

NEWSLETTER

ROSHNI

June 2025

**IKHTIAR
PUTS
YOU
FIRST**



Roshan Har Qadam

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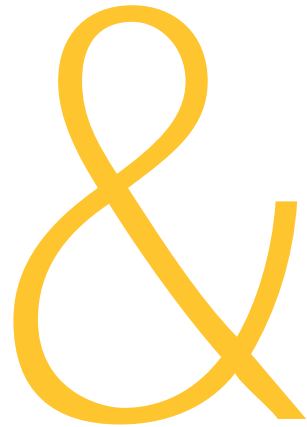
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CAMPAIGN
LAUNCHES



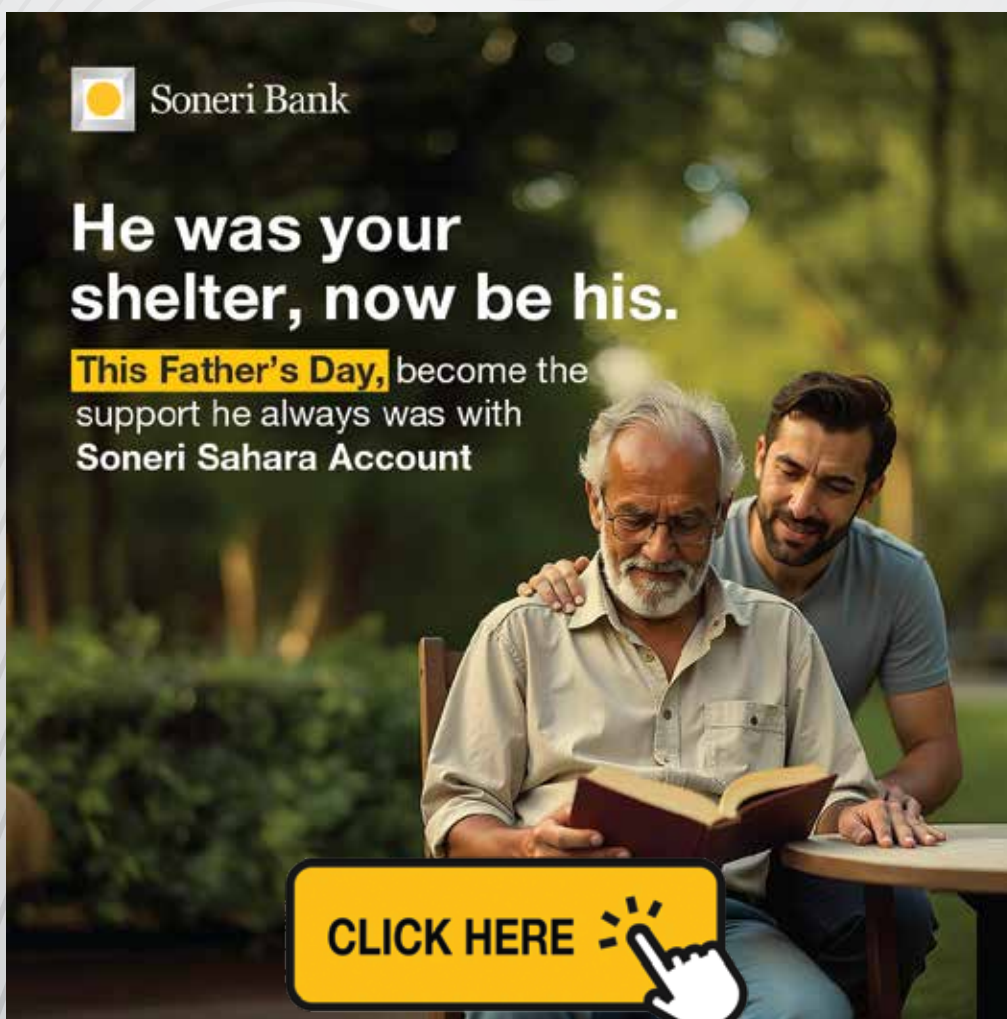
MARKETING
DEPARTMENT INITIATIVES

FATHER'S DAY TRIBUTE

Celebrating Fathers: A Video Featuring Soneri Bank Products

To honor fathers and their invaluable role in our lives, Soneri Bank launched a heartfelt Father's Day campaign. The campaign featured a touching video message emphasizing the strength, sacrifices, and unwavering support of fathers. Central to this initiative was the promotion of the Soneri Digital App, designed to make banking simpler for fathers and ease their financial journeys. Additionally, the Soneri Sahara Account was showcased as a meaningful way for individuals to give back and become the financial pillars that their fathers have always been for them.

