

The Barclays combination of global heritage and its innovative spirit, along with its specialized knowledge of Africa's financial market, makes Barclays Mozambique a unique bank when comes to offering its customers the best solutions. We are driven by our mission, which is to help people achieve their goals correctly.



## BRAND VALUES

Barclays has a history of over 325 years of banking experience in the UK, about 100 years in Africa and almost 40 in Mozambique, helping people and local markets to prosper around the world. We operate as a global institution, present in over 50 countries worldwide, with a significant presence in 13 African countries, including Mozambique. The Bank's Vision is to be the preferred service and financial products partner to all our Customers, Collaborators, and the general public, adding value to Society in everything we do. Here are our values:

**Respect:** We respect and value the people we work with and their contribution.

**Integrity:** Everything we do, is done in a fair, ethical and open manner.

**Service:** We put our customers at the heart of everything we do.

**Excellence:** We use our energy, expertise and resources to produce the best sustainable results.

**Stewardship:** We are committed to leave a positive legacy.

## MARKET

Today, Barclays Bank Mozambique is an institution with a better strategic structure for its business, whose collaborators are increasingly better-prepared to face the demands of the market.

Our annual results bear testimony to the commitment and ability of all the Bank's Collaborators and Partners over the past few years, culminating in 2015 with a very positive outcome. Besides consolidating its base of Corporate and Investment Banking, Barclays will continue to seek to increase its relevance as a strategic partner in Business and Retail Banking sectors as well.

The outlook for Mozambique in the long-term remains favourable. In 2015, regardless of the persistent political tensions and the increasing risk in the resources sector, the country was, once again, one of the fastest growing in sub-Saharan Africa.

## COMMUNICATION

In 2014 Barclays launched a new communication campaign that became the Bank's identity internationally – the "Prosper" campaign. This new approach focuses on the prospect of helping our customers to have

a better life, one that tells a story with substance. And it was in that sense that Barclays has committed to work, providing products, services and the advice required to enjoy life to the fullest. The positioning appeals to Barclays essence, not only as a partner, but above all, as a way to help the customer prosper, while we grow as a bank.

## PRODUCTS AND FUTURE DEVELOPMENTS

Currently, Barclays Bank Mozambique employs about 820 workers and provides services to about 270.000 customers throughout the country, through a network of 107 ATMs, 43 branches, as well as through payment terminals (PoS), distributed all over the country.

On its different segments, Barclays operates with particular focus on the following areas: Corporate and Investment Banking; Business and Retail Banking. We are committed to generating a positive impact on society while we generate value for our shareholders.

Our aims are to serve our customers better and continue to develop and invest in our most valuable resource – our people. The Bank will also maintain compliance with its financial commitments, seeking to respond positively

to the surrounding regulatory framework; contribute to the overall development of the Mozambican economy and the community as a whole, meet the current needs and anticipate the future requirements of our customers, incorporating technology in all of our product offers.

## COMPETITIVE ADVANTAGES

Barclays Bank Mozambique is one of the largest banks in the country, with a significant presence in each of the 11 provinces, possessing a network of 43 branches, 107 ATMs and many PoS, covering the main business centres nationwide.

In addition to products and services appropriate to the market's needs, currently Barclays offers the market great experience and knowledge – based on international standards in the financial area – that comes with being part of one of the largest International groups, and results of the know-how obtained throughout that presence in Africa and around the world. Not to mention the unique services that only Barclays offers to its customers.



## UNKNOWN FACTS

Social responsibility is an inseparable component of the current activity of Barclays, along with an ever-present concern for the economic and social development of the communities where we operate. Within this scope, in 2015 Barclays Bank Mozambique undertook a number of initiatives that changed the lives of thousands of young people. Several projects with major partners were supported, including:

- Financial Literacy Program (NYA Project);
- Business Programme for the African Youth - Technoserve;
- Make a Difference Day - MAD;
- World Savings Day Project - Bank of Mozambique.

## 1977

Is created the BPD or Popular Development Bank, a state bank aiming to promote socio-economic development of the country and support national investment projects in various sectors.

## 1998

BPD is privatized, and acquired by two consortia, one Malaysian and other Mozambican, leading the brand change to Austral Bank.

## 2000

The Austral Bank is acquired by the giant South African ABSA, continuing to operate as Austral Bank as a trademark.

## 2005

Barclays PLC from England acquires a majority shareholder position in ABSA, South Africa, starting to strengthening its presence in several countries on the continent.

## 2007

The Bank concludes in Mozambique, its brand transition to Barclays, highly reputable brand and the largest global financial brand operating in the country.

## 2014

The Barclays Bank of Mozambique launches its new brand positioning linked to Prosperity and adpt a new strategy of business, more focused on the ecosystem of the Corporate and Investment Banking.



Com acesso a financiamento, gestão financeira à sua medida e uma equipa dedicada a apoiá-lo em todos os seus contactos, a sua empresa terá todo o apoio necessário para crescer.

Contacte-nos pelo 1223 ou [linhacliente@barclays.co.mz](mailto:linhacliente@barclays.co.mz)

Crie novas oportunidades. **Prosper.**

Banca de Negócios



Como Cliente Premier tem acesso a um gestor pessoal, que o acompanha nas suas decisões financeiras e o apoia na gestão da sua conta, onde quer que esteja.

Para mais informações, visite [www.switchtobetterbarclays](http://www.switchtobetterbarclays)

Mude para melhor. **Prosper.**

