

# UAE XCHANGE®

Service is our Currency

## MARKET

UAE Exchange is a global leader in remittance and foreign exchange with three decades of outstanding growth history. The brand is based in Abu Dhabi, UAE, and owns a strong network spreading 22 countries across five continents with more than 500 direct offices. It provides a wide range of products and services, positively influencing the lives of millions of people through reliable and comprehensive remittance solutions. Everyday more than 7,000 UAE Exchange personnel across the globe, representing over 40 nationalities, strive to ensure customer delight.

UAE Exchange serves various communities and cultures across the globe and is the most reliable money transfer link connecting customers to their loved ones, no matter in which part of the world they are. Its incessant efforts to deliver the best to customers have earned UAE Exchange the acclaim of the World's Trusted Money Transferrer.

UAE Exchange is a prominent member of the NMC Group, one of the leading business conglomerates of the region with multifarious activities spread across the world.

NMC Group's interests range from Financial Services to trading in pharmaceuticals, FMCG brands, Scientific Laboratory, Education, Medical Supplies, Foodstuff, Retail Pharmacies, Gold and Diamond Jewellery, Advertising, Hospitality, Real Estate, Information Technology, Engineering etc.

## ACHIEVEMENTS

UAE Exchange has achieved great heights in all the three areas which remain its core focus - People, Products and Processes - known as the 3Ps.

UAE Exchange has helped its customers benefit from its quality services, which in turn has helped spawn the kind of brand loyalty that has transformed it into one of the most successful brands in the Middle East. For customers UAE Exchange is the place to turn to for multiple financial solutions and not just as a place



to complete an isolated transaction or avail a particular service.

Quality-driven approach has been the benchmark of UAE Exchange operations, which won various global business excellence and quality awards. Achievements include winning of the Sheikh Khalifa Excellence Award, UAE Emiratisation Award from the HRD committee for Banking and Financial Sector and the DHDA Award for 2008 for outstanding contributions to the development of UAE Nationals.

This ISO 9001:2008 certified company also won the prestigious Dubai Quality Award 2009; the Mohammed bin Rashid Al Maktoum Business Award based on Business High Performance model; CSW Star Award; the Dubai Service Excellence Scheme's Best Performing Outlet Award; the Emirates Nationals Development Programme and STP Awards from Deutsche Bank among many others.

In addition they won the Banker Middle East Product Award under Best Exchange Service Category.

## HISTORY

The remittance industry has witnessed increasingly robust activity around the world over the years with more and more people transcending the geo-political boundaries in search of career and commerce.

Over a period of three decades UAE Exchange has transformed itself into a total solutions provider for the entire remittance needs of the



population in all its markets and the growing number of customers speaks for the increasing acceptability of the brand, globally. The primary driver of the success of UAE Exchange has been the combination of diversified products and services, strategic revenue resources, expanding customer base, aggressive marketing activities, strong partner relationships, expanding global network and consistent improvement of operational processes.



UAE Exchange leads the UAE market with its network of over 90 branches and product offerings, positioning itself far ahead of its nearest competition. Its customer base includes all classes of people and companies from across the socio-economic spectrum, engaged in a wide range of economic activities.

## PRODUCT

UAE Exchange is a people's brand. The vision set by its founder leaders - H E Abdulla Humaid Ali Al Mazroei and Dr. B. R. Shetty - guides UAE Exchange in its pursuit of excellence in all areas of operation. The brand has strengthened over the decades through strategic building measures, which assure customers that its services are efficient and available whenever needed.

UAE Exchange offers a range of products which address the growing financial needs of its customers and the characteristics of the market. This includes Remittance, Foreign Exchange, Utility Bill Payment, Wealth Management, Travel and Tours and a comprehensive range of other services.

Product and service delivery are ensured through stringent quality-control and improvement measures. Seamless integration of operations through the application of quality systems like 5S and Six Sigma bring absolute control to end-to-end processes. Various pro-active processes such as SMS intimation, dynamic customer enquiry systems, touch points, customer suggestions programme, in-house reliable technological initiatives and the trained multi-cultural service staff members make customer's every visit to any UAE Exchange branch, a memorable experience.

## XPRESS MONEY

Xpress Money is a leading global, instant money transfer brand, popular among customers who insist on speed and reliability of money transfers along with convenience of pay-out. Xpress Money Services Ltd. is an associate of UAE Exchange and is registered in the United

Kingdom. The brand has grown at an outstanding pace since its launch in 1999 with a wide network of agent locations spread across the world, strong growth strategies and an expanding customer base. As of today the Xpress Money agent network spans more than 70,000 locations spread across over 95 countries and its agent partnership includes many prestigious banking and non-banking entities. The brand reputation it enjoys in the global market is derived from the unparalleled customer service and unmatched product satisfaction that it offers.

