

Press Release

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Abu Dhabi Islamic Bank receives the Mortgage and Home Loans Product of the Year in the Middle East Awards for 2017

- **Abu Dhabi Islamic Bank ranked first in its disbursements in United Arab Emirates**
- **The bank achieved a record-breaking 25% increase in customers for mortgage products**
- **The bank strived to enhance customer experience with technology**

Dubai, April 20th 2017— Abu Dhabi Islamic Bank (ADIB) received the Mortgage and Home Loans Product of the Year for 2017 at The Asian Banker's Middle East and Africa Regional Awards Programme 2017. The awards ceremony was held in conjunction with the Future of Finance 2017 Middle East and Africa Convention, held at The Ritz Carlton, DIFC, on April 20th 2017.

ADIB ranked first in its disbursements in UAE

ADIB is the dominant player in Abu Dhabi with close to 50% market share and has the second largest network in the country. The bank ranked first in their disbursement amount within United Arab Emirates (UAE) supported by a strong sales force capability. These standings demonstrate ADIB's commanding position in the Middle East.

The bank achieved a record-breaking 25% increase in customers for mortgage products

In 2016, ADIB gained a 25% increase in customers for its mortgage products. The bank covers a range of customers through its nine housing products. Specifically, the UK Property Finance loan offers a unique opportunity to purchase a property in the UK and the Government Program Finance grants financing on UAE national housing programs. These targeted mortgage and home loans products successfully drew customers to the bank.

The bank strives to enhance customer experience with technology

ADIB is committed to improve customer experience through developments in digital channels and automation. In addition to the tools and calculators on its website to help customers with their loans, the bank plans to roll out a digital home finance app by the third quarter of 2017 aiming to improve customer experience.

About 70 senior bankers from award-winning banks in the Middle East and Africa attended the Middle East and Africa Regional Awards Programme 2017, 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 three-month evaluation process 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 is attached.

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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