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UNITED ARAB BANK

خبر صحفي  
Press Release

## United Arab Bank Partners with UAE Fintech Lune to Deliver AI-Powered, Personalised Banking Experiences

**UAE – 24 July 2025:** United Arab Bank (UAB) has announced a strategic partnership with Lune, a leading UAE-based fintech company specialising in AI-driven transaction enrichment and financial data analytics solutions. This collaboration is set to enhance UAB's upcoming mobile banking experience by delivering smarter, data-driven, and hyper-personalised customer journeys—further positioning the bank as innovation-led and customer-centric.

The signing ceremony was attended by **Emre Yalcin**, Head of Retail Banking at UAB, **Helal Tariq Lootah**, and **Alexandre Soued** Co-Founders and Co-CEOs of Lune, along with senior executives from both organisations.

Leveraging Lune's technology, UAB will enrich and transform raw transaction data into meaningful financial insights through a user-friendly interface—empowering customers with enhanced transparency and informed financial decision-making. The solution will also drive intelligent digital engagement, including personalized recommendations, contextual offers, and advanced financial planning features—all delivered through conversational digital interfaces.

**Emre Yalcin, Head of Retail Banking at United Arab Bank, commented:** "While the underlying technologies have existed for some time, we at UAB were not entirely convinced about the maturity of the outcomes—until now. Partnering with Lune, a homegrown fintech with deep expertise in the UAE's payment ecosystem and cutting-edge technologies, gives us confidence in delivering the enriched digital experience our customers expect. This partnership enables us to offer context-rich financial insights, unlocking new opportunities for customer engagement, operational efficiency, and long-term growth."

**Helal Tariq Lootah, Co-CEO and Co-Founder of Lune, said:** "We're delighted to be working with United Arab Bank. This collaboration reflects our shared commitment to innovation, customer empowerment, and building a stronger, data-driven financial future. Together, we look forward to delivering meaningful impact and value to the market."

The partnership reflects UAB's ongoing commitment to digital transformation and reaffirms its strategic focus on leveraging fintech collaboration to deliver superior customer experiences.

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### **About United Arab Bank P.J.S.C.**

United Arab Bank P.J.S.C. (UAB) was established in 1975, in the Emirate of Sharjah as a joint venture between key UAE and international investors, and its shares are publicly traded on the Abu Dhabi Securities Exchange (ADX).

UAB offers a wide range of Wholesale Banking, Retail Banking, Treasury & Financial Markets, as well as Shari'ah compliant products, services and flexible solutions, to meet the ever-evolving needs of our clients and the markets. Today, UAB is recognized as one of the few home-grown banks in the UAE, striving to enhance the lives of people by humanizing banking through impeccable service and tailored financial support.

UAB is rated investment grade, both, by Moody's (Baa3/P-3/Positive) and Fitch (BBB+/F2/Stable).

**For further information please visit [www.uab.ae](http://www.uab.ae), or contact:**

Sirine El Merhebi  
Marketing & Communications Department  
Direct Line: +971 6 507 5415  
Mobile: +971 5 5607 2929  
Email: [sirine.elmerhebi@uab.ae](mailto:sirine.elmerhebi@uab.ae)