

Riyad Bank in Financial Cards and Payments (Saudi Arabia)

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Abstracts

Riyad Bank is one of the largest financial institutions in Saudi Arabia and the Middle East. The bank provides a full range of banking and investment services to all segments. The bank's present and future strategy is to increase its assets by focusing on core banking activities to achieve the largest share of its target markets (whilst maintaining the quality of its assets and capital strength) and to provide maximum returns to its shareholders, through the continuous development of products...

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