

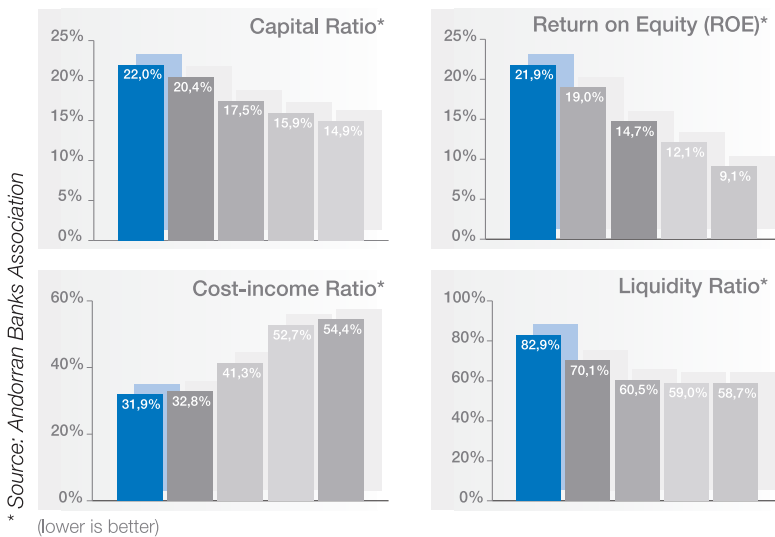
BIBM

BANC INTERNACIONAL-BANCA MORA

The Banker

Bank of the Year 2009 ANDORRA

Andorra la Vella, Headquarters of Banc Internacional Banc Mora Group



 BIBM  Other Andorran banks

In 2009, Banc Internacional Banca Mora has achieved great goals:

- Leading bank in Andorra in capital, cost-income and liquidity ratios.
- Most profitable bank in terms of return on equity.
- Strong position in the domestic market with ongoing returns and innovative products.
- Internationalisation of the bank in Zurich and in Miami with **Mora Wealth Management**, independent asset managers.



The Banker Awards 2009

Country Winners

The Banker's panel of judges salutes the best banks in 144 different countries based on their performances over the past year.

IN ASSOCIATION WITH
UK
TRADE &
INVESTMENT




THE BRACKEN AWARD

Winners at *The Banker Awards* will receive a prestigious Bracken award, named after Brendan Bracken, the founding editor of *The Banker* in 1926 and the chairman of the modern-day *Financial Times* from 1945 to 1958. Brendan Bracken epitomises the global spirit, vision and integrity of *The Banker* and FT Group, and the winning of a Bracken is a fitting accolade for the performances of the world's top financial institutions.

ANDORRA

Banc International d'Andorra/Banca Mora

Banc International d'Andorra/Banca Mora (BIBM Group) may not be the biggest bank in Andorra, but its growth story and ambitious plans make for a compelling story. A key part of its growth strategy is centred on expanding its private banking business, targeting strategic markets outside of Andorra with the acquisition of Mora Wealth Management in Zurich in December 2008 and then PRS Latam in Miami in July this year. These and other initiatives have helped BIBM to maintain significant momentum in a difficult year – growing Tier 1 capital by 4.5%, boosting assets by 15.9%, and keeping return on equity to a high 21.8%.

BIBM has continued to drive efficiency, increase cross-selling and improve service levels. It has progressively segmented client groups to better tailor products and services, and this year has reaped the benefits of the introduction of Nominactiva, aimed at the mass retail segment, which was rolled out in July 2008. Since the launch of the related Activa credit/debit card – which offers discounts in shops, monthly prize draws and special credit conditions – the bank has captured 14.3% market share after just one year, and has increased its credit/debit card turnover in shops and ATMs by 10%.

"This last year has been a very challenging one for Banc International/Banca Mora Group," says Joan Quera, CEO at BIBM. "We successfully launched our international expansion in Zurich and Miami. At the same



Joan Quera,
CEO, BIBM



WE HAVE MANAGED TO
CONSOLIDATE OUR COMPETITIVE
POSITION IN THE ANDORRAN
MARKET

Joan Quera, CEO, BIBM ●●

time, we have managed to consolidate our competitive position in the Andorran market, developing initiatives focused on the needs of our customers, while presenting the soundest ratios and outperforming our competitors. All of this will enable us to continue introducing strong international projects next year. This has been made possible by our employees and our customers."