



Best Mobile Innovation for Digital Life – Bank Alfalah for Alfa App

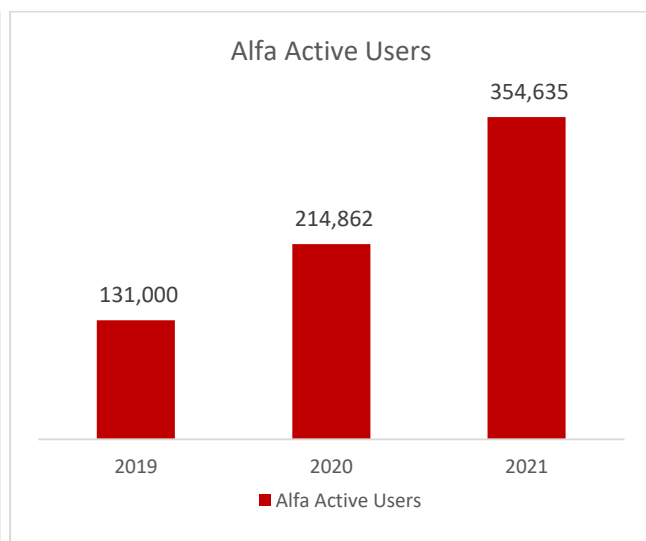
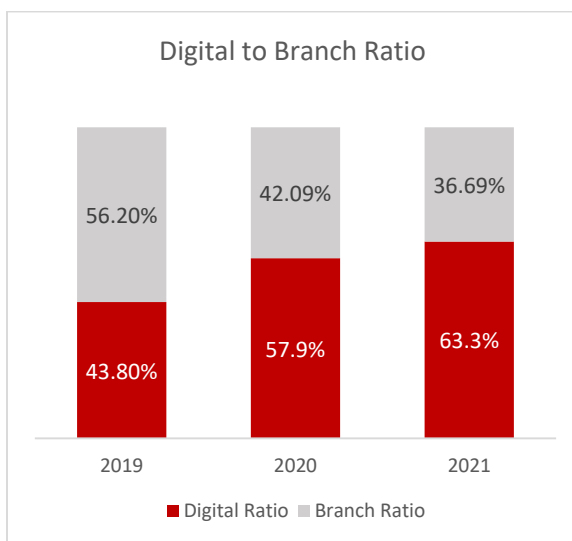
Alfa Overview

Bank Alfalah’s proprietary mobile application ‘Alfa’ enables a vast majority of customers to utilize a platform for easy access to not just financial transactions but also to an array of lifestyle related services, empowering the customers to utilize the application as a ‘One Window Operation’ tool for both their daily and specific requirements.

Alfa houses a customer base of over 2.8 million registered users with an active footprint of over 465,000 users, enabling our customers to keep track of their accounts, credit cards, fund transfers, pay utility bills, purchase air time and numerous other payments including taxes and school fees.

The App provides various other services which include account and profile maintenance including updating their National Identity Cards, generating their Tax Certificates and request for check books and bankers check with just a few taps.

Since the COVID-19 pandemic, the company has focused on introducing various of its branch-based products to its digital application to easily avail the services backed by seamless user journeys.



Alfa & Internet Banking

Products

1. Alfa Accounts
2. Alfa Savings Account
3. Alfa Remittance Account
4. Alfa Islamic Current Account
5. Alfa Islamic Savings Account
6. Alfa Islamic Remittance Account
7. Roshan Digital Account
8. Alfa Term Deposit
9. Alfa Islamic Term Deposit
10. Goal-Based Savings
11. Orbits Reward Programme – View & Transfer Orbits
12. Virtual Debit Card
13. Alfa Zindagi – Term Life Insurance
14. Health Cash Assist – Insurance
15. Advance Salary
16. Car Loan
17. Digital Auto Ijara
18. Home Loan
19. Instant Loan
20. Overdraft
21. Personal Loan
22. Mutual Funds Investment
23. IPS
24. Naya Pakistan Certificates
25. Purchasing of e-IPDs

Payments

1. Utility Bill Payment
2. Credit Card Bill Payment
3. Mobile Top-Up
4. Funds Transfer – Funds Transfer between Bank Alfalah Accounts
5. Interbank Funds Transfer – Funds Transfer from Bank Alfalah Account to Other Bank
6. Funds Transfer from own Bank Account to Wallet Accounts & Vice Versa
7. Raast – Send Money via Mobile Number or IBAN