Click to access the video:



Supporting Father's in Balancing Career and Family

This Father's Day, in order to help fathers manage work-life balance, Soneri Bank conducted a session on stress management session. Professional psychologists from Bahria University and Clinics led the session, focusing on how fathers can manage the demands of family and the work place. During the session, the psychologists identified common patterns and practices that contribute to stress and imbalance, offering healthier solutions to replace them. This provided fathers with actionable strategies and valuable insights for achieving a harmonious balance between their professional responsibilities and familial commitments. The session concluded with practical stress-releasing exercises, equipping attendees with tools for immediate application.



SUPPORTING SPIRITUAL MILESTONES: HAJJ 2026 REGISTRATION DRIVE

From June 27th to July 9th, Soneri Bank led a successful campaign to facilitate Hajj 2026 registrations through its social media channels. Under the impactful message, “Roshan rasta, muqaddas manzil” the campaign resonated strongly with the community, resulting in over 1,000 leads. This response demonstrates the trust our customers place in Soneri Bank and highlights our dedication to supporting their spiritual aspirations. We are proud to have contributed to this significant milestone, and remain committed to delivering exceptional service to support our customers’ spiritual journeys.

Click to access the video:

CLICK HERE



PROMOTING FINANCIAL EMPOWERMENT: PRODUCT HIGHLIGHTS OF JUNE

Throughout June, Soneri Bank's social media channels focused on empowering our customers by showcasing Soneri Bank's diverse range of products offering customized solutions:

Soneri
Ikhtiar
Account

A flexible Current Account designed to efficiently serve both personal and business financial requirements.

The advertisement is a yellow rectangular card. At the top left is the Soneri Bank logo (a yellow square with a white circle inside) and the text "Soneri Bank". At the top right is the "Soneri Ikhtiar Account" logo. In the center, the text "Tailored to your financial needs" is written in a large, bold, black font, with "Soneri Ikhtiar Account" in a smaller font below it. Below this text, a hand in a black suit sleeve is holding a black string that is tied to four yellow puzzle pieces arranged in a 2x2 grid. Each puzzle piece contains a benefit: "Unlimited Transactions", "Free Chequebook & Debit Card", "Rs. 25,000 Minimum Balance", and "Business or Personal". At the bottom of the card, the text "Terms & Conditions Apply" is written in a small font.

Soneri Bank

Soneri
Ikhtiar
Account

**Tailored to
your financial needs**
Soneri Ikhtiar Account

Unlimited Transactions

Free Chequebook & Debit Card

Rs. 25,000 Minimum Balance

Business or Personal

Terms & Conditions Apply

Soneri
YOUNGSTERS
 MINOR SAVINGS ACCOUNT
 Start Savings Early!

Encouraging parents to instil smart money habits in children from an early age, with attractive returns and long-term security.



Soneri
Salana Amdani
 Account

Offering customers the opportunity to grow their income with an attractive 11% annual profit rate, complemented by free online banking services.



**Note: The mentioned rates were applicable until the month of June.*

These initiatives reinforce Soneri Bank's commitment to providing innovative, customer-centric banking solutions that support our customers at every stage of life.

SUPPORTING YOUTH FINANCIAL LITERACY THROUGH TDF JUNIOR INTERNSHIP PROGRAM

Soneri Bank served as a Silver Sponsor for The Dawood Foundation's (TDF) Junior Internship Program, an initiative designed for students aged 12-18 years. This program aligns with Soneri Bank's commitment to Corporate Social Responsibility (CSR) and its dedication to fostering financial literacy among the youth.

The program featured two highly engaging sessions led by Mr. Raheel Bhagar, Head of Shariah Compliance, Islamic Banking, and Mr. Mehtab Haider, Head of Debit Cards & Alliances, Digital Banking. They shared valuable insights into budgeting techniques, and focused on digital banking solutions. Both speakers equipped participants with essential knowledge on saving, investing, and overall financial literacy.

