



البنك العربي المتحد  
UNITED ARAB BANK

## Press Release

# United Arab Bank Official Banking Partner of GITEX Shopper in Spring and Autumn 2014

*Double UAB Reward points on purchases made with UAB debit and credit cards during four day event*

**Sharjah, UAE (April 19, 2014)** – United Arab Bank ('UAB'), the fastest growing bank in the Middle East, is the sole official banking partner of the next two editions of GITEX Shopper the region's largest and much -anticipated consumer electronics retail platform in the Middle East with power retailers and world class brands.

From 23-26 April, the spring edition of GITEX Shopper will take place at the Dubai World Trade Centre. During this period, UAB is offering double UAB Rewards points on purchases made using UAB debit or credit cards, adding to the benefits of an already award-winning loyalty scheme. Furthermore, the offer will also be extended to participating outlets of exhibitors during GITEX Shopper.

UAB Rewards was recently recognised as the 'best customer loyalty program' by the *Banker Middle East*, making UAB the UAE's only bank to gain this recognition for two years consecutively (2013, 2014).

UAB will also be the only provider of ATM services for customers' convenience at GITEX. The event's popularity has grown rapidly in recent years, attracting more than 210,000 visitors in 2013, with sales of AED 245m, a more than 40% increase compared to five years ago.

**Tony B. Graham, Executive Vice President of Retail Banking at UAB said:** "We are proud to announce our exclusive partnership with GITEX Shopper this spring and autumn, and are very excited to have the opportunity to showcase our award-winning

products to the hundreds of thousands of diverse, vibrant and tech-savvy people that will attend over the four days. At UAB, we are committed to innovation that meets the technological demands of our customers: last year we released a free mobile banking app available on Apple, Android and blackberry devices, and we recently launched an online trade portal to transform the ease and speed with which corporate customers can complete an array of trade finance transactions. We welcome all GITEX visitors to visit our stand at Sheikh Saeed Hall 1 to learn more and benefit from our award-winning products.”

**Trixie LohMirmand, Senior Vice President, Dubai World Trade Centre (DWTC), organiser of GITEX Shopper said:** “We welcome United Arab Bank on board as the “Official Bank” sponsor at this year’s GITEX Shopper. The calibre of this sponsorship in supporting GITEX Shopper 2014 is testament to the interest in the opportunities that this event presents. Dubai’s appetite for the latest technologies is huge and by showcasing leading electronics retailers and brands from around the world, the event has become a key platform for technology providers and tech-lovers alike. United Arab Bank is one of the fastest growing banks in the region and with this partnership we look forward to a highly successful edition for GITEX Shopper 2014.”

In 2013, UAB’s net profits jumped 35% to a record high. Moreover, the bank has recently won two coveted accolades, on the back of outstanding customer service, awarded by *Banker Middle East*. ‘Best Domestic Retail Bank in the Middle East’ in 2013; and ‘Best Premium Card in UAE’ in 2014, for its Infinite Credit Card. UAB is also the exclusive partner in the UAE of FC Barcelona, one of the world’s pre-eminent football clubs.

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**About UAB:**

United Arab Bank (UAB) was established in 1975 as a joint venture between UAE investors and SocieteGenerale. By the end of 2013, the bank will be operating with a network of 30 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 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 2013 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. Most recently, the Commercial Bank of Qatar acquired a 74.24% stake in Alternatifbank in Turkey, enabling all four banks involved in these strategic alliances to offer integrated services across the GCC and Turkey, including cross border services for corporate banking and capital markets; support on trade services; private banking services; and syndicated loans.

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