



البنك العربي المتحد
UNITED ARAB BANK

Press Release

UAB Rewards Credit Card Balance Transfers with Attractive Incentives

Customers to enjoy free flights, zero percent interest for six months and attractive UAB Rewards in balance transfer promotion running till September

Sharjah, UAE (July 12, 2014) - United Arab Bank ('UAB'), the fastest growing bank in the Middle East, has announced the launch of a new Balance Transfer promotion that offers customers the opportunity to fly for free through its award-winning rewards loyalty program – UAB Rewards.

The programme, which will run from now till 30th September 2014, entitles customers to one UAB Reward or one Barca Reward point for every dirham they transfer to a UAB credit card – which can be redeemed online for tickets on over 900 airlines, 200,000 hotels worldwide, 150 global rent a car destinations, over 2,000 electronic and lifestyle items. Barca points can also be additionally redeemed for official FC Barcelona club merchandise. Moreover, customers will enjoy an interest-free period for six months when they transfer their balance. This offer is valid against any card approved by the bank and customers can make multiple balance transfers to different cards.

Tony B. Graham, Executive Vice President - Retail Banking, said: “This incredible offer allows our customers to gain even more out of our award-winning UAB Rewards loyalty programme and our unique partnership with one of the world’s most famous football clubs. Clients who transfer their credit balance to UAB will be able to enjoy a break from credit card charges for six months, and benefit from the industry leading lifestyle and travel benefits that our credit cards confer.”

This programme is valid for use in conjunction with all other UAB offers, including the bank’s summer ‘5 in 1’ campaign which runs until the end of July – which enables customers to take personal loans starting at just 4.88%, while also benefiting from free flights to a variety of global destinations, a free credit card, and no processing fee and free travel insurance.



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'UAB Rewards,' has been awarded numerous accolades, including being named the best customer loyalty programme in the Middle East for the last two years by Banker Middle East magazine.

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About UAB:

United Arab Bank (UAB) was established in 1975 as a joint venture between UAE investors and Societe Generale. As at 31 March 2014, the bank is operating with a network of 27 branches and offices spread across the UAE with its headquarters in Sharjah. UAB offers a range of financial services in both Corporate and Retail and is acknowledged as a leading solutions provider to the growing commercial and industrial base across the seven Emirates.

Through the provision of a comprehensive range of Corporate Banking, Retail Banking, Trade Finance, SME Banking and Treasury services, UAB is the Bank of choice among major corporate clientele segments in the UAE. With the launch of its 'Sadara' premium banking service, Islamic Banking Services and 'UAB Rewards' loyalty programme, the Bank has grown its retail customer base, aiming to expand further. All these initiatives and a consistent year on year performance have positioned UAB as one of the fastest growing banks in the region.

The bank is ranked 23rd amongst the top listed companies in the UAE and is one of the top 50 banks in the GCC in terms of market capitalization. UAB announced a record net profit of AED552m for the year ended 31 December 2013, an increase of 35% over 2012 and the highest annual net profit ever reported by UAB. For the first quarter of 2014, UAB announced its highest quarterly net profit of AED161m, an increase of 34% over the same period in 2013.

In December 2007, UAB became part of a GCC regional banking alliance upon the acquisition of 40% interest by The Commercial Bank of Qatar (CBQ), Qatar's largest private sector bank. United Arab Bank's strong financial performance in subsequent years is indicative of the benefits gleaned from its strategic alliance with the Qatari Bank.

The Commercial Bank of Qatar has similar alliances with National Bank of Oman (NBO) and Alternatifbank in Turkey, thus providing a solid platform for all four banks to grow strongly as we move forward.

For further information, please contact:

Jehad Saleh

United Arab Bank

Direct Line: +971 6 5075481

Mobile: +971 50 6314507

jehad.saleh@uab.ae