



البنك العربي المتحد  
UNITED ARAB BANK

## PRESS RELEASE

27 April 2010

### United Arab Bank

### Reaps 'Best Customer Service' Award

**April 27 2010, Sharjah, UAE:** United Arab Bank has been awarded 'Best Customer Service' by The Banker Middle East, the highly regarded banking magazine in the MENA region. The award has formally been presented to the Bank on a special Product Award Ceremony held at the Emirates Towers Hotel in Dubai on 20<sup>th</sup> April.

Paul Trowbridge, UAB's Chief Executive Officer, commented: "The winning of this prestigious award highlights our efforts and dedication in developing our products, based on feedback we get from our customers. It will undoubtedly strengthen our reputation amongst our clients and will pave the way for a strong growth in our key client segments. It also means that we must keep the pace to maintain and boost our reputation as an excellent banking service provider." He also added: "UAB has left no stone unturned to become a world-class bank in the UAE. We realize that only a single-minded focus on product quality and service excellence would help us get here. Today, we are proud to say that we are well on our way towards that goal."

"The Banker Middle East Product Awards have been recently introduced and within a short span of time, UAB has emerged a winner," said Tom Smith, EVP, Group Head - Retail Banking. "When developing our products and processes, the innovative team at UAB continues to meet the changing needs of customers. The Bank strives to offer both excellent customer service alongside competitively priced products. This approach ensures that we remain a strong choice for customers," added Smith.

Shahid Baloch, EVP, Group Head - Commercial Banking said: "Having implemented a clear and focused approach towards our selected client segments, we must differentiate ourselves by exceeding our client's expectations in terms of products and services, every single time we interact with them. This means that each of our staff members has to understand and anticipate the client's financial needs, and continuously strive to fulfill those in a professional and friendly manner."

UAB became part of a GCC regional banking alliance in December 2007 upon the acquisition of a 40% interest in UAB by the Commercial Bank of Qatar (Cb), Qatar's largest private sector bank. With the Commercial Bank of Qatar concluding a similar alliance with National Bank of Oman (NBO) two years previously, all three banks are more strongly positioned for future growth.

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### **About United Arab Bank**

Incorporated in 1975 with its headquarters in Sharjah, United Arab Bank (UAB) offers a range of financial services in both corporate and retail banking through ten offices and branches throughout the UAE. Acknowledged as a leading solutions provider to the growing commercial and industrial base across the seven emirates, the Bank has gained strong recognition in the corporate sector for the provision of structured finance solutions for complex banking transactions. With the launch of its Wealth Management and Islamic Banking Services, the Bank has grown its retail customer base, aiming to expand further.

Formerly established as a joint venture between UAE investors and Société Générale (SG), UAB became part of a GCC regional banking alliance in December 2007 on the acquisition of 40% interest in UAB by The Commercial Bank of Qatar (Cb), Qatar's largest private sector bank. With the Commercial Bank of Qatar concluding a similar alliance with National Bank of Oman (NBO) two years previously, all three banks are more strongly positioned for future growth.

For more information please consult [www.uab.ae](http://www.uab.ae)