

Emirates NBD



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MARKET

For more than 30 years Emirates Bank, an Emirates NBD Company, has been a leading success story and an integral part of the UAE success. As one of the leading financial institutions in the region Emirates Bank offers a comprehensive range of products and services as well as core banking services in retail and corporate banking. The group has also extended services from charitable and community initiatives to establishing one of the leading property development firms, Union Properties. Emirates Bank is very much a part of the past, present and future of the UAE and beyond.

Emirates Bank has fully operational branches in Saudi Arabia and the United Kingdom and representative offices in Singapore, Iran and India.

Emirates Bank brands include Emirates Bank; Al Shaheen; BankNet; Smart Business Emirates Financial Services; EIS - Asset Management; Diners Club (UAE); Al Tomooh; Emirates International Brokerage; Network International; Emirates Islamic Bank; Union Properties and National General Insurance.

Such diversity leads to the company being involved in the finances of an enormous number of people and businesses, mainly in the Middle East, but increasingly throughout the globe. Emirates Bank is a leading employer of UAE Nationals, enjoying rates of up to 40%, one of the highest percentages within the banking sector in the region.

ACHIEVEMENTS

Emirates Bank has won the Best Bank in the UAE for 2008 Award from Global Finance Magazine. Emirates Bank's Chief Executive Officer, Rick Pudner, was selected as CEO of the Year for 2008 by the Banker Magazine. The bank's quality standards were dramatically improved in



efficiency, productivity and customer satisfaction during the past two years following the launch of 'Tafawouq', a unique customer-centric service excellence programme, especially developed for Emirates Bank.

Emirates Bank has been named UAE Best Trade Finance Provider 2008 by Global Finance Magazine due to its exceptional standards in Trade Finance, Cash Management and Factoring Services under one umbrella, as well as for its core competence in structuring a variety of trade and payment transactions for corporate customers.

In order to meet the growing needs of the corporate segment, Emirates Bank invested in the development of an in-house solution and branded the channel as 'smartBUSINESS'. The bank opted for in-house development after a full analysis of vendor solutions and market offerings as one of the key issues was to provide a solution which caters to the local market, rather than force-fit a vendor solution.

Emirates Bank is the first UAE bank to open a branch in the Kingdom of Saudi Arabia, in the city of Riyadh, and plans to expand operations in Saudi Arabia and further across the GCC.

Today Emirates Bank ranks amongst the top banks in the UAE in terms of Emiratisation. The bank continues to extend excellent development programmes for UAE Nationals who currently represent about 40% of the total workforce of the bank.

HISTORY

Emirates Bank traces its origins back to 1977 when it began its operations as Union Bank of Middle East. It later acquired Emirates National Bank and Dubai Bank and has since gone from strength to strength.

It wasn't until 1988 that the bank changed its name to Emirates Bank International PJSC

and it began to evolve into the company it is today. In that same year the bank took the bold step of becoming the sole issuer of Diners Club cards in the UAE. To this day Diners Club cards are only available in the UAE through Emirates Bank. The Diners card was the bank's consumer finance card of choice until Visa was introduced in 1992 and MasterCard in 1993.

In 1995 Emirates Bank became the first bank in the UAE to

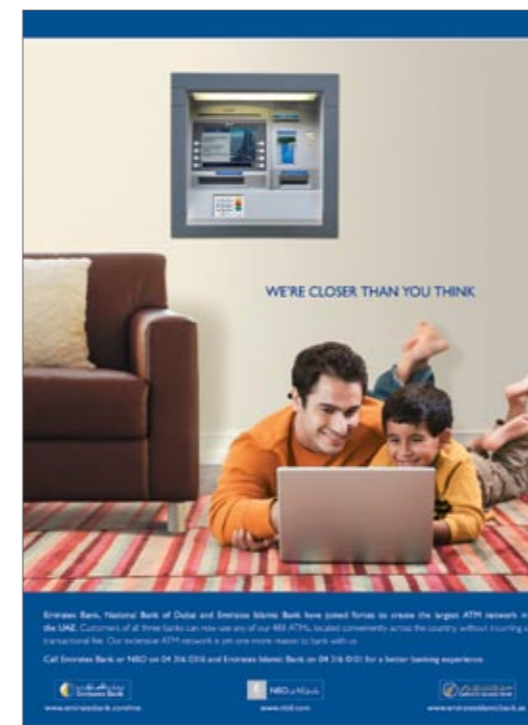


appear on the Internet. This proved to be the beginning of a prosperous online presence that has always kept up with changes in web based technology. Emirates Bank entered a period of rapid expansion. Advancements that came soon after included the launch of BankNet and the creation of Network Corporate Services and Emirates Financial Services plus the acquisition of a 10% equity stake in the Bank of Beirut.

2001 witnessed the set up of meBANK Internet banking service and @rating - an online tool that allows businesses to assess the financial credibility of their worldwide suppliers and customers.

