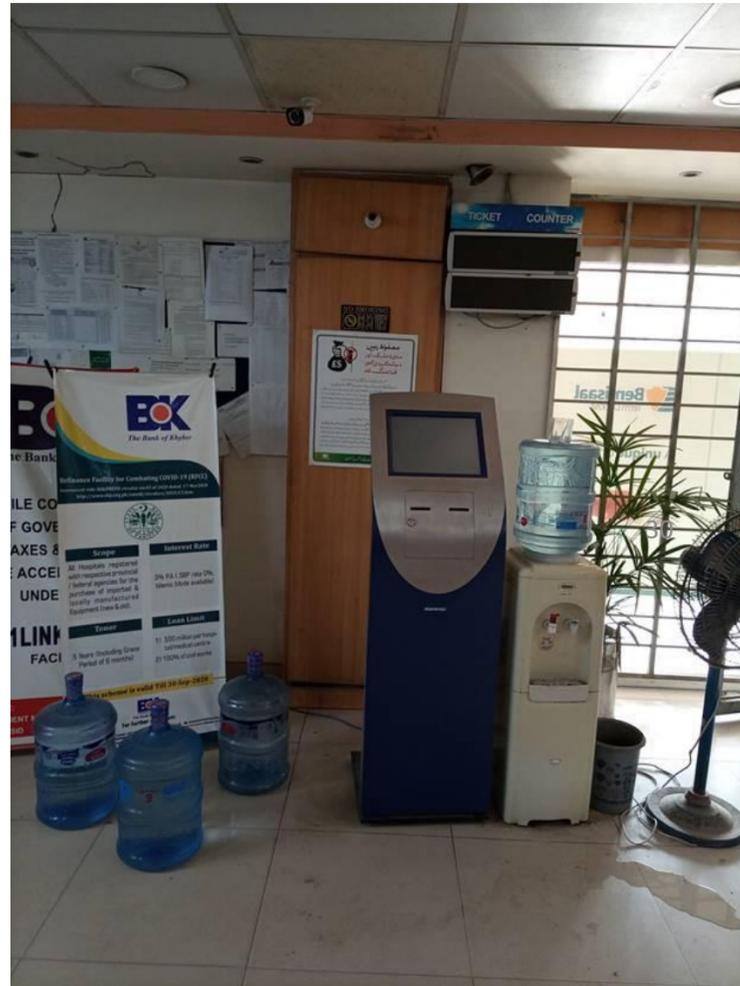
Old Branch Fascia



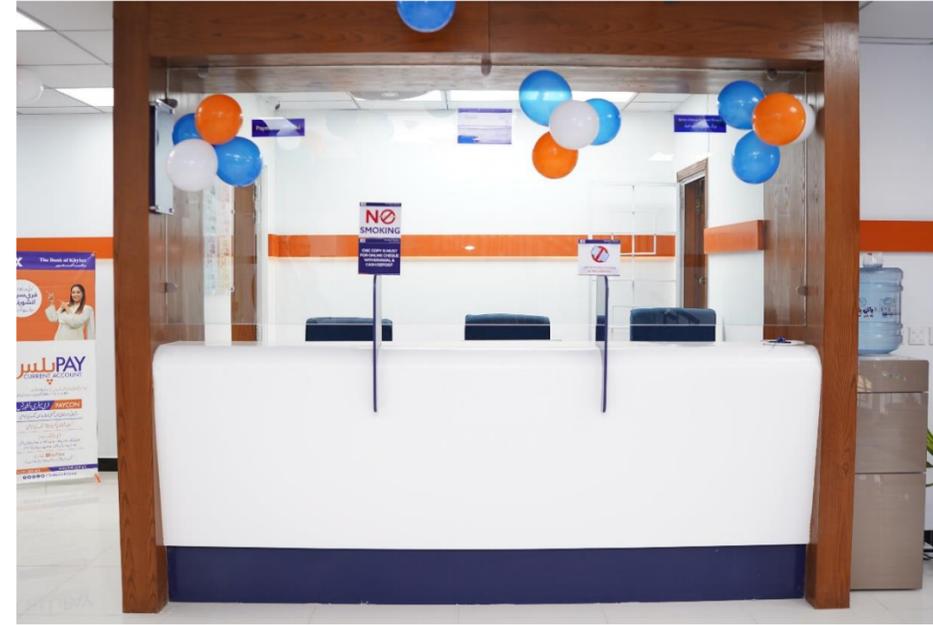
New Branch Fascia



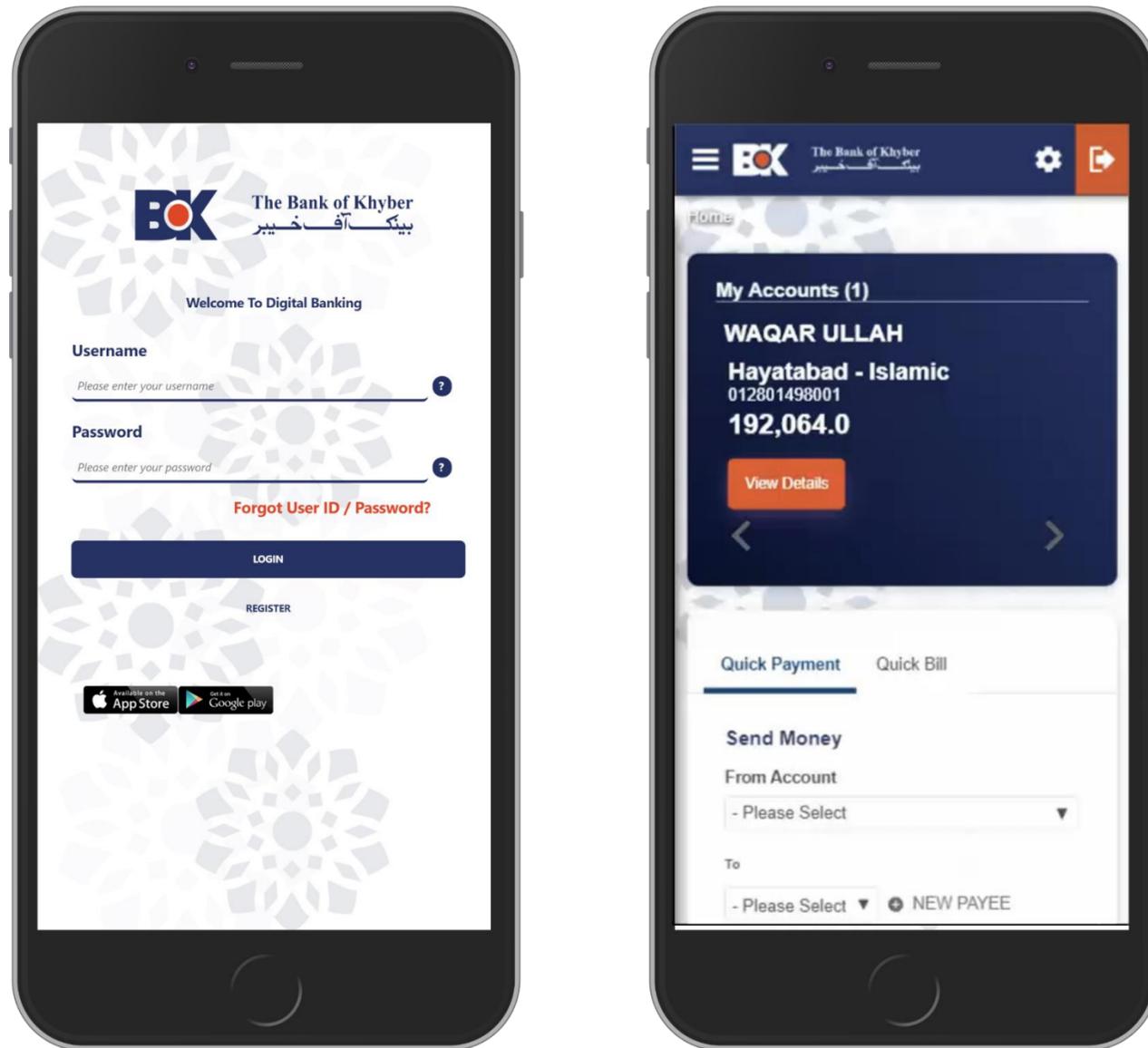
Old Branch Interior



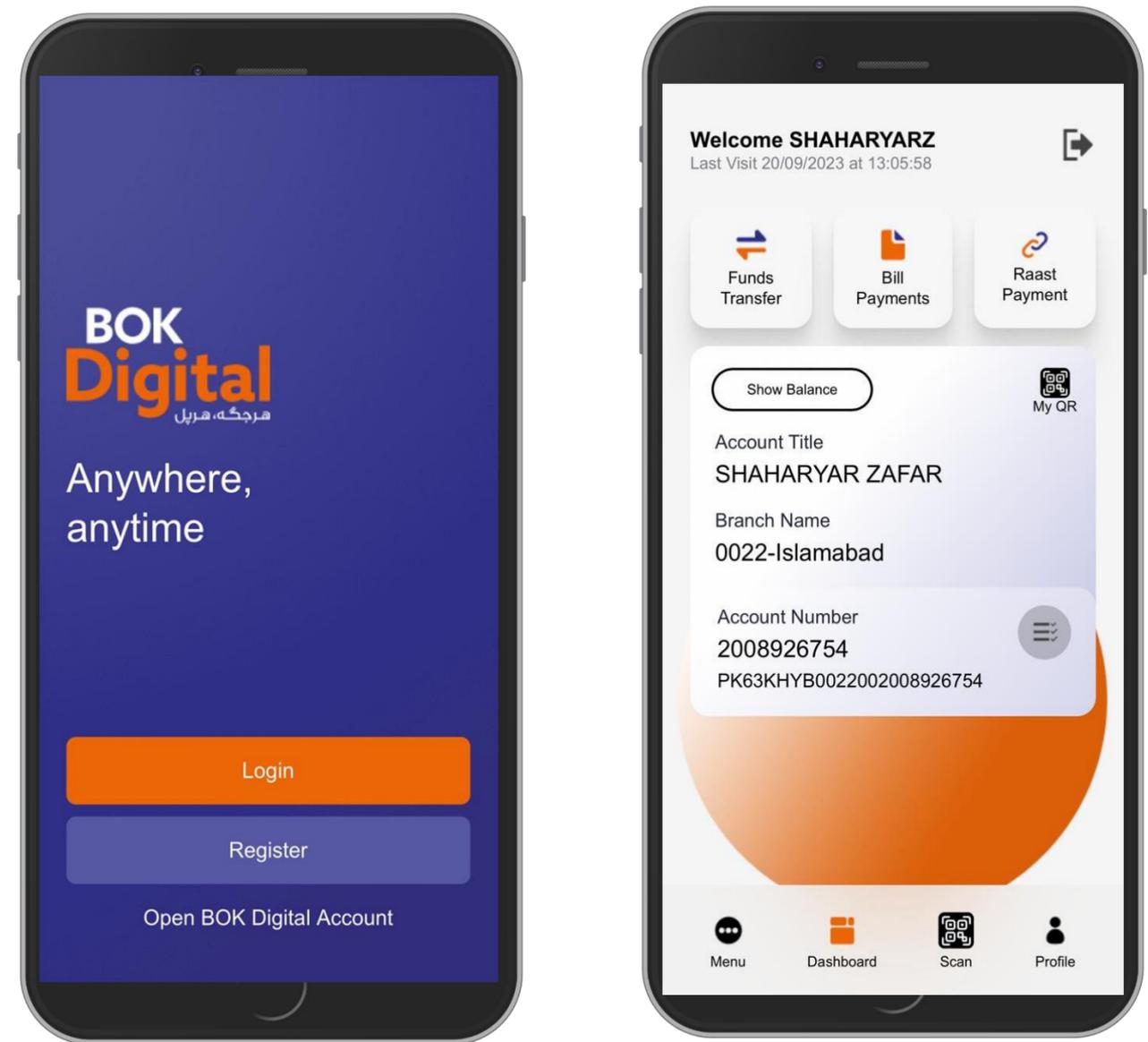
New Branch Interior



Old App User Interface



New App User Interface





Co-branded Content

Key Take Away

Audiences engages on the same content on two separate pages allows for a much higher collective reach and engagement





