

## PRESS RELEASE

**UBL becomes first Pakistani bank to cross 1 Million Fans on Facebook**

United Bank Limited (UBL), Pakistan's Best Bank as declared at the Pakistan Banking Awards 2016, recently became the first Pakistani bank to achieve 1 million likes on its Facebook page.

According to UBL, the milestone is a testament to the bank's achievement of having the largest and fastest growing Facebook page amongst banks in Pakistan. The bank has launched extensive activities on social media and actively interacts with its fans on a variety of topics to increase engagement.

"No other bank in Pakistan, till date, has been able to achieve this goal; this reinforces UBL's commitment towards being progressive and innovative" said Mr. Ali Habib, Head of Corporate Affairs & Marketing at UBL. "This has been made possible only with the support and encouragement of our customers and their appreciation of the brand."

Mr. Ali Habib also emphasized on the importance of maintaining a strong online presence and how UBL has managed to make an impact in the digital market. "UBL understands the significance of evolving technologies and platforms in the lives of its customers," he elaborated. "With increasing adoption of mobile technology, people are getting information on various products and services online. UBL is committed to reaching its customers in real-time. In doing so, we believe we touch our customers by evolving in the digital space and uphold our value of putting the customer first."

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**About UBL**

United Bank Limited (UBL) is one of Pakistan's largest banks in the private sector. The bank operates a network of over 1,350 branches across Pakistan and 18 branches overseas. With a customer base of over 5 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.