The program proved to be an exceptionally engaging and impactful experience for all involved, reinforcing Soneri Bank's role in community development.



MARKING WORLD BLOOD DONOR DAY

In observance of World Blood Donor Day, Soneri Bank joined hands with Indus Hospital for a Blood Donation Drive. The camp saw enthusiastic participation from our staff members, who stepped forward with compassion and a shared sense of purpose. From raising awareness to filling blood bags, every contribution made a difference, reminding us that small acts of kindness truly go a long way.



Soneri Bank



This World Blood Donor Day

Soneri Bank joined hands with **Indus Hospital** for a meaningful blood donation drive.



INTERNATIONAL DAY OF FAMILY REMITTANCES

Soneri Bank commemorated the International Day of Family Remittances by extending heartfelt appreciation to overseas Pakistanis whose remittances play a vital role in supporting families and uplifting communities. A marketing campaign was launched to honor their contribution, reaffirming our commitment to safe, fast, and reliable remittance services across our network.

Soneri Bank

PRi | **International Day of Family Remittances**

Celebrating International Day of Family Remittance

We express our appreciation to all our valued remitters and beneficiaries for their trust in our remittance services through Soneri Mehnat Wasool.

Bringing loved ones closer!

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Soneri Mehnat Wasool
 REMITTANCE

Roshan Har Qadam

STRATEGIC PARTNERSHIP WITH SINDH ENTERPRISE DEVELOPMENT FUND

Soneri Bank signed a strategic agreement with the Sindh Enterprise Development Fund (SEDF) to facilitate growth in the SME and Agri sectors across Sindh. Under this initiative, eligible enterprises can now benefit from subsidized financing, enabling business expansion and rural economic development.



PARTICIPATION IN AGRI MELA

Soneri Bank participated in the Agri Mela, held in Skardu on 20th June, 2025 organized by SBP Rawalpindi. The Bank set up a stall featuring information on Islamic banking solutions under the Soneri Mustaqeem Islamic Banking umbrella, engaging local farmers, agri-entrepreneurs, and community members, highlighting its commitment to supporting Pakistan's agri-economy.



LAUNCH OF E-BIKE FINANCING FACILITY

To encourage eco-friendly transportation, Soneri Bank launched its E-Bike Financing Facility. Designed for affordability and convenience, this new offering provides customers with easy access to electric bikes through flexible payment plans, reinforcing our commitment to sustainability and innovation.



Soneri Bank

Owning an electric bike is now easier with Soneri Bank. Your commute just got smarter.

Financing Limit:
Up to PKR 500,000

Loan Tenure:
1 to 3 years

Minimum down payment:
30%

To join the green revolution, visit our website or your nearest branch to apply.

Fast Ride, Faster Financing

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Roshan Har Qadam

PROMOTING FINANCIAL INCLUSION AT THE ISLAMABAD CATTLE MARKET

During Eid-ul-Adha 2025, Soneri Bank actively participated in the Go-Cashless Campaign at the Islamabad Cattle Market. Through a focused on-ground activation and awareness campaign, the Bank promoted the use of digital payment solutions for livestock purchases.

The initiative was a remarkable success in terms of visibility and customer engagement, positioning Soneri Bank as a leader in digital innovation. As a result, the Bank was proudly recognized as the Best Bank at the market for achieving the highest digital transaction volume, a testament to our team's commitment to driving financial inclusion through technology.



COMMERCIAL & RETAIL BANKING



GROUP UPDATES

BRANCH NETWORK EXPANSION

Soneri Bank continues to expand its footprint across Pakistan, with a total of 572 branches operating nationwide as of 30th June .



TOTAL BRANCHES: 572



TOTAL CITIES: 234

TOP ADC PERFORMING BRANCHES



SMS Alerts

DEFENCE BRANCH LAHORE



Defence Branch, Lahore has achieved remarkable success in driving SMS banking conversions. Their efforts have made banking more accessible and convenient for customers on the go.