Sponsorship Campaigns

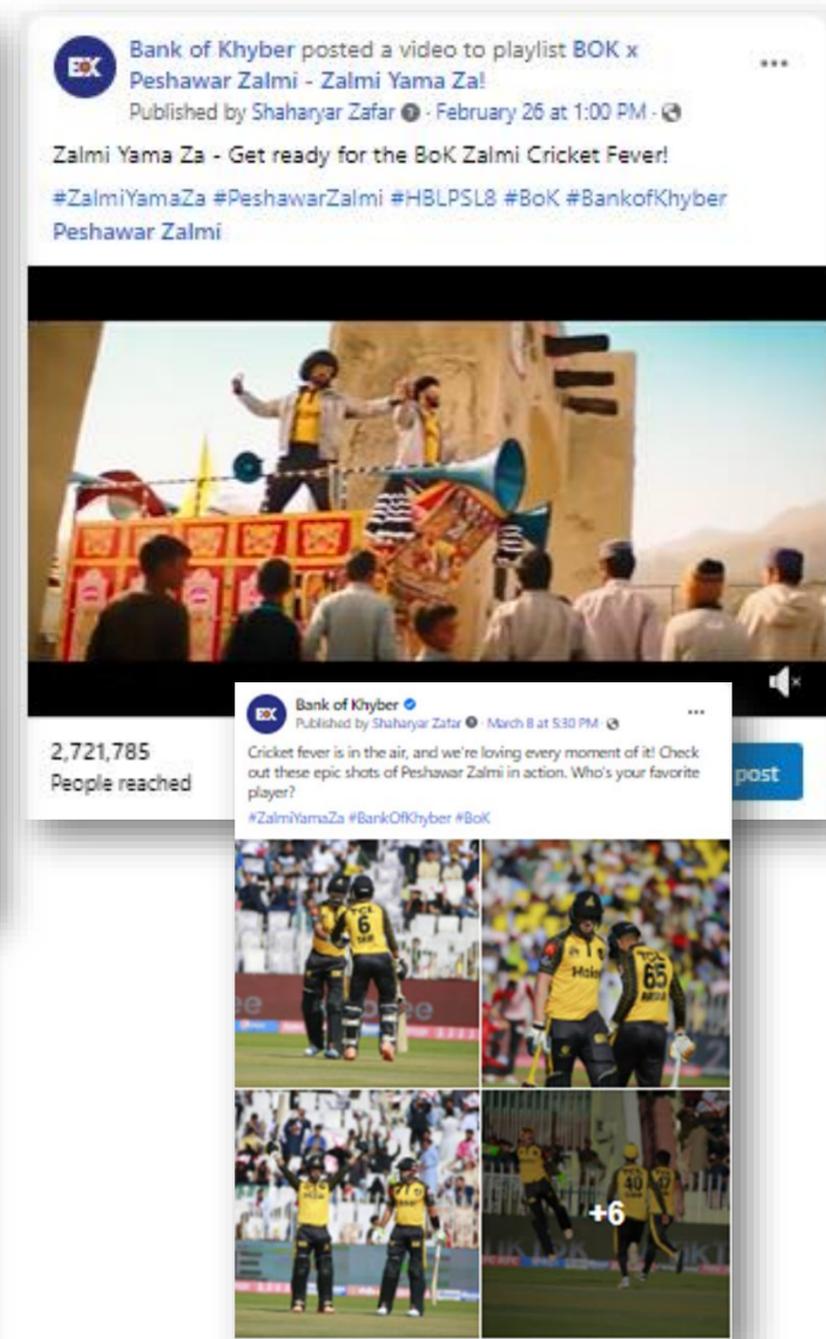
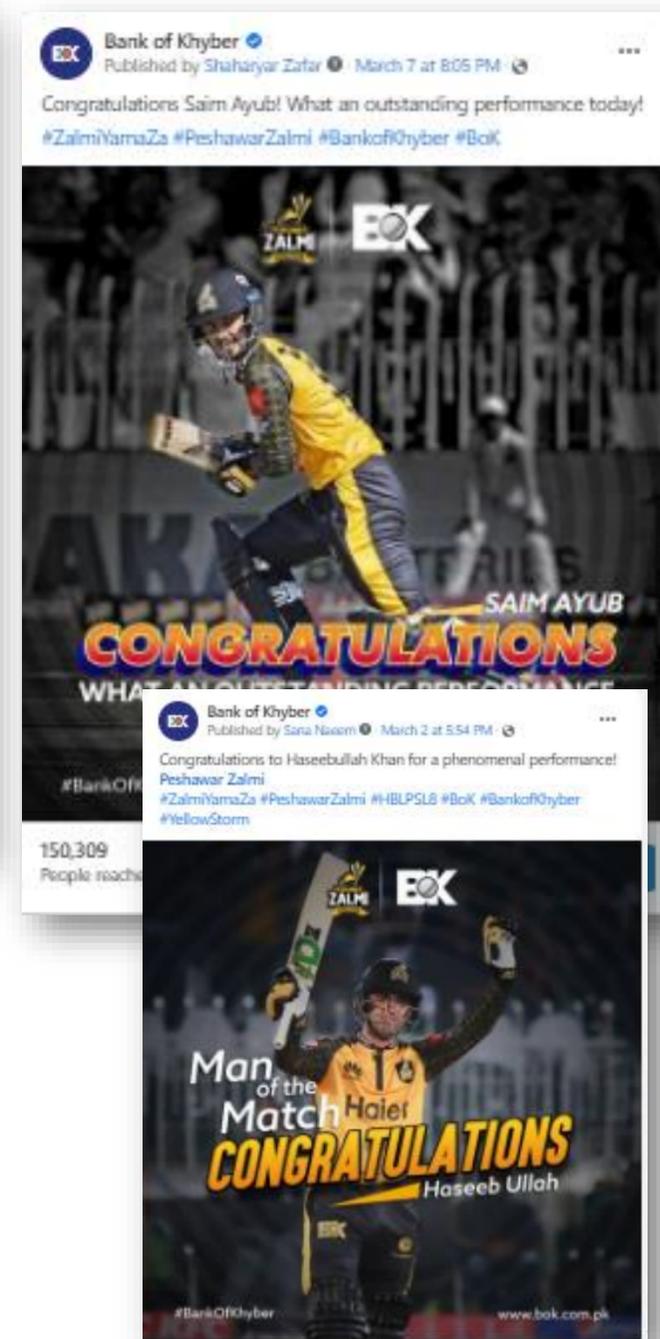
Key Take Away

