innovation and product development

alrajhi bank strengthened its innovation agenda and accelerated the development of differentiated digital products by deepening its insights ecosystem, enhancing data-driven decision-making, and advancing real-time engagement capabilities. These enhancements enabled the bank to design solutions that are more personalised, responsive, and relevant to evolving customer needs across retail, corporate, wealth, and SME segments. Innovation efforts were increasingly supported by agile delivery models and advanced analytics, ensuring faster time-to-market and improved value creation across the product portfolio.

Group-wide insights and real-time marketing

alrajhi bank advanced its data-driven operating model by expanding enterprise analytics platforms, integrating real-time data engines, and enhancing marketing automation capabilities to support personalised engagement at scale. Machine learning and predictive models were further embedded across decision engines, improving accuracy in credit scoring, fraud detection, behavioural insights, and lifecycle management.

A major milestone was the development of **360-degree customer profiles**, consolidating data from the bank, subsidiaries, fintech partners, and Open Banking flows obtained with explicit customer consent. This comprehensive view enabled more precise segmentation, contextual product recommendations, and personalised interactions across channels.

With the deployment of real-time event-processing capabilities through the upgraded digital core banking systems, alrajhi bank can now monitor customer activity across journeys and interpret behavioural signals instantaneously. This enables the bank to respond to customer actions in real time, whether triggered by a transaction, a service request, or an anticipated financial need, and enhance the experience with relevant, data-driven communication or services.

Events such as high-value credit card transactions, declined purchases due to insufficient funds, or upcoming maturity dates on fixed facilities automatically activate tailored responses from a library of hundreds of pre-programmed actions. These may include personalised push or SMS notifications, credit limit increase offers, or targeted merchant rewards delivered at the moment of need.

This real-time engagement capability has significantly enriched customer experience while also creating measurable value for the bank, contributing to the execution of over 6 million contracts which translates to ﷼ 20 Bn. in revenue.

2025 saw the introduction of a number of new digital capabilities that further advanced the bank's innovation agenda:

- **Business Financial Manger (BFM+):** Launched to provide businesses with intuitive, data-rich dashboards that visualise sales performance, customer demographics and market insights, enabling more informed and strategic decision-making.
- **eBusiness Marketing engine:** Enables businesses to initiate targeted paid campaigns directly through the alrajhi app, with the ability to define audience criteria such as age and gender and reach both retail and business customers through push notifications or pop-up messages.
- **Digital Card Skin:** The bank enhanced personalisation features by enabling customers to customise and change the design of their digital cards directly within the app.

These initiatives improved the bank's capability to anticipate customer needs, strengthen risk insights, accelerate product development cycles, and increase customer lifetime value.

Awards and recognition:

In 2025, alrajhi bank continued to be recognised by leading global institutions for excellence in digital banking, customer experience and innovative financial solutions. These awards underscore the bank's commitment to enhancing customer engagement through cutting-edge digital products, AI-enabled services, and market-leading mobile experiences, while reinforcing its reputation as a trusted, innovation-driven financial institution.

Key Awards won in 2025:

- **Best Digital Bank for Customer Experience** – The Digital Banker Recognising superior digital customer engagement and service design.
- **Best AI SME Solution** – The Digital Banker Celebrating leadership in AI-enabled solutions for small and medium enterprises.
- **Best Mobile Banking Retail App** – The Global Economics Awarded for outstanding mobile banking experience in Saudi Arabia.
- **Best Mobile Banking Application – alrajhi Mobile app** – Recognising excellence in mobile user experience and functionality.
- **Best Innovation in Islamic Digital Supply Chain Finance** – Highlighting innovative solutions within Islamic finance.
- **Best Bank – Saudi Arabia** – MEED Banking Excellence Awards A leading industry accolade for overall performance and customer service.
- **MENA Consumer Digital Bank of the Year** – Recognised for outstanding digital service delivery across the region.
- **MENA Digital Private Bank of the Year** – Awarded for excellence in digital private banking services.
- **Excellence in AI-Powered Financial Services** – World Business Outlook Recognising the bank's application of AI to improve customer outcomes.
- **Best Use of Artificial Intelligence in Banking** – World Business Outlook Acknowledging strategic and impactful AI deployment across banking services.
- **Most Innovative Banking Service and Best Digital Bank** – Brands Review Magazine Awards 2025 – Highlighting service innovation and digital leadership in Saudi Arabia.

Commitment to responsible and secure banking

alrajhi bank's internationally recognised certifications demonstrate its ongoing commitment to delivering secure, reliable and high-quality banking experiences. These standards enhance governance, strengthen data protection and privacy, and ensure resilient, well-managed operations across all channels. Together, they reinforce customer trust and highlight the bank's dedication to responsible, compliant and continuously improving service delivery.

- ISO 9001:2015 – Quality Management
- ISO/IEC 27001:2022 – Information Security Management
- ISO/IEC 20000:2018 – IT Service Management
- ISO 31000:2018 – Risk Management
- ISO 22301:2019 – Business Continuity Management
- ISO 30301:2019 – Records Management Systems
- ISO/IEC 27018:2019 – Protection of Personally Identifiable Information in Cloud Services