



البنك العربي المتحد  
UNITED ARAB BANK

Press Release

## **UAB wins *Best Loyalty Program*, *Best Premium Credit Card* and *Best Co-Branded Credit Card* at the Banker Middle East Awards 2015**

***'UAB Rewards' and 'UAB Visa Infinite' retain best-in-class status, and are joined by 'UAB FC Barcelona'***

Sharjah, UAE (14<sup>th</sup> March 2015) –United Arab Bank (“UAB”) has received a trio of coveted awards from the Banker Middle East magazine, winning *Best Loyalty Program* for 'UAB Rewards', *Best Premium Credit Card* for 'UAB Visa Infinite', and *Best Co-Branded Credit Card* for 'UAB FC Barcelona'.

Ranking among the most prestigious honours in the industry, the Banker Middle East Awards 2015 were adjudicated by 17,000 individual voters, casting 80,000 votes in total. UAB picked up the three accolades in competition with 35 participating banks.

Commenting on the award, Paul Trowbridge, CEO of United Arab Bank said: “We feel privileged and are very proud that UAB continues to be recognised by our customers in the UAE. It is testament to the creativity of the UAB team who continue to improve our products and retain our best-in-class status year after year. As UAB marks its 40<sup>th</sup> anniversary in the UAE, we've reaffirmed our commitment to provide outstanding service and compelling propositions to our customers.”

Tony Graham, Executive Vice President of Retail Banking, added: “We're honoured to win these awards. Our Visa Infinite card offers unparalleled value and the FC Barcelona cards symbolize our aspirations for continued growth. Together with our market leading UAB Rewards loyalty program, these propositions demonstrate that United Arab Bank is the best bank to transfer your salary.”

This represents the third consecutive year in which 'UAB Rewards' has been selected as the top loyalty program in the UAE. Linked to UAB's salary transfer account and UAB debit and credit cards, the program enables customers to redeem rewards points for flights on more than 900 airlines with no blackout periods, book rooms in over 200,000 hotels worldwide, rent cars at 150 global destinations, or redeem points for electronics products and official FC Barcelona merchandise. The unmatched value of UAB Rewards means that the overwhelming majority of customers who transfer their salary and take a UAB credit card are able to fly home for free immediately upon joining.

'UAB Visa Infinite', meanwhile, picked up the *Best Premium Card* accolade for a second straight year. Enabling customers to fully take advantage of the benefits of the 'UAB Rewards' program, the Visa Infinite credit card combines exceptional redemption offers with a multitude of travel benefits and lifestyle privileges. Among these benefits are complimentary worldwide airport lounge access, substantial hotel and airport discounts, the coveted Harrods Rewards Black-tier card, and worldwide dining and golf privileges, to name just a few.



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The *Best Co-Branded Credit Card* award for 'UAB FC Barcelona' comes just over a year since the credit card was launched. Harnessing UAB's exclusive partnership in the UAE with FC Barcelona, one of the world's most successful football clubs, the card is geared towards offering exclusive privileges to avid followers of the beautiful game. As well as enjoying many of the benefits of 'UAB Visa Infinite', customers earn up to 2.5 Barca points on their retail spends.

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About United Arab Bank:

United Arab Bank P.J.S.C ("UAB" or "the bank") was established in 1975 as a joint venture between UAE investors and Societe Generale. As at 31 December 2014, the bank is operating with a network of 31 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.

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 three banks to grow strongly as we move forward.