



البنك العربي المتحد
UNITED ARAB BANK

Press Release

UAB to showcase new initiatives in renewed Emiratization drive at the 16th National Career Exhibition at the Sharjah Expo

SVP of Retail Branches “Distinguished Woman in the Banking and Finance sector” award

United Arab Emirates, 19th February 2014 – United Arab Bank, the fastest growing bank in the Middle East, today announced that Yusra Abdul Ghaffar, Senior Vice President in Retail Branch Management, has been named the “Distinguished Woman in the Banking and Finance Sector” by the Emirates Institute for Banking and Financial Studies.

The prestigious annual award, which selects one woman in the banking sector on the basis of outstanding career achievements, was presented by His Highness Sheikh Abdullah Bin Salem Al Qassimi, Deputy Ruler of Sharjah, during the 16th National Career Exhibition at the Sharjah Expo.

During her 15 year career in banking, Yusra has served in many positions across the business spectrum, including customer services, products marketing, asset sales, operations, policy making, strategic planning, branch banking and channels management. With an MBA in Marketing Financial Services from the UK, she has previously held the post of Head of Women in Private Banking, Head of Islamic Banking, and Head of Wealth Management. She is currently UAB’s Head of Branches.

Yusra has been involved in the development of a number of unique banking products to serve customer needs. In just over a year, since joining United Arab Bank, she has opened 10 branches in Sharjah, Dubai and Abu Dhabi and plans to expand this network of branches further over the next three years.

UAB is participating for the 16th straight year in the National Career Exhibition, at the Sharjah Expo. In 2012, the bank was awarded the prestigious Human Resources Development Award. Granted by the Human Resources Development Committee in Banking & Financial Sector, the accolade is awarded to the financial institution which has most excelled in this areas of Emiratization, UAE National employment and training and development.

UAB is also an active participant in the Union of Banks Federation Human Resources Committee, which discusses the major issues affecting Banks from a HR perspective – with a key focus on Emiratization. UAB is also the first bank in the UAE to have a female Emirati board member, Najla Al Midfa.

In addition to the “Distinguished Woman in the Banking and Finance Sector” award, two of UAB’s staff, Salem Fahid and Jamila Nasir, were recognised by the Emirates Institute for Banking and Financial Studies to honor UAE Nationals in higher management positions.

A number of initiatives have been launched or expanded by the bank to support the development of talented Emiratis. It has inaugurated an employee recognition scheme – the *UAB Employee Awards* – as well as introducing a *Chairman’s Award*, granted to the Emirati employee of the year. Under the programme, a number of local staff have benefited from UAB’s exclusive partnership with FC Barcelona, rewarded for their dedication with sponsored trips to the club’s home ground, the Camp Nou.

Building on the ongoing sponsorship of UAE Nationals attending the country’s top universities – which offers capable students a position at the bank once they complete their studies – UAB sponsored two Emirati employees to enroll in a Future Leadership Programme, managed by Commercial Bank of Qatar in conjunction with Cambridge University. Moreover, many of the bank’s most senior positions are occupied by UAE Nationals: among others, the Executive Vice President, the Head of Corporate Banking (in Sharjah & Northern Emirates), the Head of Retail Branch Management and the Head of Retail Liability. This is testament to the prevalence of outstanding talent in the country, as well as the support for and commitment to Emiratisation by UAB’s executive management team and board members.

Paul Trowbridge, Chief Executive Officer, United Arab Bank, said: “The National Career Exhibition is a fantastic opportunity to support the UAE community. We want to make UAB the employer of choice for Emiratis: to project the bank’s image and achievements; and to showcase the tremendous prospects, across the many different business areas we serve, to realise a long and rewarding career in the banking industry. We hope to inspire prospective candidates by sharing the successes of our existing employees and Yusra is testament to this.”

In addition to the employee recognition awards, a number of initiatives are in place to support Emiratis hoping to thrive at UAB. For career development, there is the ongoing *Al Tamayouz* programme, which focuses on the training and education of UAE Nationals and provides opportunities for advancement. The bank also places a significant emphasis on employee engagement and social interaction as it strives to be an Employer of Choice, with its staff Social Interaction initiative - Club UAB.

The bank also plans to carry out an Employee Engagement Survey, with a particular focus on UAE Nationals, to ensure that other initiatives can be implemented to attract and retain high performing employees. While it anticipates rapid growth over the coming years – building on its reputation as the region’s fastest growing bank – this will not come at the cost of encouraging local talent. For example, opening seven new branches in 2013, it maintained its 100% Emiratisation of the Branch Manager position.

Paul Trowbridge added: “At UAB, we provide opportunities for growth in a fast paced environment that empowers each employee with accountability for achieving individual and bank-wide targets. We look for candidates with potential for growth and capacity to undertake challenges, while we ensure that we provide the right atmosphere for each

employee to be successful and engaged. We particularly go the extra mile to retain our best performing employees and keep them motivated for even higher performance.”

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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 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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