Audience is more receptive towards brands leveraging current trends leading to more brand engagement

Product Connect Posts
11.1K Engagement
481K Reach

Audience Engagement Posts
52K Engagement
811K Reach

Announcement Video Posts
6.2M Reach
2.3M Video Views





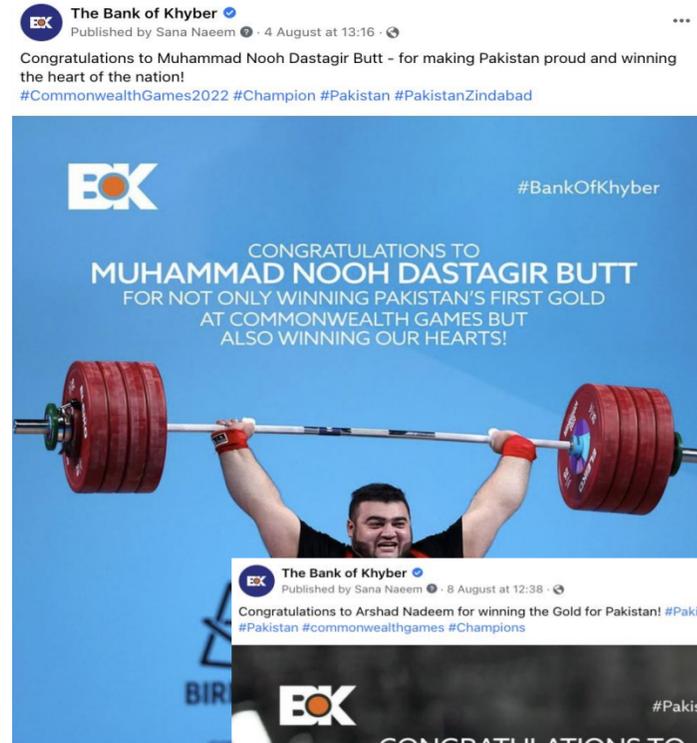
Human Connect

Key Takeaways

Human emotions and patriotism in content engagement



219K Reach
48.6K Views



1K Engagement
319K Reach



187K Reach
49K Views



Products & Services

The Bank of Khyber posted a video to the playlist **BOK Roshan Ghar**.
Published by Sana Naeem · 11 August at 11:12 ·

Tired of constant load shedding and want to switch to Solar Power for your home but don't have enough financing? We're here to help with the BOK Roshan Ghar Solar Financing Scheme. To apply visit: <https://bit.ly/3oPpKkC>

*Terms & Conditions Apply
#BOK #RoshanGhar #SolarPower #BankOfKhyber



The Bank of Khyber posted a video to the playlist **BOK Roshan Ghar**.
Published by Sana Naeem · 10 August at 11:11 ·

Getting tired of bill shocks every month and want to switch to the power of Solar but don't know where to begin? We're here to help with the BOK Roshan Ghar Solar Financing Scheme. To apply visit: <https://bit.ly/3oPpKkC>

*Terms & Conditions Apply



201 Engagement
114K Reach
Leads: 1000+

The Bank of Khyber · 12 August at 13:35 ·

سب سے زیادہ آف پاکستان کی طرف سے آسان اقساط پر زرعی قرضہ جات حاصل کرنے کی مکمل معلومات کیلئے یہ ویڈیو ملاحظہ کریں۔ زرعی قرضے کے حصول کیلئے بینک آف فیئر کی کسی بھی قریبی برانچ تشریف لائیں۔
مزید معلومات کے لئے ویڈیو: <https://bit.ly/3AbqJlA>
اسٹاک بینکاری: <https://bit.ly/3zSs3bs>
کنوینشنل بینکاری: <https://bit.ly/3zSs3bs>



The Bank of Khyber · 11 August at 18:44 ·

سب سے زیادہ آف پاکستان کی طرف سے پاکستان بھر میں 35 لاکھ سے زائد گناہوں کو 1350 ارب روپے کے زرعی قرضے فراہم کئے جا چکے ہیں۔ آسان اقساط پر زرعی قرضے کے حصول کیلئے بینک آف فیئر کی کسی بھی قریبی برانچ تشریف لائیں۔ مزید معلومات کے لئے ویڈیو: <https://bit.ly/3AbqJlA>
اسٹاک بینکاری: <https://bit.ly/3zSs3bs>
کنوینشنل بینکاری: <https://bit.ly/3zSs3bs>



370 Engagement
135K Reach
Leads: 300+

The Bank of Khyber posted a video to the playlist **BOK PayPlus Account**.
Published by Sana Naeem · 22 June ·

Bank of Khyber ke Pay Plus Current Account se behtar koi salary account ho to batao!
Advance salary, MUFT salary insurance, MUFT banking services aur ASAAN karza hasil karnay ki sahalat!
Abhi online apply karain: <https://bit.ly/3blErio>
#BankOfKhyber #BOK #Banking



The Bank of Khyber posted a video to the playlist **BOK PayPlus Account**.
Published by Sana Naeem · 25 June ·

Bank of Khyber ke Pay Plus Current Account se behtar koi salary account ho to batao!
Advance salary, MUFT salary insurance, MUFT banking services aur ASAAN karza hasil karnay ki sahalat!
Abhi online apply karain: <https://bit.ly/3blErio>
#BankOfKhyber #BOK #Bankingjobs



