



Mr. Isam Al-Sager, Mr. Muthana Al-Hamad, Mrs. Shaikha Al-Bahar, Mr. Haitham Al-Khaled

**Al-Fulaij:**

- NBK youth cadres are delivering innovative digital banking for their peers of Kuwaiti youth
- Our cadres tirelessly worked for a whole year to launch an advanced and an integrated banking vision
- “Weyay” is inspired by the desire to launch a non-traditional bank that embodies the youthful and digital-savvy nature of the Kuwaiti society
- Dynamic digital services that reflects the personality of Kuwaiti youth, understands their aspirations and meet their needs
- We provide the youth with financial engineering services to support their saving and investment decisions alongside the required banking solutions
- “Weyay” services will foresee an ongoing advancement process starting from its launch to meet customers’ needs

**Central Bank paved the way for a digital future for the banking sector in Kuwait**

Al-Fulaij stressed that the achievements we are witnessing today reflect the success of the Central Bank of Kuwait’s supportive policy for digital transformation in paving the way for a new digital era for the Kuwaiti banking sector. Thanks to its efforts that laid the foundations for a huge technological infrastructure and a clear framework for a regulatory environment that gave the Kuwaiti banking sector the precedence in launching advanced digital services on the regional level.

We express our appreciation to



the Central Bank of Kuwait for extending all sorts of support that saved time and effort in the course of launching “Weyay”, he said

**Fully youth-oriented**

NBK conducted extensive research about the youth segment between the ages of 15 and 24 years. Data showed that the next generation of Kuwaiti youth has an independent and a highly ambitious personality, and therefore, the most advanced existing banking services only meet their minimum financial

needs. “Weyay”, as the name suggests, would play the role of that catalyst in their lives.

80% of the youth customers are looking for tools that help them set personal saving goals and track their money. Many of those customers use external apps or methods outside of their regular banking app to achieve this. Therefore, through “Weyay”, the bank seek to provide an integrated package of advanced products and services that help the youth better track and organize their expenses, thus contributing to increasing their ability to accumulate savings, as well as provide them with the appropriate investment channels to grow these savings.

In designing “Weyay” products and services, NBK took into consideration that they suit the new bank’s digital character and the nature of its customers from the youth generation. Account opening is fully digitally without any of the usual paperwork. In Addition, the customer can choose the color of his card and can use it immediately, even before it is received, and money transfer is done in innovative ways that are much faster and easier.

**A totally different digital bank**

• “Weyay” will be a completely

different digital bank with an independent and integrated character, largely resembling the Bank’s customers. It was designed to suit the vibrancy of the youth customers, featuring an appealing and user-friendly interface to access all services quickly and easily.

- “Weyay” is built on the latest security standards, including biometrics like Face ID that this smartphone generation trusts more than traditional passwords and methods of verification.
- “Weyay” is currently in beta,

where a select group of initial users are actively using it and helping refine it, getting it ready for a group of users from the youth very soon.

**“Weyay” early customers**

- Pre-registration is available through the Bank’s website
- “Weyay” will be available very soon for the customers who will be invited based on priority of registration.
- “Weyay” will be available for all customers to access and use it soon.

