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Saudi British Bank in Financial Cards and Payments (Saudi Arabia)

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Abstracts

Saudi British Bank (SABB), which adopts the slogan of “local vision, international expertise”, builds its future strategy on improving personal banking services by increasing its partnership with HSBC Global. In this regard, the bank has improved Premiere services which enable the membership holder to enjoy all HSBC Global services. Moreover, the bank plans to maintain its position as a leading Saudi financial institution in years to come, especially in credit cards, through the provision of...

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