**Master Debit Card****MAIN BRANCH KARACHI**

The Main Branch, Karachi has demonstrated exceptional performance in promoting the Master Debit Card.

PayPak Debit Card**GULISTAN-E-JAUHAR BRANCH KARACHI**

The Gulistan-e-Jauhar Branch, Karachi demonstrated exceptional performance in promoting the PayPak Debit Card, playing a key role in advancing Soneri Bank's digital banking initiatives.

**E-Statements****GULISTAN-E-JAUHAR BRANCH**

Gulistan-e-Jauhar branch, Karachi has been recognized for outstanding work in promoting and facilitating the adoption of e-statements. This eco-friendly initiative provides customers with secure and convenient access to their account information, while supporting the Bank's sustainability efforts.

**Internet Banking****AHMEDPUR SHARQIA BRANCH**

Ahmedpur Sharqia branch, Karachi has been recognized for outstanding work in promoting and facilitating the adoption of internet / mobile banking. This digital platform provides customers with secure and convenient access to their account information.

TOP PERFORMING BRANCHES

BUSINESS PERFORMANCE SCORECARD

The following are the top 6 performing branches based on business performance evaluations. These branches demonstrated commendable efforts, serving as an inspiration for continuous improvement.

BRANCH NAME	REGION
Canal View Branch, Lahore	Central-I
Renala Khurd Branch	Central-II
IB Peshawar Road Branch	Islamic Banking
Malir Branch Karachi	South-I
Matyari Branch	South-II
IB Khyber Bazar	Islamic Banking



Canal View Branch Lahore



Renala Khurd Branch



IB Peshawar Road Branch



Malir Branch Karachi



Matyari Branch



IB Khyber Bazar

THE BILLION CLUB

Branches joining the “billion deposit club.”

BRANCH NAME	GROUP
Bewal Branch	North
PWD ISB	North



Bewal Branch



PWD ISB

NEW BRANCHES SURPASS PKR 500 MILLION IN JUNE

BRANCH NAME	GROUP
Khayban-E-Iqbal Branch	Central I
Kuri Road Branch	North



Khayban-E-Iqbal Branch



Kuri Road Branch

REDUCING ACCOUNT DORMANCY

Model Town Branch, Lahore



Soneri Bank commends Model Town Branch, Lahore for its outstanding efforts in significantly reducing account dormancy during June. The team's proactive customer engagement and focus on revitalizing inactive accounts have set a commendable benchmark for other branches.

DRIVING NEW TO BANK ACCOUNTS

FIEDMC (Sahianwala) Branch, Faisalabad



FIEDMC (Sahianwala) Branch, Faisalabad truly excelled in June, demonstrating outstanding efforts in bringing in new customers and significantly expanding Soneri Bank's client base. Their dedicated approach has set a commendable standard for growth and client acquisition across our network.

LEADING THE WAY IN SCHOOL BANKING

Committee Chowk Branch



Committee Chowk Branch deserves special recognition for its outstanding efforts in reaching out to schools and securing a high number of new accounts.

NURTURING FUTURES WITH YOUNGSTER MINOR SAVING ACCOUNT

Hussainabad Branch, Karachi



Hussainabad Branch, Karachi deserves special recognition for its outstanding efforts in reaching out to schools and securing a high number of new accounts.

DRIVING GROWTH IN LADIES FIRST ACCOUNT

PWD Branch, Rawalpindi



Johar Town Branch, Lahore



PWD Branch, Rawalpindi and Johar Town Branch, Lahore made a strong contribution in June by opening a notable number of Ladies First Account.

DIGITAL BANKING



DEPARTMENT INITIATIVES

EID-UL-ADHA CAMPAIGN: CELEBRATING THE SPIRIT OF GIVING

This Eid-ul-Adha, Soneri Bank launched a dedicated campaign to reward our valued cardholders with exclusive discounts across 13 merchants nationwide. Valid for three days during the festive season, the campaign was strategically designed to enhance customer engagement and provide special offers that added value to their celebrations. Leveraging our digital banking channels, we effectively promoted these discounts, ensuring maximum visibility and accessibility for our customers.



Soneri Bank

عید الفطر مبارک

Use your Soneri Bank Debit Cards to **celebrate** more for less!