767K Reach
171K Views
Leads: 1000+

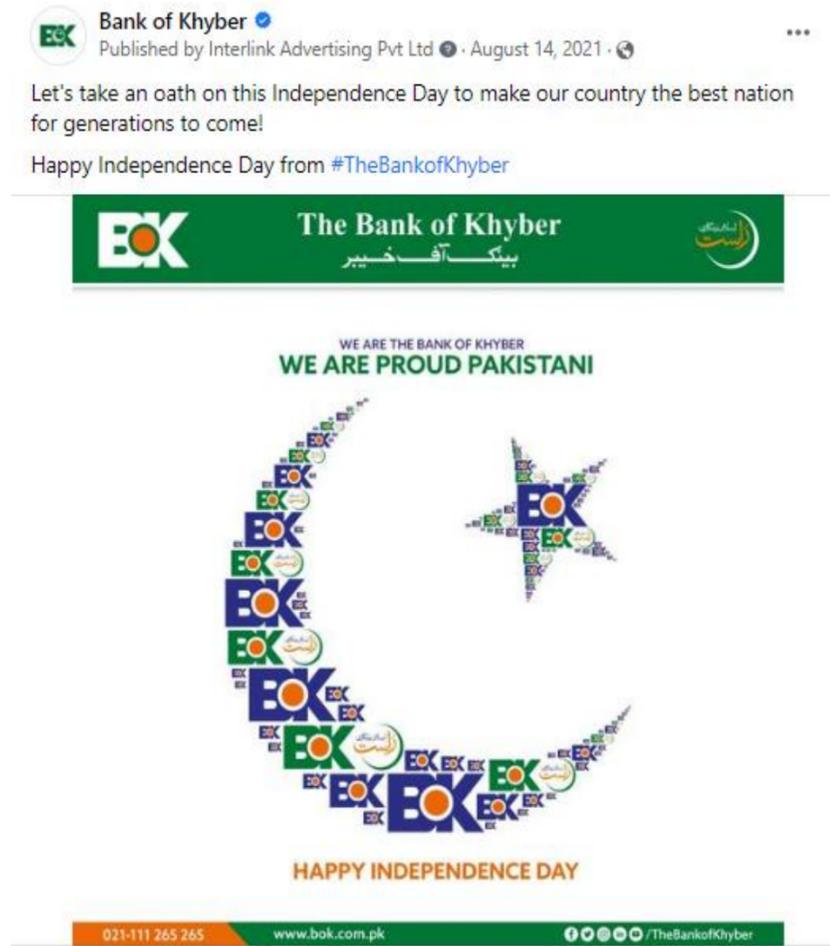


Encompassing our audience with more than a post

Key Take Away

Instead of just a post, using our platform to showcase an entire theme (logos, cover photos, posts, etc.) gives the audience the feeling that they're with us on these occasions resulting in higher interest

Before



192 Engagement
987 Reach

VS

After



2.2K Engagement
78K Reach

*Cumulative Numbers



Using language and pictures to connect with the audience

Key Take Away

Correct targeting and content that explains the story results in greater audience interest

Before

The Bank of Khyber
Published by Interlink Advertising Pvt Ltd · 17 January ·

#TheBankofKhyber signs MOU with Garrison Cadet College Kohat for initiation of banking relationship.

The ceremony was attended by Group Head Conventional Banking Sher Muhammad and Principal Garrison Cadet College Kohat Brig. Hamid Jameel Niazi.

#BOK #financialservices

BOK SIGNS MOU WITH GARRISON CADET COLLEGE KOHAT FOR INITIATION OF BANKING RELATIONSHIP

The MOU signing ceremony was attended by Group Head Conventional Banking Sher Muhammad and Principal Garrison Cadet College Kohat Brig. Hamid Jameel Niazi. BOK will be providing financing facilities to all employees on easy terms along with Institutional financing, cash management system and establishment of ATM inside the premises for ease of the faculty.

021-111 265 265 www.bok.com.pk /TheBankofKhyber

276 Engagement
10.8K Reach

VS

After

The Bank of Khyber
Published by Sana Naeem · 19 May ·

Bank of Khyber is pleased to partner with the Khyber Pakhtunkhwa Police Department. We aim to provide comprehensive banking services to all police staff including a feature rich bank account and a full range of consumers loans on special terms. We salute the brave men and women of KP Police Department who work hard to keep us safe and are proud to be their banking partner.

#BOK #KP #KPPolice #BankofKhyber #PakistanZindabad

Bank of Khyber
Published by Shahnayaz Zafar · June 2 ·

Bank of Khyber and Fauree Tech Pvt Ltd have joined forces to promote SME financing and economic development in Pakistan. Through a supply chain financing agreement, BOK and Fauree aim to empower SMEs by providing access to working capital and strengthening supply chains. This collaboration between BOK, represented by MD & CEO Mr. Muhammad Ali Gulfaraz, and Fauree, represented by the Group CEO of the Saudi conglomerate Jawa Investments and Co-founder/Board Member Dr. Saleh Ala... See more

The Bank of Khyber
Published by Sana Naeem ·

Bank of Khyber is proud to partner with the Khyber Pakhtunkhwa Police Department. We aim to provide comprehensive banking services to all police staff including a feature rich bank account and a full range of consumers loans on special terms. We salute the brave men and women of KP Police Department who work hard to keep us safe and are proud to be their banking partner.

#Pakistan #BOK #KP #BankofKhyber

Bank of Khyber
Published by Shahnayaz Zafar ·

Bank of Khyber and Fauree Tech Pvt Ltd have joined forces to promote SME financing and economic development in Pakistan. Through a supply chain financing agreement, BOK and Fauree aim to empower SMEs by providing access to working capital and strengthening supply chains. This collaboration between BOK, represented by MD & CEO Mr. Muhammad Ali Gulfaraz, and Fauree, represented by the Group CEO of the Saudi conglomerate Jawa Investments and Co-founder/Board Member Dr. Saleh Ala... See more