8. Funds Transfer to Selected ILink and MNET Member Banks
9. Internet Service Provider Bill Payment
10. Multiple Beneficiary Payments
11. Orbits Redemption on Bill Payments, Top Ups, and QR Payments
12. Combination Payments Using Multiple Payment Methods
13. Bill Payment Aggregator: iBill Payments, Quick Pay, PayPro
14. Make Housing Society Payments
15. Donations to Selected Charitable Organisations
16. Payment for Online Shopping
17. School Fee Payment
18. University Fee Payment
19. Institute Fee Payment
20. Make Club Fee Payments
21. Auto / Home Loan Payment
22. Credit Card Bill Payment to Banks via iBill
23. Schedule Top Up and Utility Bill Payment

Services

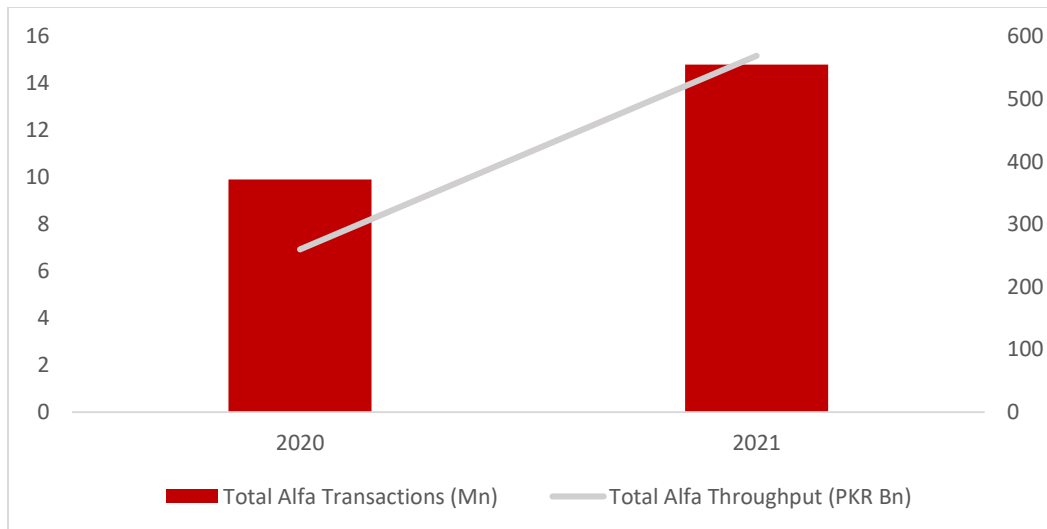
1. Biometric Login
2. Perform Biometric Verification from the Comfort of Your Home
3. View Account Balance from Home Screen with One Tap
4. Mini Statement
5. One Year Account Statement
6. Cash-In / Cash-Out Services
7. Linking Other Bank's Debit / Credit Card on Alfa
8. Search Feature to Find Transactions
9. My Alfa App to Manage Alfa App
10. My Card to Manage All Cards
11. Apply New Service to Request New Services
12. Locator to Locate Bank Alfalah Branches / ATMs / CDMs / QR Merchants
13. Contact Feature to Contact Bank Alfalah Helpline
14. Chip-Based Debit Card Management
15. Avail Credit Card Facilities Online



16. Request E-Statement, Change Address, and SMS Alerts Using Services
17. Request Banker's Cheque
18. Request Cheque Book
19. Manage Debit Card Transactions with Card Management
20. Save & Share Transactions Receipts
21. View & Download Withholding Tax Certificate and Statement
22. Add Beneficiaries to Favourite Payees
23. Request CNIC Expiry Update
24. Lodge Complaints via Alfa
25. Settings Feature to Manage Alfa
26. Book A Meeting with Your Branch or Call your RM

Lifestyle

1. Shopping from Alfa Mall
2. Alfa Pay – QR Payments
3. Purchase Various Gift Vouchers
4. Mobile Package Subscription
5. Alfa Health – On-Call Consultations
6. Alfa Account Opening with Promo Code
7. AlfaChat – Chat with Friends on Alfa
8. Subscribe to Telecom Packages
9. View Privileges & Discounts
10. Debit / Credit Card
11. View Nearby Discounts / Branches / ATMs via Locator
12. Generate Account Maintenance Certificate



Digital Account Opening

Alfalah Rapid is an innovative and revolutionary banking solution geared to fulfill all onboarding and self-service needs. Customers can open their new accounts digitally through **Alfa** (mobile app) and the **Rapid Portal** (web) without the need to visit the branch anymore. The Rapid Portal also offers the customers the convenience to apply for Debit and Credit Cards, avail Personal Loans, and much more from the comfort of their homes/offices.

