Bank of Jordan Group - Objectives of the Future Plan 2024

The Bank of Jordan Group (BOJ) aims to establish comprehensive strategic pillars to enhance its resilience and foster growth in 2024, despite the ongoing economic and geopolitical challenges worldwide. The group will continue to explore and capitalize on opportunities in the markets it operates in, while facing competitive pressures and managing risks. It will also pursue thoughtful regional expansion plans, with a focus on achieving leadership in customer service. Additionally, the group will prioritize the development of employee skills and competencies, reflecting the bank's commitment to innovation and strategic transformation across all business levels. This approach is designed to keep pace with future developments and achieve the bank ambitious objectives.

➢ Strategic Pillar

- **Digital Transformation and Innovation:** focus on utilizing cutting-edge technologies in artificial intelligence and data to improve bank of Jodan operations; and support data infrastructure to encourage data-driven decision making.

- **Market Expansion and Diversification:** consider expansion into new markets and offer diversified and innovative financial services, while maintaining sustainable financial growth and reinforcing the financial resilience of customers.

- **Sustainability and Corporate Social Responsibility:** Commitment to social responsibility and promoting sustainable practices in banking activities, along with the development of an organizational culture that encourages innovation and professional development.

➢ Financial Pillar

Bank of Jordan is committed to achieving sustainable financial growth and enhancing its position in the banking market by successfully capitalizing on new opportunities and effectively managing challenges. This is accomplished through:

- **Increasing Profitability and Returns:** continue to work towards enhancing profitability through thoughtful deployments based on market analytics, while focusing on revenue growth and improving profitability margins by cutting costs and driving market operations.

- **Market Expansion and Diversification:** focus on increasing BOJ's market share through thoughtful expansion strategies and enhancing the Bank's trademark.

- **Efficient Risk Management**: maintain the quality of BOJ's credit portfolio and other investments with appropriate levels of provisions, leading to achieving the necessary balance between business growth and effective risk management.

➢ Internal Operations Pillar

We aim to transform into a data-driven bank, enhancing our ability to understand and analyze data to support both strategic and operational decision-making through:

- **Data-Driven Decision-Making:** improve data analysis capabilities, integrate AI in banking operations to enhance strategic decision-making and improve operational efficiency.
- **Develop Analytical Competencies:** utilize predictive analytics to anticipate market trends and customer needs, which assists in designing products that simulate customer requirements more effectively.
- **Enhance Team Knowledge and Capacities:** provide self-service data paths for BOJ teams in order to enhance their knowledge and data-handling capacity, thus driving data utilization and more accurate decision-making.

➢ Market and Customer Pillar

We aim to empower customers through financial well-being and provide interactive and personalized banking experiences. Additionally, we seek to enhance employee engagement in achieving the bank's strategic vision through:

- **Elevating Financial Well-Being for Customers:** raising the financial well-being of targeted customer segments by providing tailored educational content, personalized advisory services and innovative solutions and products that fulfil the needs of each segment, therefore enhancing long-term banking relationships.
- **Leveraging Digital Platforms for Customer Interaction:** Utilizing digital banking platforms to improve customer interaction, aiming to equip them with the necessary knowledge for sound financial decision-making. This fosters strong and long-term banking relationships.
- **Institutional Engagement:** developing a culture of institutional engagement among BOJ employees and boosting their contribution to realizing the Bank’s strategic objectives.
- **Continuing to Implement the Customer Segmentation Project:** Attracting and retaining customers within their targeted segments by developing and maintaining relationships through effective communication, translating their priorities into a systematic marketing and communication plan.

➢ Human Resources, Learning and Development Pillar

BOJ seeks to motivate employees, boost their sense of engagement, and improve productivity levels in order to contribute to achieving the Bank's strategic objectives and support customer-centric innovation through:

- **Enhancing a Performance Culture**: Developing an organizational culture based on clear goal setting, measurable indicators, linking rewards to performance, and fostering a culture of accountability to enhance the satisfaction of our workforce.

- **Promoting a Compliance Culture for Business Support**: Ensuring adherence to regulations, standards, and regulatory directives in the countries where we operate. This contributes to the development of a culture of innovation and customer focus while meeting regulatory requirements to safeguard the BOJ's interests.