2.5K Engagement
319K Reach

3.7K Engagement
690K Reach

61K Video Views
152K Reach

IMPACT

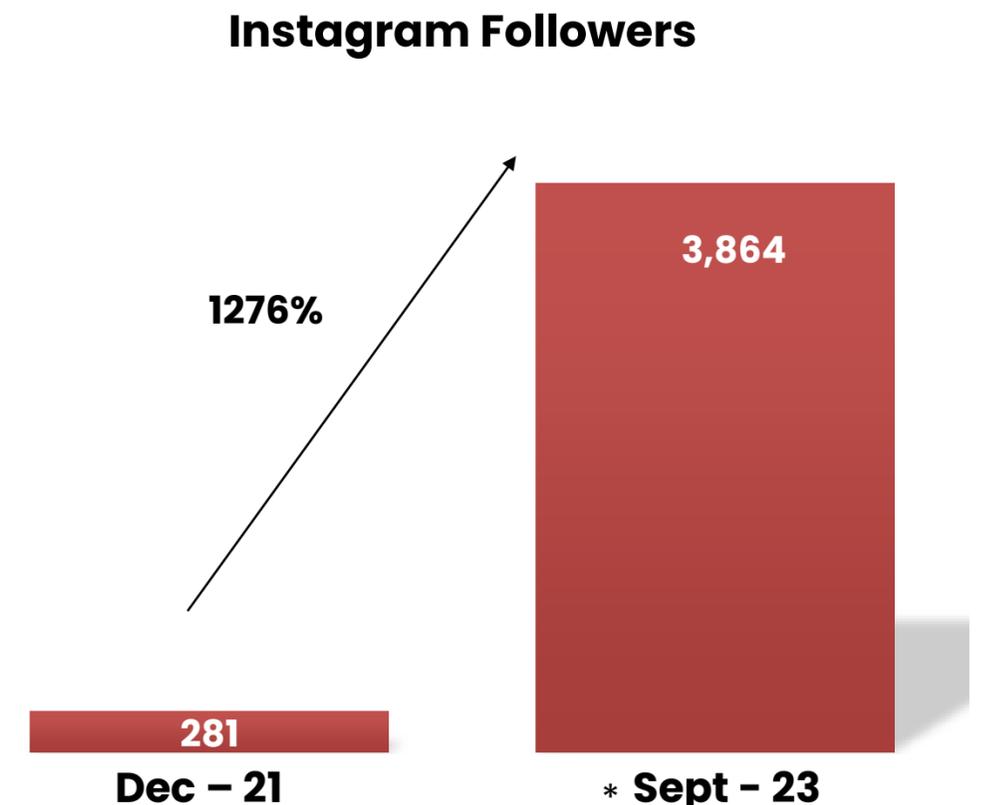
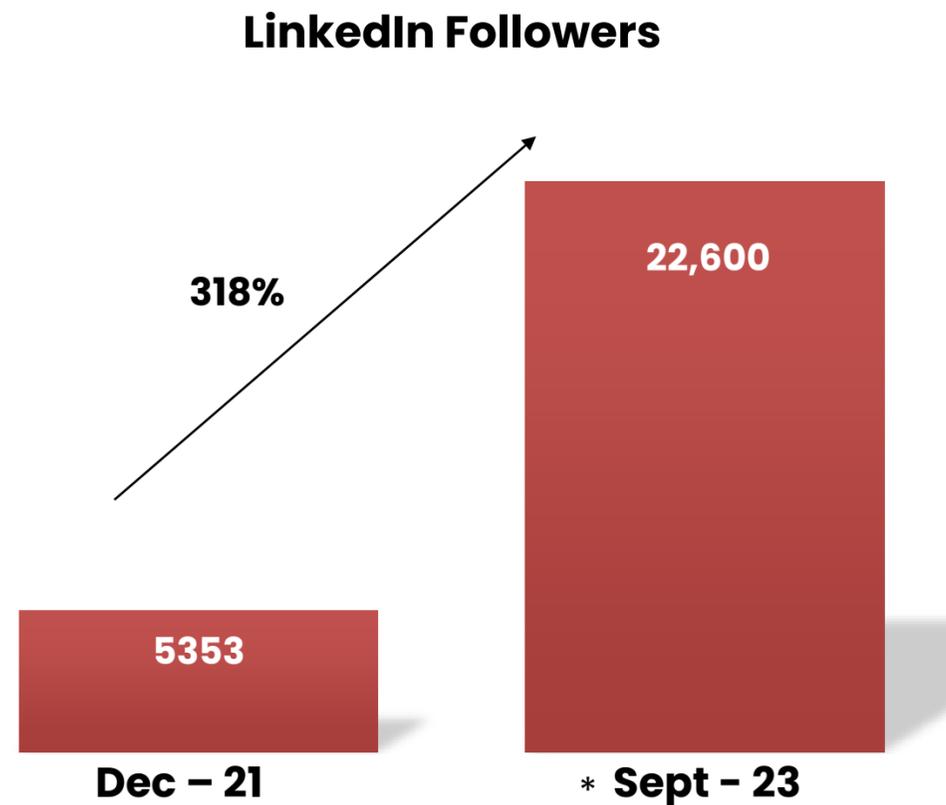
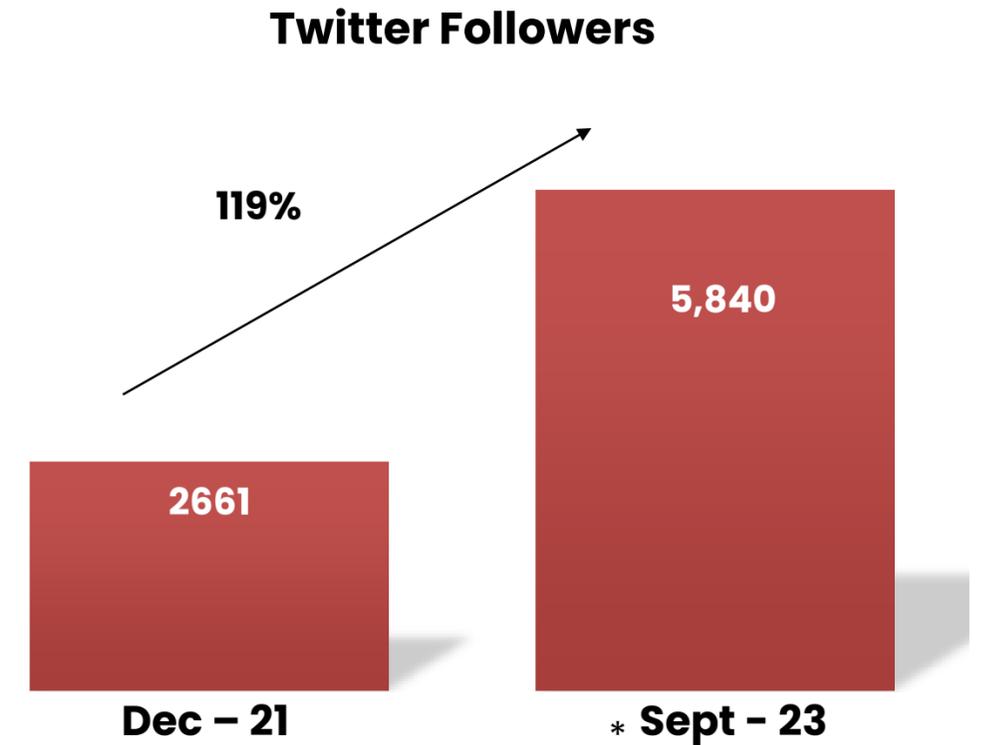
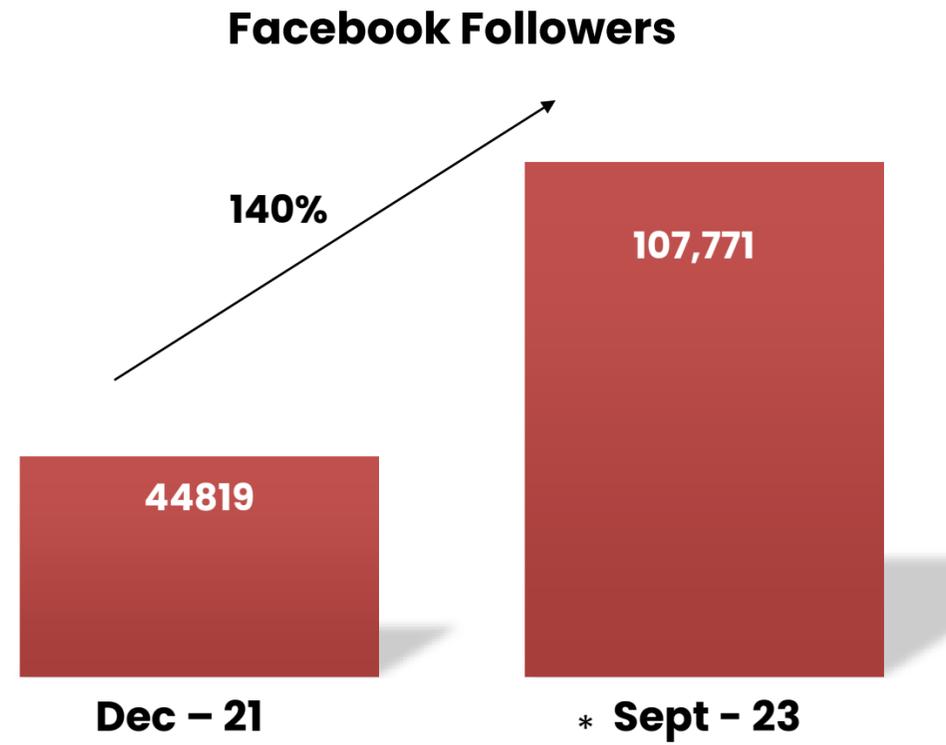
ON SOCIAL MEDIA