YOUR BANK ON THE GO!

Bank Alfalah introduces **RAPID**

Responsive | Agile | Powerful | Instant | Digital
A New Age of Banking

- Digital Account Opening
- Quick Issuance of Debit Card & Credit Card
- E-statement and SMS Subscription
- And much more.

For Bank Alfalah Rapid, please visit:
www.bankalfalah.com or Call 111-225-111

Disclaimer: Bank Alfalah Rapid carries SSB prior approval for digital onboarding and servicing of customers.

Bank Alfalah
The Way Forward

Through this newly launched channel, Bank Alfalah has **opened 3,241 accounts** with a total of **177 million deposit**.

Customers can avail the following services through Alfalah RAPID:

Apply for a New Account

- for both existing and new to bank individual customers

Apply for a Credit Card

- for both existing and new to bank individual customers

Apply for a Debit Card

- for existing customers only

Self Service Banking

- for existing customers only
- includes E-Statement and SMS Alerts subscriptions, Internet Banking Registration, Check Book Request, CNIC Update, Issuance of WHT, E-Transaction Blocking/Unblocking

Key Features of Rapid Account Opening

- Access to your bank remotely with an end-to-end digitized process.
- Open Conventional or Islamic Banking Accounts from a branch of your choice across 50+ cities within 15 minutes with minimal documentation and no additional charges, with activation within 1 working day.
- Biometric Verification introduced through Alfa Application which allows customer to perform biometric anywhere.
- Open Asaan Conventional or Islamic Banking Accounts with minimal input and no proof of income requirement.

Bank Alfalah
The Way Forward

alfax

Now open your Bank Alfalah account digitally through Alfa or Rapid portal
and enjoy convenience of Banking at your fingertips

- Account Statement
- Funds Transfer
- Bill Payments
- Card Payment

*Terms & Conditions apply.

Scan QR Code to Access
Bank Alfalah Whatsapp
@011 225 03 | bankalfalah.com

The image shows a hand holding a smartphone displaying the Alfa app interface. The app screen shows a 'Welcome to Alfa' message and a 'Open Your Bank Alfalah Digital Account' button. Below the button are input fields for Name, Bank/branch, Phone, and Identification, followed by a 'Next Step' button and a 'Rapid App' button at the bottom.

Bank Alfalah
The Way Forward

PAKISTAN
SUPPORTING PARTNER

alfax

Want to open a Bank Account with a busy schedule?

Now open Bank Alfalah Account Digitally in just a few minutes.

Download Alfa and open your account now!

011 225 03 | bankalfalah.com

The image features a man in a blue shirt sitting and using his smartphone. The background is a light, neutral color. The text is overlaid on the image, providing information about digital account opening.

Accessibility to various statements on Alfa App

Bank Alfalah launched the option for customers to easily extract their Withholding Tax Certificates and Tax Statements directly from the Alfa Application. This has allowed the consumer to obtain these documents which were in first required to visit the branch and obtain them separately.

This initiative is a prime example of providing convenience to the customers by migration from the branch to the digital lifestyle application.



Virtual Debit Card

In order to enable the growing eCommerce industry, Bank Alfalah under the umbrella of Digital Banking of Bank Alfalah, envisioned to provide its customer a Virtual Debit Card (VDC) used instantly for Online Shopping / transactions, while offering convenience, security and more control over limits. Virtual debit card will cater the needs of the modern eCommerce customer while offering:

Instant Card Issuance
with Alfa

Security via
MasterCard
SecureCode (3D
Secure)

Control over
transactions and
spend limits

Access to domestic
and international
merchants

In 2021, Virtual Debit Card generated a total throughput, amounting to **PKR 45.79 million** with a total of **85,000 transactions**.

To build traction and tap a larger market, VDC is now being created by a new segment of Digital customers through Rapid account.

VDC provides several benefits to the customer, including offering a secure alternate to Debit/Credit cards that promotes more eCommerce transactions and usage. VDC creates new revenue streams through cardholder fees and cross border transaction activity. By opting for Virtual Debit Card, customer can get their own Card Number, Expiry Date and the three-digit CVV code and has the option to select their card's limit.



