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UNITED ARAB BANK

## Press Release

# United Arab Bank launches an exciting leadership series titled The Champions Forum for its high net worth clients

**Sharjah, UAE (March 10, 2013)** – United Arab Bank (UAB), UAE's fastest growing bank has launched an exciting leadership series titled The Champions Forum for its high net worth clientele who will receive exclusive reward experiences starting with an all-expense paid luxury trip in 2014 to Brazil.

The package includes business class tickets, luxury transfers, 5-star accommodation, indulgence at world-class spas; gastronomy treats at signature restaurants, besides high quality sightseeing experiences. To announce the program and reward select customers, UAB organised a special evening at the Godolphin Ballroom, Emirates Towers.

Addressing the elite gathering of invited guests, Paul Trowbridge, CEO of United Arab Bank said: "Our aim is to broaden the experience net to more of our high value customers. Our team of Relationship and Branch Managers are well equipped to provide these stunning experience packages to our clientele in the coming months. The first offer is time bound and ends March 31, 2013 and will be on a first-come, first-served basis. Based on the demand and success of the program, we intend to open the offer to a wider segment of our target clientele in near future."

Speaking at the occasion, Tom Smith, Executive Vice President and Group Head of Retail Banking said: "Our collective aim is to share the winning feeling we are experiencing with our results in the UAE. Our customers are the key ingredients for this success. We will broaden our offerings to regional interests of our high value customers and ensure they are not easily replicated, thus creating a sense of pride, importance and recognition amongst our clientele. We have taken an unusual approach to pamper our clients that captures the underlying commitment of United Arab Bank – unparalleled service delivery and attention to customers banking and lifestyle needs."

The offer is on invitation basis and the UAB's Relationship and Branch Managers will be physically contacting their high net worth clients to offer them the package.



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The Champions Forum, as the name suggests is a convergence of industry leaders with world-renowned sporting celebrities, who have experience of achieving the extraordinary in their chosen field. The prime objective of the series is to launch stunning experience programs, have a famous sports leader relay their core objective and share their spirit of achievement and winning with the bank's high net worth customers. Commencing the first version of this hyped series, UAB's brand ambassador and World Cup Winning Captain Fabio Cannavaro addressed the bank's privileged clients.

#### **About United Arab Bank:**

United Arab Bank (UAB) was established in 1975 as a joint venture between UAE investors and Societe Generale. The Bank is operating with a network of 20 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 has positioned UAB as one of the fastest growing banks in the region.

The bank is ranked 23<sup>rd</sup> 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 AED 410 million for the year ended 31 December 2012, an increase of 24% over 2011 and the highest annual net profit ever reported by UAB.

In December 2007, UAB became part of a GCC regional banking alliance upon the acquisition of 40% interest by The Commercial Bank of Qatar (Cb), Qatar's largest private sector bank. United Arab Bank's strong financial performance in 2012 is also indicative of the benefits gleaned from its strategic alliance with the Qatari Bank.

The Commercial Bank of Qatar has a similar alliance with National Bank of Oman (NBO), which has positioned all three banks more strongly for future growth. UAB is not only the fastest growing local bank but also is one of the most profitable. The Bank has the strategic vision and momentum to continue on its growth trajectory, as its executive team seeks to create long term value for its shareholders.