Follower Growth Across Social Media Channels

Paid promotions are only run on Facebook and Instagram

Growth on Twitter and LinkedIn is Organic

*15-Sep-2023



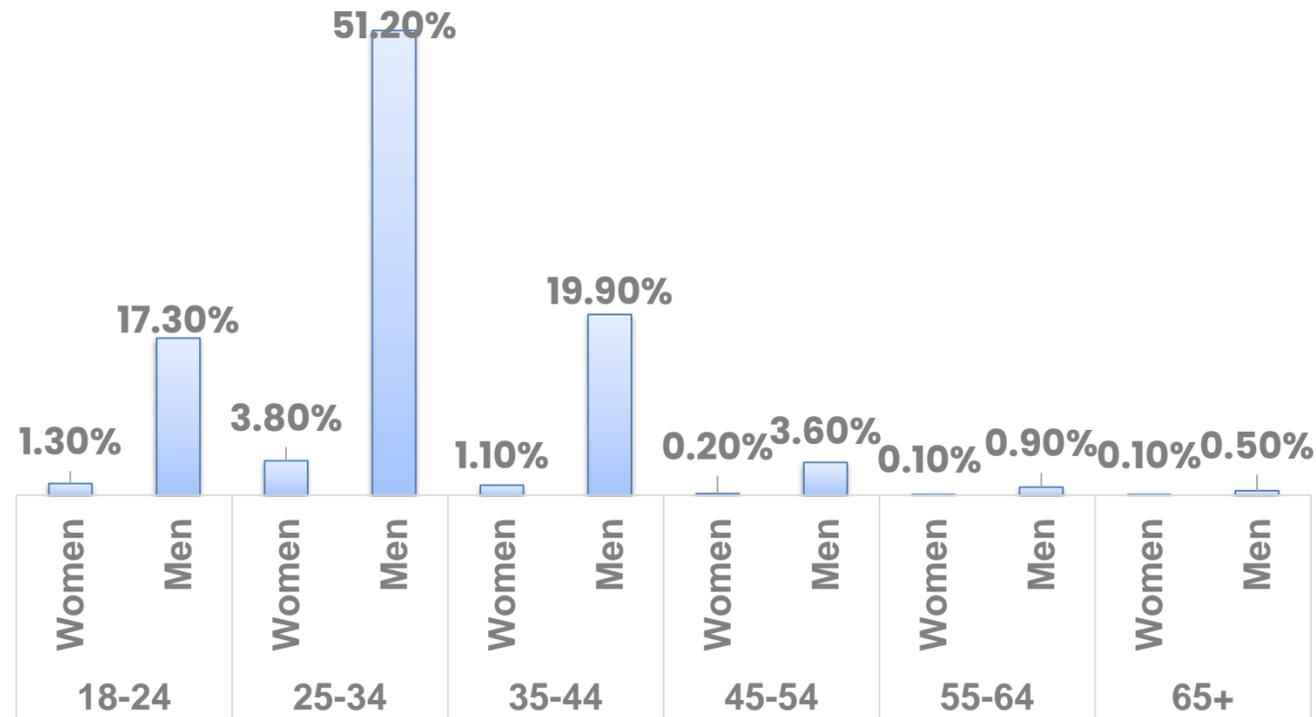


Social Media Overall Metrics (Dec 21 – Sept 23*)