Virtual Card can be used on any website where MasterCard is accepted. Transactions that can be carried out include:

- Online payment for international certifications like ACCA, ICMAP, SAT, Toefl, IELTS, or Universities abroad, etc
- Shop online at eCommerce websites like Daraz, FoodPanda, AliExpress, etc
- Buy music subscriptions at Spotify, Deezer, etc
- Purchase from Google Play Store, Apple Store, etc
- Make payments at Facebook, LinkedIn, YouTube, etc
- Pay online for hotel bookings and ticket fares

Instant Credit Card

Bank Alfalah introduced the **first ever seamless digital credit card approval** mechanism in Pakistan with a real-time card and limit approval facility. This has reduced the need for the customer to visit the branch and directly apply for the card via the main banking application.

As of September 2022, more **than 800 cards** with a **total limit of PKR 253 million** have been approved since its inception in February 2022. It is offered to selected pre-screened ETB customers based on their liability/asset relationship with the bank where no physical application will be required while the card will be delivered to the customer within 3 to 5 working days.



Alfa Term Deposit



Giving the power of saving in the palm of our customers, Bank Alfalah launched Alfa Term Deposit whereby customers can book a Term Deposit for as low as PKR 500 with just a few taps! It offers all the convenient features from Term Deposit booking to early encashment, change of maturity instructions and downloading WHT certificate digitally. All it takes is just **10 seconds** to start saving and earning higher profits.

With Islamic Banking on the rise, Bank Alfalah has also introduced an end-to-end digital Term Deposit to cater Islamic Banking customers who want to secure their savings in Shari'ah compliant manner and earn Riba-Free profit.

For the first time, customers having conventional banking account can also book Islamic Term Deposit with the launch of this product. Additionally, it is pertinent to mention that since the launch of Alfa Term Deposit, a total of **PKR 25 billion+** has been invested by customers out of which more than **PKR 11 billion** has been recorded in YTD September 2022 alone.

Alfa Home Remittance Account

With the advent of digital financial revolution taking place all around the industry, Bank Alfalah has introduced Alfa Home Remittance Account. This innovative product is available in both Conventional and Islamic variant; enabling the customers to receive money from anywhere in the world using their mobile number as their Account Numbers.

Moreover, customers can also avail debit card facility whereby they can withdraw cash from any ATM in Pakistan and shop at different merchants. Alfa HRA is a savings account

in nature whereby customers earn profit on their received remittances. The customers can also perform bill payments, mobile top-up, transfers and QR payments through the App. With the quick adoption of this unique proposition by our customers, record remittances of over **PKR 4 billion** were received through Alfa Home Remittance Account in 2021.

Digital Investments on Alfa

Advancing towards digitization of financial services, Alfa is the first mobile banking app in Pakistan that allows customers to invest in Mutual Funds from their Account in just a few taps, without the hassle of any branch visit or tedious paperwork.

The entire process is easy to manage - the customer can invest, redeem, reinvest and switch between mutual funds through an end-to-end digital process without compromising personal financial information; with the initial investment as low as Rs. 500 and can be supplemented with higher amounts, as and when the customer wishes. The funds offered cover both conventional and Islamic variants.

The investment feature allows customers to view their investment details, view present value of their investment, full-fledged customer account opening option with online risk profiling. Thus, Digital Investments on Alfa offer bank's customers a convenient and safe investment option.

Instant Loan

Bank Alfalah launched Digital Personal Loan with instant loan disbursement of **up to PKR 1 million** based on the customer's credit information and transaction patterns, processed in **less than 1 minute**.

As of September 2022, more than **5000+ digital loans have been processed with** disbursement over **PKR 3 billion** since the product launch in September 2019.

It offers an end-to-end digitized process for application initiation, credit assessment, and loan repayment through the Bank's mobile application, Alfa; quick and easy process with no processing fee and zero paperwork.



Alfalah Orbit Rewards

With one of a kind loyalty program in the industry, Bank Alfalah's Orbit Rewards has continued to engage plethora of customers, strengthen and diversify the current customer relationships, and has managed to entice new customers on Bank's digital platform.

The number of customers redeeming their reward points has significantly **increased by 46%** and earning customers by **20%** from Jan-May'22 compared to last year. Most of the redemptions are now taking on bank's Alfa Mobile app and POS terminals.

