



## **UBL OMNI GETS 2<sup>nd</sup> CONSECUTIVE NOMINATION FOR THE GSMA GLOBAL MOBILE AWARD**

**Karachi, February 4, 2013:** UBL Omni has been recognized at a global level yet again, with a nomination for the 18th GSMA Global Mobile Awards 2013 to be held in Barcelona, Spain on 26<sup>th</sup> February. This is the single largest annual event in the mobile industry organized by GSMA spanning over 220 countries and uniting nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem.

UBL Omni has been short-listed at the GSMA in the category of "*GSMA mWomen Best Mobile Product or Service for Women in Emerging Markets*" for transparent and efficient loan repayment & cash grant disbursement services.

UBL Omni is one of the pioneering players of Pakistan's Branchless Banking sector that offers G2P disbursements, corporate cash collections, salary disbursements, mobile accounts, money transfer and bill payment services. Omni also caters to financial needs of underprivileged women by facilitating the government and other international donor agencies in providing loan repayment and cash grant facility aimed at the underserved.

The competition this year was of an exceptionally high quality, breaking all previous records," said Michael O'Hara, Chief Marketing Officer, GSMA. "Our judging panel has assessed well over 600 entries and nominations for the 37 awards, the largest ever number of honours to be presented at the Global Mobile Awards. It is a tremendous achievement to have been shortlisted and we look forward to recognising the winners at Mobile World Congress this month."

Atif R. Bokhari, President & CEO, UBL said, "It is a great honour to be nominated for a second consecutive year at the prestigious GSMA awards that truly recognizes the world's best offerings in mobile for the given category. We are optimistic that our efforts towards the success of Branchless Banking in Pakistan will be recognized at the global stage once again."