Up to 50% OFF

Valid for all 3 days of Eid

Kebabjees Bakers Karachi & Hyderabad	Hobnob Karachi	Mehrab Multan	Hyderabad Darbar Hyderabad	Shelton Bakeology Peshawar
Nadia's Boulangerie-Patisserie Faisalabad	Malima Karachi	Bun factor Islamabad	Cafe D'Grill Islamabad	Meet me in Paris Lahore
Coco Cubano Fairways Raya Lahore	Gauchos DHA Raya Lahore	Burger Fest Islamabad		

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Roshan Har Qadam

POS DEPLOYMENT: ENHANCING OUR MERCHANT ACQUIRING CAPABILITIES

Soneri Bank announced the successful deployment of its branded POS machines, marking a significant milestone in Soneri Bank's strategic efforts to strengthen its merchant network. The dedicated teams engaged closely with branch staff, conducting comprehensive training sessions to ensure seamless onboarding and optimal utilization of the new POS terminals.



LEARNING & DEVELOPMENT INITIATIVES



SONERI ENABLE - LEARNING MANAGEMENT SYSTEM (LMS) INITIATIVES

Theme of the Month on Key Prohibition Riba, Gharar and Qimar:

As part of ongoing commitment to fostering a culture of continuous learning and regulatory compliance, the Learning and Development Division proudly launched the "Theme of the Month Quiz" initiative in June 2025. The focus for this month was " Key Prohibitions: Riba, Gharar, and Qimar ”.

Learning & Development - Physical Training Initiatives

The Learning and Development Division launched June with a series of impactful training programs across multiple cities, empowering employees with vital skills and knowledge to thrive in their roles. Below are the details of the programs:

Islamic Banking Conversion Certification program:

Duration: 5 Days

Islamic banking conversion certification Program was held in Karachi and it primarily focused on the newly hired employees. This training was designed to equip Soneri Bank employees with the necessary knowledge and skills to operate effectively within the framework of Islamic banking.

This specialized training focused on the principles of Shariah-compliant finance, covering key concepts such as Profit and loss sharing, the prohibition of interest (riba) and ethical investment practices. by participating in this program, employees gained deeper understanding of Islamic financial products and services.

Employees actively participated and showed great interest in deepening their understanding, enabling them to serve customers with integrity and compliance.

After the completion of the 5 days training, employees felt well-prepared to integrate their new knowledge into their everyday work routines.

This initiative reflects Soneri Bank's commitment to expanding its Islamic banking operations and ensuring a smooth and knowledgeable transition for its workplace.

Parwaaz:

Learning and development department organized a training session on PARWAAZ. a women's development program designed specifically for women who seek support and empowerment to find their voice. The training included various interactive activities and was focused on building confidence, self-awareness, and leadership skills. The program concluded on a very positive note, with all the participants expressing satisfaction and sharing great feedback. They also requested that such sessions should be conducted more frequently.

Pakistani Sign Language Training:

A Pakistani sign language program was conducted at the learning center, where participants were introduced to the sign language commonly used to communicate with the staff with disabilities. It aimed at raising awareness and promoting inclusivity for persons with disabilities. Participants were introduced to gestures and expressions to help them communicate more effectively.

This session was interactive and engaging, allowing participants to practice real life scenerios and ask questions. It also highlighted the importance of empathy, patience and respect when interacting with individuals. Overall, the training was well received and encouraged a more inclusive workplace environment.

Participants appreciated the initiative and suggested conducting similar sessions in the future to ensure broader awareness and understanding across the organization.



Soneri Bank

Soneri
محنت وصول
REMITTANCE



HOME REMITTANCE DEPARTMENT INITIATIVES

TOP PERFORMING BRANCHES

Home Remittance

Soneri Bank is pleased to report on the performance of its branches in facilitating home remittances during the second quarter of 2025. The following tables highlight the top three branches in terms of both remittance volume and the number of transactions processed:

TOP 3 - VOLUME-WISE BRANCHES JUNE- 2025 (YTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Pasrur Road Branch	Sialkot	Gujranwala	Central-I
3	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I

TOP 3 - TRANSACTION-WISE BRANCHES JUNE- 2025 (YTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I
3	Pasrur Road Branch	Sialkot	Gujranwala	Central-I

