

Press Release
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Abu Dhabi Commercial Bank receives the Branch of the Year in the Middle East Award for 2017

- **Abu Dhabi Commercial Bank's uBank created a new standard for digital banking in UAE**
- **The bank adopted latest technologies as part of a paradigm shift towards a "customer-first" focus**
- **The bank successfully expanded its footprint across the country**

Tokyo, Japan, March 17th 2017— Abu Dhabi Commercial Bank (ADCB) received the **Branch of the Year in the Middle East Award** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

Abu Dhabi Commercial Bank's uBank created a new standard for digital banking in UAE

ADCB opened its first digital banking centre uBank in February 2017, setting a new standard for digital banking in UAE. uBank allows customers to open a bank account, and receive debit cards, credit cards and cheques instantly. uBank also allows customers to consult an ADCB representative on mortgages, investments and insurance solutions through "Video Assist".

The bank adopted latest technologies as part of a paradigm shift towards a "customer-first" focus

ADCB's uBank adopted smart banking technologies that allows customers to enjoy the latest advancements in banking. For example, at the waiting area, customers can use the interactive walls and tablets to know the services available in uBank. Customers can use biometric authentication and a digital signature system to access their accounts

The bank successfully expanded its footprint across the country

ADCB successfully launched several new branches and automated teller machines in UAE to increase customer accessibility. The bank also established a 'Simplylife' sales and service centre that enables customers to browse through product information and demonstration videos through multimedia touch screens.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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