Unique features have taken Xpress Money ahead of its competition, which includes its niche positioning as the 'affordable instant money transfer brand' giving value-for-money service including transaction confirmation through SMS messaging to the sender upon payment collection by the beneficiary, which helps avoid costly follow-ups; strategic positioning of pay-in and pay-out locations covering major residential and commercial hubs and agent-centric payouts, which restricts the pay-out to within the network of a particular beneficiary agent thereby ensuring revenue for him. The state-of-the-art technology, which it employs consistently, improves its product quality, the benefits of which are passed on to its customers. [www.xpressmoney.com](http://www.xpressmoney.com)

## RECENT DEVELOPMENTS

UAE Exchange has successfully entered many new international markets, during recent years which today spreads from N. America to the Pacific, improved its existing regional operations and expanded its product offerings to address the demands of these new markets. UAE Exchange continues to deliver more on the value proposition that customers demand thus improving revenue growth. Significant developments in the product segment were the extension of Money2Anywhere, a web-based money transfer service to Hong Kong, Qatar, US and UAE markets in addition to its strong presence in UK, Canada, Kuwait, Bahrain and Australian markets; the launch of Smart Pay's MasterCard enabled electronic payroll cards from Smart Pay, an industry-leading WPS-compliant payroll solution of UAE Exchange for the UAE market; and the launch of FLASH, a real-time account credit product, which reduces lead time by taking on conventional methods of remittance.

Money2Anywhere is gaining popularity in the marketplace as a reliable and secure online remittance



mode, which provides the convenience of sending money using credit / debit cards or a local bank account to anywhere in the world. [www.money2anywhere.com](http://www.money2anywhere.com)

Smart Pay aims to improve the salary disbursement system adopted by registered companies in the UAE and complies with the directive of the UAE Ministry of Labour through the Central Bank of UAE. Through organised salary payments it empowers the average salary earner, who benefits from consistent, timely, secure and convenient salary pick-up through the wide network of UAE Exchange branches. The inbuilt features of Smart Pay benefit both the employer and the employees of various organisations. The launch of the MasterCard enabled payroll cards offer added value to the employees and takes convenience to the next level. [www.smartpay.ae](http://www.smartpay.ae)

Other developments include tie-ups with Sharjah Electricity and Water Authority (SEWA), Cleartrip Ticketing Services, RAK Airways and Al Diyafah High School for bill payments to enhance the customers' convenience.

## PROMOTION

UAE Exchange has evolved a great deal over the past three decades. Although the geography and the variety of customers it serves have grown, the approach is consistent. Market relations are strong, kept alive and spirited through campaigns and promotions aimed at bettering the relationship it has with customers. Several popular and wide-ranging promotions are run every year, covering all communities, with the spirit of participating in their social and cultural pursuits.

Among the popular promotions of UAE Exchange are the Bak Maha Wasana Promotion for the Sri Lankan community, which commemorates the Sinhalese New Year; Bijoy Utsav promotion for the Bangladeshi community; Onam promotion - 'Onasowbhagam' which has helped chart strong relations with Kerala expatriates in the GCC; the 'Money Majlis' promotion, which involves all the communities served by UAE Exchange services; and 'Jashan-e-Bahara' promotion for the Pakistani community, which coincides with the festive season in Pakistan. All of these promotions involve fabulous prizes and rewards including cash prizes, gold vouchers, cars, villa apartments and more.

## BRAND VALUES

The UAE Exchange work philosophy is bounded by its vision and mission principles, which are consistently reflected in every activity undertaken. This firm adherence to the principles has ensured a wide base of satisfied customers.

## Vision

To be an ever-dependable friend, the link that emotionally connects people across the globe through technology-driven, professional, dedicated and timely services delivered with a personal touch.

## Mission

To stay ahead of the times in providing customer friendly, value-added services with warmth; fulfill the aspirations of the employees; create sustained growth in revenue and profitability; serve the society and flourish in an environment of mutual trust and transparency.

UAE Exchange has established a brand, which benefits people from all communities and cultures of the world; a brand that can always be trusted to take care of their entire money transfer and money exchange needs in the most efficient and affordable manner; wherever they are on the face of the earth. A brand which has stood by its value ideals since inception and gained trust and loyalty from the market with its 'customer first' approach.

In many ways UAE Exchange is a reflection of the communities it serves, maintaining its reputation as the financial brand with the strongest market relations with the community and the media fraternity. Product offerings are diverse and progressive, commitment to quality service is strong and sincere and its earnest work ethics deliver success that is sustainable. Both as a company and as individuals UAE Exchange and its team members understand the role of the corporation in strengthening its communities and recognise that collective success is intertwined. The brand has always striven to give back to the community by being a responsible corporate citizen.

UAE Exchange has recently achieved the Environmental Management System standard - ISO 14001: 2004, which recognises it as an organisation committed to serve society and protect the environment. The organisation's commitment to the cause of environment effected the renewal of its EEG membership for 2011 too.

The management of UAE Exchange operates with the highest level of integrity in the governance of the institution. It continues to work closely with industry regulators to achieve, and ultimately surpass, the increasingly stringent compliance standards required in the current regulatory environment. Significant progress has been made to strength the compliance policies, procedures and operations infrastructure.

[www.uaexchange.com](http://www.uaexchange.com)

## Things you didn't know about UAE Exchange

UAE Exchange is the first exchange house in the UAE to have the prestigious SWIFT membership - the international banking standard.

First exchange house in UAE to have branches in all the seven Emirates.

Strong relationship with over 150 Correspondent Banks.

Over 7000 personnel, representing more than 40 nationalities, employed worldwide.

One of the widest branch networks in the UAE with seven days a week, round-the-year operations.

One of the widest ranges of products and services in the industry.

More than 500 direct offices worldwide.

Network spanning 22 countries across five continents.

Xpress Money, a leading global instant money transfer brand offered by UAE Exchange, covers over 95 countries through more than 70,000 agent locations.