Moreover, the Orbits program is being used as an instrumental tool to increase customer digital footprint on Alfa via introduction of various campaigns such as: K-Electric Bill Payment Rewards, Alfa Term Deposit Campaign, RAAST Account Linking, etc.



AlfaMall – Pakistan's first bank owned marketplace

AlfaMall is banking industry's first eCommerce platform to provide lifestyle customer experience by enabling Bank Alfalah & other bank's customers to shop online. In 2021, sales volume amounting to **PKR 1.8 billion** were generated resulting in year on year exponential growth of **164%**. The platform is now serving double the customers in 2021 as compared to the preceding year that brings the total to 30,198 happy customers, benefiting from this one-click solution for shopping.



With respect to Google traffic, in 2021, the platform was visited **3.29 million** times by **1.33 million** users. The number of new users were **1.26 million** and the average session duration is 5 minutes 43 seconds.

AlfaMall has enabled digital transformation of customers from conventional call center channel to book products on installment. The digital platform has converted many non-digital banked customers who have been ordering their products through call center. Through a Digital eCommerce marketplace, AlfaMall converted a count of **30K** unique customers and a greater number of transactions compared to the Bank's call center channel for Step by Step (SBS) Installment Plan. In 2021, AlfaMall generated **PKR 1.8 billion** with **52,078** Transactions whereas volume generated by Call Center SBS Plan was PKR 1.057 Billion with 20,337 Transactions.

AlfaMall allows the Bank's customers to use multiple payment methods. These include:

Bank Account	Alfa Wallet	Debit and Credit Card	Reward Points (Orbits)	Combination Payments
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In terms of number of products available on the platform, there has been an increase of **402%** in 2021 as compared to 2020. Over **81,000 authentic products** were made available in 2021 as compared to 16,290 in 2020, at best prices with the quality service of Bank Alfalah. These includes the following major categories:

- Mobile Phones & Tablets
- Electronics & Appliances
- Motorcycles
- Home & Living

AlfaMall provides various benefits to its customers, that no other eCommerce platform provides, these include:

<p>AlfaMall Phygital</p>	<ul style="list-style-type: none"> •A self service pickup introduced for customers who prefer to visit the outlet instead of ordering online •By 2021, there were 37 retail outlets in top cities to serve the customers
<p>Shop with Trust</p>	<ul style="list-style-type: none"> •AlfaMall has a robust security system with each transaction based on an OTP to keep funds safe and secure •The merchants are also onboarded based on a strict criteria to ensure only authentic sellers are on the platform
<p>Convenience</p>	<ul style="list-style-type: none"> •AlfaMall provides the fast delivery with 100% genuine products •It also offers same day delivery in Karachi, Lahore and Islamabad
<p>Easy Refund & Return Policy</p>	<ul style="list-style-type: none"> •In case of cancellations, customers are provided with quick and easy returns

Buy Now, Pay Later

QR

Bank Alfalah has enabled Buy Now Pay Later (BNPL) on QR based transactions via Credit Card, this has allowed the customer to easily confirm their transaction and choose their duration accordingly directly from the application without having the need to contact the call center. This incentive allows customer to purchase any product on BNPL where there is a QR code available and the product is of minimum PKR 3,000.



AlfaMall

AlfaMall provides Credit Card customers of Bank Alfalah the option to buy products on installments with 0% markup. Branded as Buy Now Pay Later, through which the customer can buy products on up to 12 monthly installments with 0% markup and no hidden charges.

Get **Sony PS5 Bundle**
for as low as **Rs. 7,854/month**

0% Markup
on all products on AlfaMall

Up to 36 Months

Free Dust Cover

Installment Plan Option	12 Months	18 Months	24 Months	30 Months	36 Months	48 Months
Monthly Payment	Rs. 7,854	Rs. 5,236	Rs. 3,284	Rs. 2,603	Rs. 2,169	Rs. 1,627

alfax.mall

Goal Based Savings

Bank Alfalah
The Way Forward

GO FROM 'CAN'T SAVE' TO 'AUTO SAVE' WITH
ALFA GOAL-BASED SAVING

GET ON ALFA NOW & START SAVING
AUTOMATICALLY

100%

alfax

With the importance of savings increasing in today's era; it has become imperative to financially plan your aspiration before-hand in order to avoid any eleventh-hour hassle. Towards that end, Bank Alfalah has introduced one if a kind savings product called 'Goal Based Savings'. Whether it's a plan to go on Umrah or dream of a new Car, Bike, PlayStation, or to fulfil any other saving aspiration, Goal-Based Saving allows customers to **set a goal** of their choice and **save towards it digitally** through a

convenient, **auto-debit feature**.

