

Our Strategy



Our Vision

To be the preferred choice of innovative Islamic banking solutions.



Mission

To leverage digital transformation, network, and human capital to deliver the highest levels of customer experience and competitive value propositions in the best interests of our clients, employees, shareholders, and the communities that we serve.



Objectives

Sustainable Growth

Innovative Islamic Banking for SMEs

Digital Leadership



Values

Initiative and Innovation

Care and Partnership

Trust and Accountability

بنك البلاد
Bank Albilad