



البنك العربي المتحد
UNITED ARAB BANK

PRESS RELEASE

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United Arab Bank

United Arab Bank Launches Premium Banking Services

At its New Buhaira Corniche Branch

January 18 2010, Sharjah, UAE: United Arab Bank (UAB) today launched its Sadara Wealth Management Program, exclusively tailored to suit the requirements of its premium customers.

The launch took place alongside the inauguration ceremony of UAB's new Branch in Sharjah at a prime location in Al Muhannad Tower on Buhaira Corniche. The Branch will incorporate an exclusive Sadara Lounge where dedicated Relationship Managers will receive Sadara customers in surroundings that recognize their privileged status in UAB.

The Chairman of the Board of United Arab Bank, Sheikh Faisal Bin Sultan Bin Salem Al Qassimi, stated: "Today's event is a step towards the realization of a more comprehensive vision that we are pursuing – that of creating and maintaining a major banking entity capable of keeping up with the challenges of growing economic demands and our customer requirements."

Announcing the service, Paul Trowbridge, UAB's CEO, commented: "Sadara's philosophy is to listen to clients needs, provide unbiased, objective, and professional advice, and design Wealth Management solutions to help them meet their financial objectives. Our approach is that every one of our customers has unique needs and expectations." He added: "The new banking environment is about differentiating banking products and services that provide increased choices, control, security, and accessibility. That is the key factor to determining future performance and relevance. By opening this Branch and by launching Premium Banking Services, with additional branches and Islamic Banking Services on the agenda, UAB is strategically opting for sustainable and focused growth."

Describing the operational methods of the program, Tom Smith, Executive Vice President – Retail Banking, said: "Our Sadara Club will provide a high level of personalized services with superior standards of reliability and confidentiality. High net worth individuals require exclusive treatment from their bank, enabling them to transact, invest, and deposit easily. This is where the idea of Sadara has originated. Every Sadara Club Member will exclusively enjoy a valuable package of benefits. Sadara customers will be served by a dedicated Relationship Manager who will look after their accounts, guide them in every financial decision, and ensure they are given appropriate financial guidance. Going forward, we aim to roll out the range of our services and multiply our locations rapidly with more Sadara Lounges planned in the coming months."

Sheikh Mohammed Al Nuaimi, who will lead UAB's Sadara Wealth Management, added: "With Sadara, our dedicated Relationship Managers will strive to serve and manage all customer transactions and cater to their special financial needs and requirements in a relaxed and pleasant environment and with ultimate efficiency and speed around the clock."

UAB's new branch is its tenth operating branch in the UAE inaugurated in 10 years since its last Sheikh Zayed Road Branch was established in July 1999. The new 8342 sq ft Branch offers a full range consumer and business banking services and 24-hour ATM access.

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 and to leverage their individual skills and knowledge together.

In a challenging financial environment, United Arab Bank maintained earnings momentum recording net profit growth of 12% for year ended 31 December 2009 compared to 2008.

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For more information please contact:

Fida El Samad
Head of Corporate Communications
United Arab Bank
P.O. Box 25022, Sharjah
UAE

Tel 00971 6 5075531
Fax 00971 6 5733479
Mob 00971 50 4594132
Email fida.elsamad@uab.ae

فدى الصمد
رئيسة قسم الاتصالات
البنك العربي المتحد
ص.ب. 25022 الشارقة
الإمارات العربية المتحدة
تلفون 0097165075531
فاكس 0097165733479
متحرك 00971504594132
بريد إلكتروني fida.elsamad@uab.ae

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 eleven offices and branches throughout the UAE. Acknowledged as a leading solutions provider to the commercial and industrial base across the seven emirates, the Bank is recognized in the corporate sector for providing structured finance solutions for complex banking transactions. 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