TOP 3 - VOLUME-WISE BRANCHES JUNE- 2025 (MTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I
3	Wapda Town Branch	Gujranwala	Gujranwala	Central-I

TOP 3 - TRANSACTION-WISE BRANCHES JUNE- 2025 (MTD BASIS)

POSITION	BRANCH NAME	REGION	ZONE	GROUP
1	Sambrial Branch	Sialkot	Gujranwala	Central-I
2	Main Branch Wazirabad	Gujranwala	Gujranwala	Central-I
3	Gujar Khan Branch	Gujrat	Gujranwala	Central-I

These branches have demonstrated exceptional performance in supporting our customers' remittance needs, achieving high volumes and processing a significant number of transactions.

Meet The Team

 PNSC 9th Floor, FI Department



Financial Institutions

Shahid Abdullah

Head - Treasury, FI & Capital Markets, Treasury

Khola Abid

Unit Head - Financial Institutions

Asif Hashim

Head - Financial Institutions

Sumreen Abbas

Relationship Officer- Financial Institutions

Anas Nawaz

Relationship Manager - Financial Institutions

Please contact the team at: fid@soneribank.com EXT: 2155

Want your team to be featured? kindly share the names and photos of your team members.

Meet The Team

 PNSC 9th Floor, Treasury Department



Treasury, FI & Capital Markets

Shahid Abdullah

Head - Treasury, FI & Capital Markets, Treasury

Sumreen Abbas

Relationship Officer - FI, Treasury

Flora Stephen

Secretary, Group Head Treasury

Khola Abid

Unit Head - Financial Institutions

Anees Abbasi

Sr. Dealer Fixed Income ALM, Treasury

Muhammad Rehan Khan

Dealer- MM/Research Desk, Treasury

Anfal Aslam

Senior FX Dealer

Naeem Mohammed Ibrahim

Dealer Capital Market

Muhammad Faisal

Unit Head - South & North

Syed Muhammad Usman

Head of Treasury Sales

Faisal Zaman

Dealer FX

Syed Muhammad Akbar Zaidi

Dealer Sales, Treasury

Rehan Ali Jafri

Dealer Treasury Sales

Anas Nawaz

Relationship Manager - FI

Mohammad Ashraf

NCS Staff Treasury

Please contact the team at: treasury.frontoff@soneribank.com EXT: 2154

Want your team to be featured? Kindly share the names and photos of your team members.

EMPLOYEE CORNER



ABDULLAH SHAMS UL HAQ

AUDIT OFFICER, INTERNAL AUDIT & RAR



STAR OF THE MONTH



Mr. Abdullah, Audit Officer performed exceptionally in June during audit assignments. His keen insights helped identify and mitigate significant financial and reputational risks. His efforts exemplify the proactive spirit valued at Soneri Bank. The branches where his findings were crucial included:

