



rate of customer satisfaction and ultimately a solid and loyal customer base.

HISTORY

The early 1960s saw the huge influx of expatriates to the United Arab Emirates, driven by the impressive oil reserves of the country and the promise of a vibrant economy. Relatively lower living costs and a tax-free environment complemented the attraction of being able to send money to one's home country away from restrictions and red tape.

Capitalising on this demand, and the promising future, the founder and Chairman, Sheikh Ali Al Ansari, exemplified himself as a visionary by starting Al Ansari Exchange. The company started

MARKET

Al Ansari Exchange is a leading name in the money exchange and remittance business in the UAE, established in 1960, and is licensed and regulated by the Central Bank of the UAE and also internationally recognised with a Dun and Bradstreet rating of 4A3. Al Ansari Exchange positioned itself as one of the largest exchange houses in the country, in terms of the number of branches, and is among the top-three exchange houses in the UAE in terms of business turnover and market share. Al Ansari Exchange has consistently grown over the past years in volume of business, turnover and profits.

Al Ansari Exchange's corporate motto of "Customers First" has enabled them to provide service par excellence to their valued individual and corporate customers through a large network of over 100 branches and, additionally, through more than 150 correspondent banks and agents worldwide.

ACHIEVEMENTS

Al Ansari Exchange has grown through competitive times from a single branch with just five staff to over 100 branches spread across the UAE employing over 1,500 staff. The company provides financial services to more than 1,300,000 customers every month. Recognising the need for Total Quality Management as a culture within the entire organisation to ensure sustainable growth, Al Ansari Exchange applies the European Foundation for Quality Management, known as EFQM, model in its business.

Early in 2011 Al Ansari Exchange was named "2010 Best Company - Remittance Services

Provider" for the Middle East and MENA by the International Association of Money Transfer Networks (IAMTN). The company is acknowledged as a distinguished leader in the industry through many other prestigious awards such as the Dubai Quality Award and the Sheikh Khalifa Excellence Award - QAC. Al Ansari Exchange is the only Exchange House that has won both of these prestigious awards.

Through key partnerships developed over the years and adherence to reliable, fast and high quality service, the company has been able to provide top-of-the-range services to customers thereby gaining their confidence which, in turn, has resulted in more repeat business, higher

by offering Worldwide Remittance services to meet the growing needs of both the national and expatriate communities. Support services such as Foreign Currency Exchange and Traveler's Cheques were also added to provide a one-stop shop experience to customers.

PRODUCT

Al Ansari Exchange has a selection of products and services that follow a simple objective - to offer their customers a plethora of related financial services while ensuring the very highest levels of efficiency, speed, security and service.

The range of products and services offered enables worldwide money transfer through



- Direct transfers to the beneficiary
 - Person to person
 - Person to bank account
- Payment through Banker's Cheque / Demand Drafts
- Instant money transfer options including Western Union, Cash Express, Smart Padala and BCA Fire
- Corporate Services by giving special rates, cheque acceptance, bulk transaction and door-to-door services
- Door-to-door payments in selective countries
- Web-based money transfer through proprietary e-exchange

Foreign Currency Exchange is facilitated for all major currencies. The company is well equipped at all times to handle currency requirements of any volume - retail or wholesale.

Value added services include

- Express Card - Instant salary withdrawal and loyalty card
- Sale and redemption of National Bonds Islamic Investment Products
- Bill payments for Credit Cards for nineteen leading banks
- Cash Advance against credit cards
- Payplus - Wage Protection System (WPS)
- Utilities payments (Etisalat, Du, Salik ...etc)
- Air Arabia and Fly Dubai flight payment
- Corporate Cash Collection

RECENT DEVELOPMENTS

Al Ansari Exchange believes that alternative and emerging technology is crucial to providing fast, accurate and reliable services to its customers. True to its beliefs the company has introduced recently a number of major and successful technology initiatives such as:

Cash Express

Cash Express is an industry-first in being the most comprehensive tool for online remittances that facilitates instant transfers through its partners and agents. The web-based product is totally conceived

in-house, and developed using the latest technologies. This unique product offers a secure, fast, cost-effective and user-friendly channel for communications between the company and its correspondent banks and agents worldwide (B2B).

Express Card

The all-new Express Card from Al Ansari Exchange comes packed with multiple features and benefits. The card provides customers with instant salary withdrawal over Al Ansari Exchange branches across the UAE or through ATMs available in branches, secure Pin Code cash withdrawal, no minimum account balance, easy and convenient remittance along with exclusive rewards and privileges.

PROMOTION

Adhering to the company's corporate motto "Customers First", loyalty programmes have been developed that appreciate and reward loyal customers of the company.

Samples of some of the promotions that the company offers to its valued customers are:

- Air Miles on each and every transaction conducted
- Al Ansari Regular Rewards Promotion



- Other periodic special offers and promotions

Al Ansari Rewards:

Among its popular promotions is the highly acclaimed Winter Promotion "Al Ansari Rewards". Ten lucky winners each received a brand new Ford Fiesta and another 100 winners won cash prizes worth up to AED 1,000,000.

BRAND VALUES

Behind the success of Al Ansari Exchange is the exemplary leadership of its top management and the support of its dedicated teams and staff who provide the best service and instill the value of serving their customers in the best possible manner - and then doing it even better. This is linked to the mission statement of the company that aims to maintain market leadership in worldwide remittances and foreign currency exchange through enhanced customer experience driven by continually upgraded technology increased branch network and superior service levels.

www.alansariexchange.com



Things you didn't know about AL ANSARI EXCHANGE

Al Ansari Exchange started operations in 1966 from a modest location in Dubai. The same branch still exists today, though vastly grown and renovated, it functions as one of the key branches of the company.

Al Ansari Exchange branches provide multiple financial services to 1.3 Million customers monthly.

Al Ansari Exchange was the first company to launch "Branch on Wheels" in the MENA Region.

Al Ansari Exchange has the largest number of branches among all Exchange Houses in the UAE. Presently the number is over 100 branches.

Al Ansari Exchange has been named as 2010 Best Company - Remittance Service Provider in Middle East and North Africa.

Al Ansari Exchange is the only Exchange House that has won both the Dubai Quality Award and the Sheikh Khalifa Excellence Award. Both these awards are based on EFQM.

Al Ansari Exchange is ISO 9001:2008 certified.

To serve its multi-national customers effectively Al Ansari Exchange has employees of eighteen nationalities.

Al Ansari Exchange belongs to the Al Ansari Group, the other business interests of which are Financial Services (Brokerage), Real Estate and Jewellery.