

**BankMed and the Lebanese Franchise Association
are pleased to announce their partnership
for the first multi-merchant loyalty program
“YoYo”**

Beirut 14th May 2013

Marking yet another achievement in consumer experience and a breakthrough in loyalty programs with incentive rewards, The Lebanese Franchise Association announced its partnership with BankMed SAL for its first multi-merchant loyalty program “YoYo”. The program promises to deliver the best-in-class rewards while shopping at any participating Lebanese Franchise Association Members.

The strategic partnership was unveiled during a press conference held at Phoenicia Hotel Beirut on Tuesday, May 14, 2013 in the presence of key executives from the two institutions. Representing BankMed SAL was Mr. Mohamed Ali Beyhum Executive General Manager, Mr. Basil Karam Head of Retail Banking and Mr. Fadi Flaihan Division Head of Branches Network at BankMed. Representing the Lebanese Franchise Association was Mr. Charles Arbid the President and Mrs. Madiha Raslan the Vice President.

Mr. Arbid informed the audience that the franchise industry and the large franchise community in Lebanon represent excellence, assured quality and continuous innovation. The franchise industry is multi-sector, representing tourism, commerce, services and manufacturing; it encourages complementarities among them. The industry is also spread over all regions of Lebanon, the Arab world and internationally. The “loyalty among brands and consumers” program with BankMed will stimulate “smart” shopping, with a modern twist. The YoYo card will enhance the Lebanese retail industry.

Mr. Arbid concluded his remarks by saying that the LFA is highly committed to its strategic partnership with BankMed and is convinced that it will have an impact on boosting entrepreneurship, establishing new SMEs, and creating jobs in Lebanon.

Mr. Mohamed Ali Beyhum commented on the occasion: “Based on our strong belief in the initiative and creativity of the Lebanese entrepreneur, we established a solid partnership several years ago between BankMed and the Lebanese Franchise

Association. This alliance has flourished into a creative loyalty program which is the first multi-incentive plan that will provide the customer with the ability to benefit from a unique reward system.”

“BankMed will continue to sponsor and support the Lebanese Franchise Association. This will undoubtedly help the companies in the LFA to grow their business and positively impact the Lebanese economy” he further added.

Mr. Flaihan further shed light on the partnership: “The announced LFA loyalty card is a one of its kind. The first Loyalty program between the brands and the consumer, tailored specifically to offer exceptional value and convenience to the consumer and the merchant.”

The program provides the user with the ability to earn points upon every purchase made at participating LFA Members in addition to a wide variety of rewards and redemption opportunities, whereby the customer can avail from an easy and quick enrollment process.

Mr. Flaihan concluded: “We believe that the strong benefits of the loyalty card directly address the growing needs of consumers desiring more flexibility.”