

## **NBB Partners with Bring Global to Further Fuel the Bank's Digital Transformation**

*Strategic partnership has been facilitated by the Economic Development Board*

**Manama, Bahrain:** The National Bank of Bahrain (NBB), through the support of the Economic Development Board (EDB), signed a strategic agreement with Bring Global to further fuel NBB's digital transformation. This agreement will further extend the existing partnership between NBB and Bring, on data, integration, digital banking and customer experience.

With the support of NBB and the Bahrain Economic Development Board (Bahrain EDB), Bring Global is establishing their regional headquarters in Bahrain with the objectives to jointly create employment opportunities for Bahraini talents which is aligned with the Kingdom economic recovery plan.

Commenting on the occasion, H.E. Khalid Humaidan, CE of the Economic Development Board of Bahrain, said: "Bahrain's economic recovery plan outlines investment opportunities for the private sector and investors to benefit from and this agreement is a reflection of that. The Financial services and the technology sectors are key pillars for the growth of Bahrain as a hub in the region. The agreement between Bring and NBB is an important step forward for the creation and development of Bahraini talents and we are delighted to support this strategic initiative."

This agreement between NBB and Bring is in line with NBB's continuous commitment to enrich the overall customer experience by accelerating the delivery of digital products & services, remaining competitive in the market, reducing costs, and increasing revenues.

Commenting on the strategic partnership, Jean-Christophe Durand, CEO of NBB, said: "With the help of Bring Global, we look forward to further transforming NBB into a data-driven bank, as we work on enhancing the overall customer experience by delivering personalised services and products to our customers while still remaining competitive in the market."

Additionally, Yaser AlSharifi, Group Chief Strategy Officer of NBB, stated: "We are thrilled to announce this strategic partnership with Bring Global. It is a step forward in growing our customer base and leveraging on our digital channels, and those of third parties, to efficiently grow our consumer and business banking segments in Bahrain and in the region."

On his side, Carlos Alves, Co-Founder and CEO of Bring Global, stated: "Client centric digital banking is growing meaningfully and requires real digital transformation. Unlocking the value of data, customer experience, process automation & digitalisation, digital payments platforms and preparation for an open API economy are key areas we focus on in our collaboration with NBB."



NBB continues to foster mutually-beneficial partnerships, adding value through opportunity-creation, to broaden the bank's range of services and practical solutions, and serve its customers more comprehensively.

**-Ends-**

### **About Bring**

Founded in 2011, **Bring Global** is a leading knowledge company expert in building and delivering best-in-class business and technology solutions to improve the performance of our customers around the world.

As a global company, successful in over thirty countries and with over 300 people worldwide, we have a unique value proposition in the Financial Services space, enabling digital transformation for banks, leveraging rapid market access for new digital banks, and providing integration with Fintechs.

**Bring Global** approaches Digital Transformation with three main pillars: data, integration and customer experience. We help improve the customer experience by accelerating the delivery of digital products and services, remaining competitive in the market, reducing costs, and increasing revenues, adding our contribution to redefining the way banking services will be offered in the coming years.

We bring highly skilled global resources to where our customers are. Our local presence allows us to be close to our customers and deliver with local people who understand the requirements of each local market.

We accomplish our goals through a robust business model, strong partnerships, and the commitment of our people.

'**Inspired by people**' is our motto and our compass. We understand that business value cannot be unlocked through technology alone, believing the human factor is key to achieve more and quickly adapting to market changes.

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