

PRESS RELEASE

UBL ranked #14 among the World Top Facebook Pages for Banks



Karachi, Jan 18, 2017: The UBL Facebook page, already the top Facebook page for any bank in Pakistan with more than 1.5 million fans, has been ranked #14 among the global 'Top 100 Banks on Facebook.'

The ranking has been published by The Financial Brand, a digital publication focused on marketing and strategy concerning retail banks. As the only Pakistani Bank to feature on the list, this achievement of UBL, once again reaffirms UBL's Progressive and Innovative brand attributes.

Commenting on achieving the high ranking, Mr. Ali Habib, Head of Corporate Affairs & Marketing UBL said, "Inclusion in this global ranking, that includes some of the most prestigious global banks, is a matter of pride both for UBL and for Pakistan. As Pakistan's Best Bank, UBL understands the significance of evolving technologies and platforms in the lives of its customers and this achievement has been made possible only with the support and encouragement of our customers and their appreciation of the brand."

About UBL

United Bank Limited (UBL) is one of Pakistan's largest banks in the private sector. The bank operates a network of over 1,375 branches across Pakistan and 19 branches overseas. It was declared Pakistan's Best Bank 2016 at the first Pakistan Banking Awards and the bank's entity ratings were also recently upgraded to AAA/A-1+. The Bank maintains its leadership in branchless banking through UBL Omni which has an agent network of over 40,000 Dukaans across Pakistan. With a customer base of over 4 million, it leads the banking and financial services sector in Pakistan. Customers across the world have 24/7 access to the bank via UBL's world class Internet Banking.