PRODUCT

Emirates Bank appreciate that their customers are not looking for a product in the traditional sense of the word. Instead, today's banking patrons want a more convenient, efficient and rewarding service. Put into practice this means that customers are demanding customised solutions to suit their individual needs. With the advent of new technologies Emirates Bank is increasingly more able than ever before. The BankNet service, for example, allows customers to check their balance, pay bills, transfer funds, check foreign exchange rates and perform a host of other transactions all from the home, office or indeed, anywhere in the world, where there is access to Intranet. For those who prefer to bank in a branch this service has not been compromised and traditional and non-traditional physical bank locations are staffed and available for extended hours to accommodate customer needs.



Emirates Bank believes in doing business the 'smart' way. The World today is a smaller place in which to do business. Following its lead in online retail banking Emirates Bank introduced smartBUSINESS a fast and more efficient way for corporate customers to manage their company finances.

It is now possible to go beyond borders and enter boardrooms without leaving one's seat viewing annual reports, opening accounts or amending term deposits as, and when, desired. Procedures that earlier took hours, sometimes days can now be done in minutes through just a click of a mouse thanks to smartBUSINESS. Judging by the bank's track record for IT innovation, smartBUSINESS will continue to lead the market in providing innovative on-line banking services.

During 2008 Emirates Bank increased its focus on the growing segment of medium business enterprises in the UAE. Capitalising on its in-house skills and local market knowledge, the Bank continues to attract a broader range of corporate clients whilst pioneering innovative and customised products.

Medium Business had historically been a source of a diversified range of opportunities with comparatively high yields. Though the Bank already has a substantial share of this business in the UAE market, the introduction of value added financial solutions further enhanced the bank's presence in this field.

In today's highly competitive market Corporate Institutions are focusing on reducing the cost



of doing business whilst aiming to improve cash flow across their entire business. Banks have to be innovative in assisting their clients through providing services to improve operational convenience and facilitating interaction with their bank. To assist corporate customers achieve this Emirates Bank launched its distinctive Transaction Banking Services.

Transaction Banking Services at Emirates Bank houses Trade Services, Cash Management and Factoring Services under one umbrella, thereby providing convenience, expertise and alternative methods to corporate customers in interacting with the bank to improve their cash flow.

RECENT DEVELOPMENTS

On 6th of March, 2007 under the directives of His Highness Sheikh Mohammad Bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai, Emirates Bank has merged with the National Bank of Dubai to form Emirates NBD, the largest banking group in the Middle East in terms of assets. The two banks are currently working closely together to integrate their operations. The integration is expected to be accomplished by the second quarter of 2009.

With a market share of almost a fifth of corporate loans market in the UAE it is considered a key player in the UAE corporate banking arena. Emirates NBD also has a fast growing Islamic banking affiliated entity, a strong investment arm, leading private banking services and a leadership in the field of asset management and brokerage services and products. The group is well positioned to grow and deliver outstanding value to its shareholders, customers, and employees.

PROMOTION

Emirates Bank has a history of supporting the needy. Charity and philanthropic work feature regularly in the bank's agenda as the bank believes that active participation in the community creates value. The bank is a leading participant in key exhibitions such as the Dubai Airshow and The Dubai Shopping Festival, to name but a few. In charity sponsorship the bank supports various organisations including the Rashid Paediatrics Therapy Centre, the Dubai Autism Centre, Al Noor Centre for children with Special Needs and Beit Al Kheir amongst many others.

Emirates Bank's involvement in sports includes participating in the Dubai Tennis Open. Through Al Tomooh the bank has financed a number of aspiring National businesses and supported home grown entrepreneurship. As one of the key sponsors of the world-famous Dubai Shopping Festival since

its inception the bank has contributed towards enhancing the image of Dubai.

BRAND VALUES

An integral part of Emirates Bank's vision is to continue to be recognised as a leading financial service provider. Emirates Bank core values of service excellence, a passion to perform, strong integrity, mutual respect, innovation and team work form the strong corporate culture of Emirates Bank brand personality.

The company is a frontrunner in world banking and the implementation of good practical finance. This reputation as an innovator has earned Emirates Bank Group many loyal customers. Maintaining this reputation remains a key focus with staff continually striving to deliver consistent dynamic customer services that meet and exceed expectations. Mobile phone banking and internet banking systems are just two examples of this dynamism.

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Things you didn't know about Emirates Bank

Emirates Bank officially merged with the National Bank of Dubai on the 16th of October, 2007 when the shares of Emirates NBD (ENBD) were listed on the Dubai Financial Market.

Emirates Bank has been operating a paperless office system since the introduction of e-mail within its offices in 1996.

Emirates Bank is the first UAE local bank to open a branch in KSA.

What was known as Middle East Bank is now Emirates Islamic Bank.

Emirates Bank offers smartBUSINESS- the web-based cash management system for corporate customer needs.

Emirates Bank is a conglomerate of companies offering a whole range of financial services.

Emirates Bank owns a 10% stake of Bank of Beirut.

