

## PRESS RELEASE

### **UNITED ARAB BANK SEALS THREE YEAR ALLIANCE WITH FC BARCELONA**

*Prizes to be won in week-long event at Mirdif City Centre; 1000 bank customers to win hospitality match tickets to Camp Nou over 3 years*

**Dubai: 8th September, 2013** - United Arab Bank (“UAB”), the fastest growing bank in the UAE, today announces its association with one of the world’s leading football clubs, FC Barcelona. The landmark alliance confirms UAB as FC Barcelona’s “Official Partner in the UAE” and places the bank as the first and exclusive financial partner of the football club in the UAE. The partnership will continue for a period of 3 years ending July 2016.

UAB, the fastest growing retail bank in the UAE with record half-year profits of AED260m, representing a 35% increase over the same period in 2012, looks to tap into the nation’s immense passion for football and reach a large number of football followers. As official partner of FC Barcelona, the bank will create a range of customized Barca-themed products and offers to delight the host of Barca fans across the UAE.

To mark the partnership and kick start the launch of a week-long promotion organized by the bank at Mirdif City Centre, a press conference was held at the venue and attended by officials from UAB and FC Barcelona. United Arab Bank was represented by Paul Trowbridge - CEO, Tony Graham - Head of Retail Banking and Sheikh Mohammed Abdulla Al Nuaimi, Executive Vice President.

The club was represented by Javier Faus - Vice President, Economic and Strategic area and Manel Arroyo Pérez – Director, Economic and Strategic Area (Media and Sponsorship).

Commenting on the alliance, Paul Trowbridge, CEO, United Arab Bank said “We are excited to partner with FC Barcelona – a brand that shares the same values as ours and embodies the spirit of winning. United Arab Bank has had a very successful 2012 and 2013 and we have demonstrated our strength through our many achievements. The club’s selection reiterates our position as one of the major players in the banking sector in the region and also this partnership will help them fulfill their aspirations in the emirates.”

Trowbridge added, “We believe that FC Barcelona is the one club that we as a bank and our customers can relate to, making it the perfect fit for us. The club enjoys tremendous popularity amongst UAE football fans and so the alliance creates a great platform for us to incentivize our clients with a range of FC Barcelona privileges including hospitality match tickets, Barca-themed banking

products, official merchandise and more. We will also be unveiling more exciting details in the days to come.”

Explaining FC Barcelona’s association with United Arab Bank, Javier Faus, Vice-President, Economic and Strategic area, FCB said, “We are extremely pleased with the agreement reached with United Arab Bank, making UAB FC Barcelona’s Official Bank in the UAE and our first financial partner outside of Spain and Andorra. We have chosen UAB for many reasons. These include its capacity for growth, being the growing bank in the UAE, and the enthusiasm it puts into its projects. Our Club and our members share the same passion for football.”

The club’s Vice-President continued, “I would like to congratulate Mr Paul Trowbridge and his team for initiating these promotional activities and making such an important announcement at this shopping mall and for the wonderful reception we have received from Barca fans. FC Barcelona is famous for its unique style of football and also for being so ambitious and for standing up for the values and ideals that we believe in. We are sure we will share many successes with United Arab Bank over the next few years.”

United Arab Bank’s promotion at Mirdif City Centre is designed to attract many Barca fans to register on the dedicated website for the event. 14 winners will have the unique opportunity to watch FC Barcelona live at Camp Nou on 24<sup>th</sup> September. The bank also plans to roll out various FC-branded products and services, in addition to rewarding an additional 1000 customers with exclusive hospitality seats to watch FC Barcelona live in action over the next three years.

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#### **About UAB:**

United Arab Bank (UAB) was established in 1975 as a joint venture between UAE investors and Societe Generale. 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 AED410m for the year ended 31 December 2012, an increase of 24% over 2011 and the highest annual net profit ever reported by UAB. For the first half of 2013, UAB announced its highest half yearly net profit of AED260m, an increase of 35% over the same period in 2012.

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 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.

### **About FC Barcelona:**

Futbol Club Barcelona was founded on November 29, 1899 by initiative of a Swiss gentleman called Hans Maximilian Gamper, popularly known as Joan Gamper. He and a small group of collaborators created the club which has come to reflect public awareness of a welcoming and caring nation, Catalonia. Since it was founded, the club has had 39 different presidents. From Walter Wild to Sandro Rosell, Barça has grown into a massive social phenomenon that reaches far beyond the bounds of mere sport. The club has grown along with the city around it, and has come to represent Barcelona and Catalonia all around the world.

FC Barcelona now has more members than any other football club in the world and its achievements have also made it one of the most successful. The many famous victories and all-time greats that have played for the club (Kubala, Cruyff, Maradona, Romario, Rivaldo, Ronaldinho, Messi, and so many more) form an important part of the Barça legacy. But these would be no more than historical anecdotes if it wasn't for the extraordinary social reality behind the events.

Few clubs have won as many major titles as FCB. These include 4 Champions Leagues, 22 Spanish Ligas, 26 Spanish Copas, 10 Spanish Supercups, 4 European Supercups, 2 Clubs World Cups and 4 European Cup Winners Cups. A number of players have also won major individual honours while at Barça including 4 Ballon d'Or wins for Leo Messi, 13 top goalscorers in La Liga (3 times by Leo Messi), and 19 awards for the best goalkeeping record (5 each for Antoni Ramallets and 5 Víctor Valdés).

Since the first European club competitions were played in the 57-58 season, when it won its first Fairs Cup, FC Barcelona has been the only club that has never failed to qualify for Europe, and has also played more official International matches than any other. And Barça have also managed to secure several major European titles – it has won the European Cup, the Cup Winners Cup, the UEFA Cup (or Fairs Cup as it was known before) and the European Supercup.

These are achievements that give every Barça fan reason to feel extremely proud, and whenever the team makes it into the final rounds of a competition, they are guaranteed the support of thousands of travelling fans. In short, Barça is a famous, loved, respected and admired institution throughout Europe and the rest of the world.

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