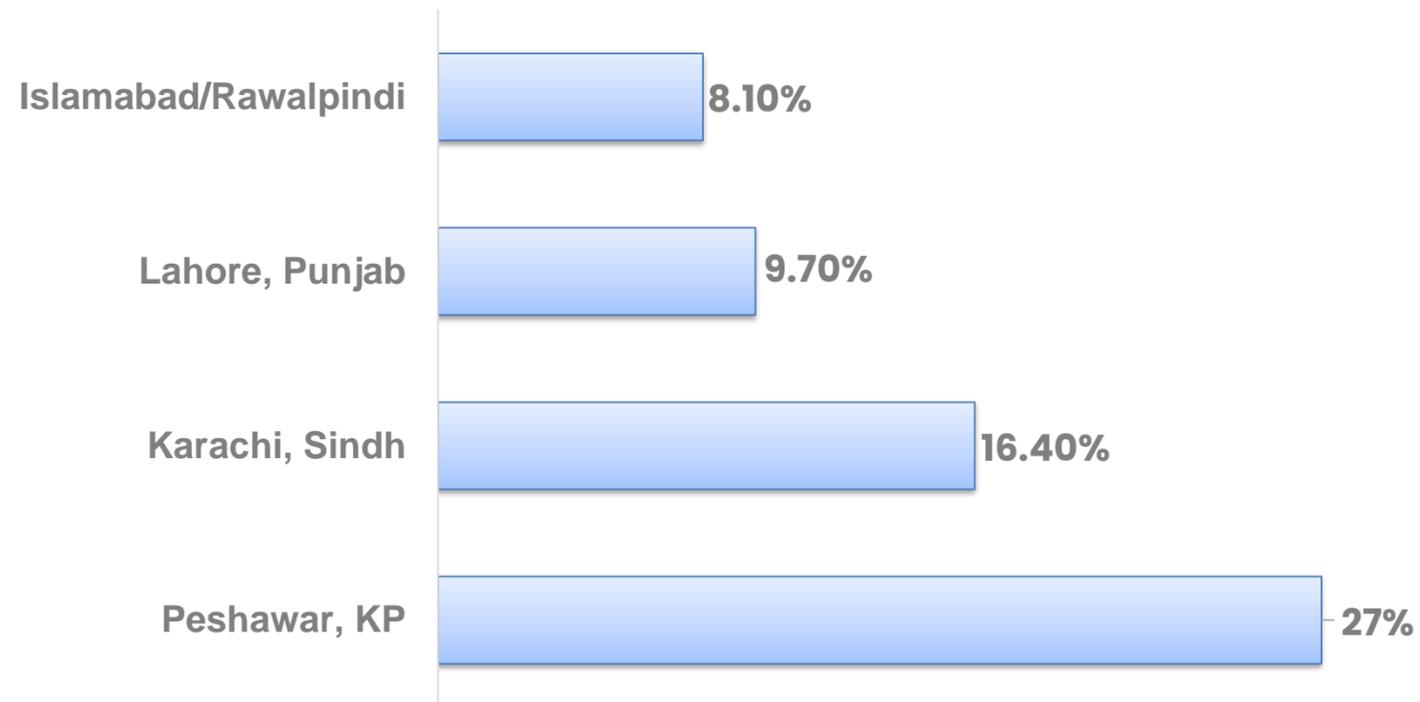
Overall Reach
22,625,210

Profile Visits
280,713

Age Breakdown



Audience Cities



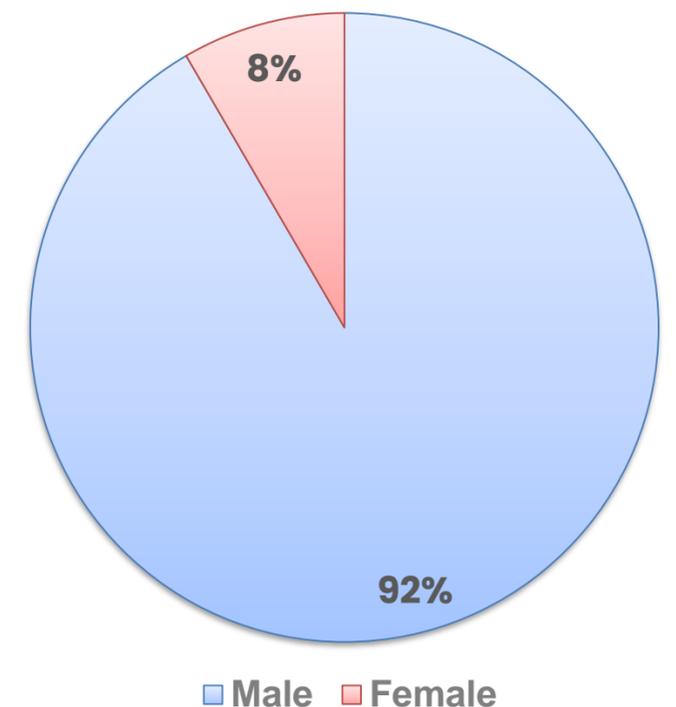
Customer Affinities

Banking, Digital Wallets, Online Payments, Ecommerce, Digital Banking

Followers per Platforms



Overall Gender Split



*15-Sep-2023



Disclaimer

The information being presented herein is exclusively for information and is not an offer or solicitation or an offer to buy any security or any investment/disinvestment decision.

Except the historical information contained herein, certain statements in this presentation constitute 'forward-looking statements and plans. These forward-looking statements and plans involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements and plans. These risks and uncertainties include, but are not limited to our ability to successfully implement Bank's strategy, changes in laws & regulations, future levels of non-performing loans, our growth and expansion in business, the impact of any acquisitions, the adequacy of our allowance for credit losses, technological, implementation and changes, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks as well as other risks detailed in the reports filed by us with various regulatory authorities as per applicable laws and regulations. BOK undertakes no obligations to update forward-looking statements and plan to reflect event or circumstances after the date thereof and is subject to change without notice.

The background features a dark blue field with a grid of thin, light blue lines that create a sense of depth and perspective. Scattered across this field are several circles of varying sizes, each filled with a smooth gradient from orange to purple. The text 'THANK YOU' is centered in a clean, white, sans-serif font.

THANK YOU