1. Mardan Branch
2. Liaqat Road Branch
3. Mansehra Branch

STAR OF THE MONTH

IRFAN ANJUM

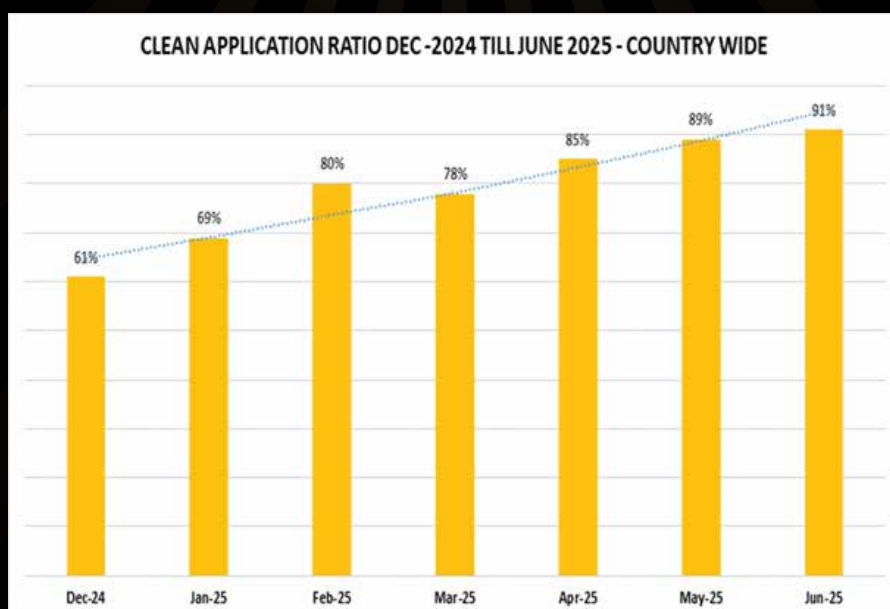
UNIT MANAGER - SCRUTINY, OPERATIONS



Mr. Irfan Anjum (Unit Manager, Centralized Account Opening) exceeded expectations by developing training and leading sessions for 547 SNBL branch staff across all regions in 2024. He extended these sessions into 2025, boosting team skills and bank operations.

The measurable outcomes of his efforts include:

1. Clean application ratio surge from 61% (December 2024) to 91% (June 2025).
2. Bank-wide upskilling through continuous training and branch support.



THE NEW WEALTH: REDEFINING FINANCIAL FREEDOM IN THE 21ST CENTURY

In a rapidly evolving financial landscape, where the rules of money are being rewritten daily, achieving financial freedom is no longer solely about early retirement. It is about regaining control over your time, energy, and choices. This silent aspiration fuels our ambition, serving as the underlying motivation behind every savings plan or side venture. But what precisely is financial freedom, and how can it be attained?

What Is Financial Freedom (Really)?

Beyond the filters of social media and the narratives of crypto millionaires, financial freedom fundamentally means having sufficient assets, passive income, and financial resilience to live life on your terms, without dependence on a paycheck. It is the point at which your money works harder than you do.

A 2023 survey by Schwab reveals that 59% of Americans define wealth not by a monetary figure but by “peace of mind.” This marks a significant shift—from pursuing millions to seeking meaning and security.

The 5 Pillars of Financial Freedom

1. Conscious Spending, Not Frugality

Financial freedom is not about austerity; it is about aligning your spending with your values. As Ramit Sethi states, “Spend extravagantly on the things you love, and cut mercilessly on the things you don’t.”

2. Aggressive Debt Elimination

High-interest debt, such as credit card balances, can act as financial quicksand. Achieving freedom begins with eliminating these liabilities. Tools like the Avalanche Method (focusing on paying high-interest debts first) or the Snowball Method (paying smallest balances first) can facilitate this process.

3. Multiple Income Streams

The typical millionaire often has seven sources of income. Diversification reduces financial risk and enhances resilience—examples include rental income, dividends, side businesses, royalties, and consulting.

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4. Automated Investing

Achieving wealth does not necessitate beating the market; rather, consistent participation does. Research from Vanguard indicates that a straightforward, low-cost index fund strategy outperforms most active funds over the long term.

5. Focusing on a “Freedom Fund” Over Retirement Savings

Establish a “freedom fund” covering six to twelve months of living expenses. This serves as a launchpad for career pivots, creative pursuits, or entrepreneurial endeavours.

The Psychology of Financial Freedom

It is important to recognize that financial freedom is predominantly a mindset comprising approximately 80% psychology and 20% mathematics. A Scarcity mentality such as “I’ll never make enough” or “Money is evil” can impede progress. Shifting towards a mindset of abundance and ownership is crucial.

Harvard Business Review highlights that individuals with high financial self-efficacy—confidence in managing their finances are more likely to achieve lasting financial well-being, regardless of income level.

The FIRE Movement: Not Just for Extremists

The global discussion on wealth has been revitalized by the Financial Independence, Retire Early (FIRE) movement. While retiring in your thirties isn't an achievable goal for everyone, the movement's central tenets—aggressive saving, strategic investing, and intentional living—can help many individuals achieve financial independence sooner.

The True Reward: Freedom of Choice

The greatest advantage of achieving financial freedom isn't the ability to retire early, but the power of increased choice. It provides the flexibility to decline toxic work situations, pursue personal passions, spend more time with family, or support meaningful causes. Ultimately, financial freedom grants you the discretion to avoid burnout and protect your personal integrity.

