

## Fibank won the Successful Digital Transformation award at the annual Bank of the Year awards

Tuesday 12 July, 2022

Fibank (First Investment Bank) won the 2021 prize for successful digital transformation in the prestigious competition organized by the Bank of the Year Association.

The traditional annual banking awards were presented yesterday, at an elegant ceremony held in the Millennium Grand Hotel. Other categories in which prizes were awarded included Dynamism and Development, Efficiency, Best Foreign Bank Branch, the new Best Banking Digital Project category, as well as the Bank of the Year award.

Fibank received the Successful Digital Transformation award after a thorough review based on an independent and objective methodology developed by the Deloitte Bulgaria team. It came as yet another recognition of the Bank's success in digital banking and innovation. The Successful Digital Transformation award was presented for the first time.

In June this year, First Investment Bank also won a digital bank award in the international Worldwide Finance Awards 2022 competition organized by Acquisition International (AI), a British-based specialized magazine.

Over the years, Fibank has established itself as a leader in electronic payments, offering high-quality digital products and services.

In the Bank of the Year awards, First Investment Bank has been a long-time winner in the Bank of the Customer category: for 2002, 2003, 2006, 2008, 2009, 2012 and 2017, when ranking was determined by user voting on the Association's website.

First Investment Bank has won the Mystery Customer prize, which is awarded after on-site visits and evaluations by mystery customers in over 450 branches of various banks in Sofia and the country. Three times in a row, Fibank has also won the Market Share award.

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