

Chairman's Message



In a time of great uncertainty when floods washed away a large portion of our cultivated lands and made millions homeless, we were more resolute than ever. In a time when confidence and patience was tested, we were patient and more confident than ever of our nation's extraordinary resilience in the face of adversity and that our team members at Allied Bank are satisfying customers' financial needs and helping them succeed in all circumstances.

Now, more than ever before, we recommit our belief of doing what is right for our customers.

This belief has guided our efforts as we have worked to help customers and communities ride out the economic, political and social storms and floods of 2010.

Prudence

The continuing economic difficulties and ever changing market dynamics require prudent risk management. With that in mind, industry experts with engineering background and risk management expertise are being inducted to mitigate risk.

To counteract the impact of the financial turmoil and economic recession, we carefully planned our use of capital and tightened the control of the growth of risk weighted assets throughout the year. We re-aligned our asset portfolio in line with changing dynamics to have lesser exposure in risky segments.

Growing the Right Way

Our challenge and opportunity is to take advantage of what we have built and make it work even better. Today, we're working to improve our ability to support the financial health of all those we serve. To provide financial solutions which are clearly explained and easily understood, through a prudent business model that generates attractive returns for our shareholders.

For me and for everyone at Allied Bank what counts today, is not only how many branches and ATMs we have opened, rather what counts most is the way all our delivery channels work together for our customers and our communities when they need us the most.

Positioned for growth

Complacency is not a sustainable position and growth is the only way to stay ahead. It is due to this belief that today, your Bank stands on a solid foundation of quality products and services.

The continuous introduction of innovative products and services keeps yielding good results. The robust performance of your Bank, increasing asset base and quality is reflected by the "Positive Outlook" assigned to the long term rating of "AA" and short term rating of "A1+" by PACRA.

With a vision to 21st century banking, we are in the process of implementing Temenos T-24, a core bank-

ing software solution, which will improve our service capability, achieve customer centricity, enhance efficiency and will ensure our competitive advantage in the long run.

The Board of Directors of your bank firmly believes in uniformity in service standards across the entire 800+ branches in the country. We are investing heavily in human resource development, infrastructure improvements and automation of processes and systems.

A Service Quality team of professionals has been formed to identify and evaluate the growing needs of customers and to introduce service benchmarks accordingly. The team also runs a 24/7 state-of-the-art call center to help and guide customers on phone whereas Customer Services Officers at the branches facilitate the customers.

The renovation of branches continues nationwide in order to provide improved ambience, facilities and personalized services for a richer and unified customer experience. Similarly, we continue to lead the way by having the largest ATM network that continues to grow nationwide.

The year ahead

In 2011 we will continue to focus on our vision and on doing what's right for our customers. Now more than ever before, we at Allied Bank, want to stand by our customers and do what is right for them just as we have done in the past.

I want to communicate my appreciation and thanks to the entire management team and staff of Allied Bank for their accomplishments during what has been one of the challenging years for Pakistan. I thank our customers for entrusting us with more of their business and continue relationship with us for their next financial solutions. I thank our communities for allowing us to serve them. My thanks go to the State Bank of Pakistan and the Securities and Exchange Commission of Pakistan for their support, trust and valuable contributions. And last, but not the least, I thank you, our shareholders, for your continual confidence in Allied Bank Limited.

Mohammad Naeem Mukhtar
Chairman