



Byblos bank launched the First Fuel Credit Card “IPT–Byblos Bank MasterCard” in partnership with the fuel company IPT. The ceremony was held on 4 March 2010, at Byblos Bank’s Headquarters in the presence of distinguished personalities among which Mr. Tony Issa, IPT Board Member, Mrs. Joumana Chelala, AGM – Head of Group Consumer Banking Division at Byblos Bank Group, Mr. Elie Abou Khalil, Head of Group Retail Products Development at Byblos Bank Group, Mr. Georges Fares, Head of Cards Products Unit at Byblos Bank Group, Mr. Basel Al Tal, MasterCard Area Manager for the Middle East region and Syria, along with managers and employees from Byblos Bank, IPT, and the media. In her opening speech, Mrs. Chelala praised the strategic partnership between IPT, “an eminent fuel company in Lebanon and Byblos Bank, which boasts 60 years of successes”. From his part, Mr. Issa commended this initiative, which is proves to be an excellent achievement for IPT. He added that this would not have been possible without the “support of Byblos Bank”, thus evoking the 20 years of solid partnership between the two institutions. In his turn, Mr. Georges Fares revealed the benefits of the card: “IPT-Byblos Bank MasterCard is a credit card addressed to the frequent IPT fuelers”, he said. “It is accepted in Lebanon and worldwide and it allows cash withdrawals at ATMs holding the MasterCard logo. Conceived with a special design, this smart chip card provides security as it prevents all kinds of fraud. It offers a bundle of advantages such as flexibility of payment. It allows its holders to settle their monthly payments through direct debits from any Byblos Bank account, thus choosing to pay as little as 5%, 10% or 100% of their monthly credit card spending. IPT-Byblos Bank MasterCard holders can also enjoy the fixed monthly installments option. To top it all, IPT-Byblos MasterCard offers automatic enrollment in the Byblos Bank Cards Loyalty Program where fuelers can accumulate 3 points instead of one for every dollar (or its equivalent in LBP) spent on their card. Accumulated points are redeemable for exciting gifts like free travel vouchers, free talking minutes on the mobile, free fuel liters and much more. A “Bank for Life”, Byblos Bank strives to make the daily life of its clients easier by being committed to always innovate in its products and thus, attend to their needs. Also, the Bank works towards building strategic partnerships in the 11 countries where it operates, thus adding value and developing an environment where each individual can grow.