The product is designed to offer the flexibility of saving for 1-month to 12-month goals with **100% free insurance** coverage of the goals. Moreover, goal payment options are available on daily, weekly, fortnightly and monthly basis with the option for auto-debit instructions.

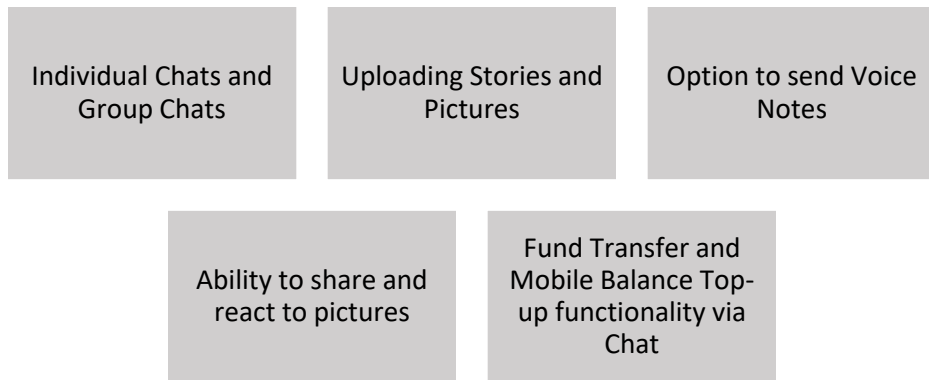
Alfa Chat

Alfa Chat is a lifestyle feature within ALFA, made to harmonize with forthcoming user behavioral shift from fulfilling day-to-day tasks by means of friction methods to the conversational medium that provide liberty for customers to multitask & embrace banking on the move. This is line with making Alfa; one platform for customers to fulfill their day to day necessities but will also invite and hook new customers on the platform especially through chat option, result in creating new 'DATA' avenues to acquire new customers, enhance usage & deepen relationship with existing customers.

This product is the first of its kind in Pakistan, P2P chat platform in Banking; updated with a wide array of features from user to user chat, Group Chat, Stories & Picture uploading, voice notes, picture sharing as well as Likes & viewing features. In addition, it provides Money (Fund) Transfer & Mobile Balance Top-up functionality in chat, giving it a holistic view to be a banking & financial communications platform. Alfa Chat provides its users with a competing user experience with that of chat/social applications with an added benefit of performing financial transactions at user's fingertips.



Available Features:



Alfa Chat provides its users with a competing user experience with that of chat/social applications with an added benefit of performing financial transactions at user's fingertips.

Ask Alfa

'Customer Can Update Your Account Related Information and Upload Documents While Chatting - All In Bank Alfalah's Alfa, First of its Uniqueness in Pakistan'

Bank Alfalah in 2022 has introduced a first-of-its-kind feature to upload updated account information through CDD Ask Alfa – a unique Chat Platform in Bank Alfalah's Alfa Mobile App, which enables customers to share their banking queries along with providing easy and fast processing of documents. It is the first bank to introduce such a feature and one that sets an example for other commercial banks to endorse and follow.

CDD Ask Alfa offers better engagement through a user-friendly interface and update account information without visiting the branch. This way, the customers and bank will reach out to each other by getting in touch through the Chat Platform and not having to visit the branch.

Moreover, an ultimate convenience is offered to the customers through Ask Alfa that can connect a customer to a bank representative, who is available 24/7, in case of any assistance.

The in-app Chat Platform saves on the time taken for the customer to update their information and provides convenience by bringing banking to their doorstep. This instant solution is sure to drive a revolutionary measure in customer services, enhancing the standard of uninterrupted customer facilitation.

CDD Ask Alfa facilitates the customers' rapidly changing behavior towards technology by incorporating more user-friendly ways to do banking and prioritizing customers' financial needs. It is evident that Bank Alfalah is working diligently to add more value to its customer experience with the help of technology and, in turn, enhancing customer satisfaction.

There are two main Areas Covered in Ask Alfa:

- Contact Center Services through Chat
- Customer Branch Related Services i.e. Documentation, Complaint & Solutions