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Final Reflection: Build a Life You Don't Need a Vacation From

Financial freedom is not merely a destination; it is a framework for life. It begins with intention, develops through strategic planning, and matures with discipline. Whether you are in your 20s or your 50s, it is never too early or too late to start. Strive not just to accumulate wealth but to attain true freedom. Aim to get free.

Sources:

1. Schwab Modern Wealth Survey 2023 – <https://www.aboutschwab.com/modern-wealth-survey>
2. Ramit Sethi, I Will Teach You To Be Rich
3. Vanguard, “The Case for Index Fund Investing”
4. Harvard Business Review, The Hidden Cost of Financial Insecurity, 2021



Mohammad Abbas
Head of Interbank, Treasury

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COMPLIANCE: FROM BARRIER TO BUSINESS ADVANTAGE

Business and Compliance: Turning Challenges into Opportunities

In many organizations, particularly within the banking sector, compliance is often perceived as a barrier to business growth—potentially increasing costs, demanding additional resources, and limiting operational flexibility. However, compliance can serve as both a challenge and a strategic opportunity for sustainable growth and competitive advantage.

Understanding Business Risk

Before delving into compliance, it is essential to understand what constitutes business risk. Simply put, business risk refers to any factor that threatens a bank's ability to achieve its financial objectives. Business risk can be broadly classified into two categories:

- **Strategic Risk:** Arises when a business does not operate according to its established business model or strategic plan.
- **Compliance Risk:** Also known as regulatory risk, this pertains to the potential for legal or regulatory penalties resulting from failure to adhere to relevant laws, regulations, and standards.

What is Compliance and Compliance Risk?

Compliance involves acting in accordance with applicable rules, regulations, and standards relevant to the business and industry. Establishing a robust compliance program enables organizations to mitigate compliance risks, which are often interconnected with various other operational risks.

Compliance risk refers to the threat of legal penalties, financial loss, or reputational damage arising from non-adherence to regulatory and internal policies.

Conceptual Illustration: The Safety Helmet Example

To better understand compliance risk, consider the following example:

Two engineers are working on a construction site, where wearing a safety helmet is mandatory. One engineer wears a safety helmet (hard cap) to protect against falling objects, while the other does not. The act of wearing the helmet represents compliance, while not wearing it signifies non-compliance.

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Suppose an object falls from the construction site. The engineer without the helmet is at higher risk of injury, while the helmet-wearing engineer is protected. If both sustain injuries, the severity will likely differ—demonstrating that compliance measures mitigate impact and reduce risk severity.

Building a parallel to banking:

- The construction site is our task environment.
- Falling objects represent risks inherent in operations.
- The safety helmet is a risk mitigation tool/control.
- The injuries are the impacts or consequences of risk realization.

Compliance in Banking Operations

As bankers, we perform hundreds of transactions daily. Adherence to policies, procedures, standards, and governing regulations is vital. Failure to comply can expose the bank to various risks, including fraud, theft, money laundering, and embezzlement. In today's dynamic business environment, compliance is not merely a regulatory obligation but a strategic asset. By embedding compliance into our core operations, banks can unlock numerous benefits:

The Strategic Advantages of Compliance

- **Builds Trust:** Enhances relationships with stakeholders, customers, and partners, fostering long-term loyalty.
- **Mitigates Risks:** Reduces the likelihood of legal, financial, and reputational repercussions associated with non-compliance.
- **Enhances Reputation:** Demonstrates a commitment to ethical practices, strengthening brand image.
- **Supports Sustainability:** Encourages responsible business practices that contribute to long-term growth.
- **Fosters Innovation:** Compliance frameworks can stimulate development of compliant solutions, promoting innovation.
- **Ensures Market Access:** Compliance with regulations is often a prerequisite for entry into new markets or industries.

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Conclusion: Compliance as a Competitive Edge

Meticulous compliance is no longer a mere formality; it represents a vital competitive advantage in today's ever-evolving risk landscape. Organizations that proactively embed compliance into their strategic framework can transform potential hurdles into opportunities for growth, trust-building, and market differentiation.



Syed Yasir Hasnain Zaidi
Sr. Manager Internal Controls & Compliance Risk

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