

UBL TIMES

UBL celebrates International Women's Day

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| Page No. 2 |



Women's Day E-mailer

Panel Discussion on 'Role of Women in Banking' held to mark 'International Women's Day'

International Womens Day is celebrated worldwide on 8th March every year to recognize achievements and contributions made by women in each and every field of social and economic development. This year, UBL held an event for its women staff members to mark this day at a local hotel. The event was an interesting panel discussion on the role of women in banking. The panel discussion followed by hi-tea was a chance for the UBL's female employees to not only learn from the experience of senior female employees of the bank but also to meet their peers working in different areas.

| Page No. 5 |



Invitation e-card

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Additionally, internal communication messages congratulating the women of the Bank on this day were circulated through various platforms across the organization.

Not just that, UBL also ran an International Women's Day congratulatory campaign on its social media platforms. The theme of this campaign was 'UBL respects You'. The animation that was part of the campaign can be viewed here. The video was viewed over 241, 648 times on Facebook and more than 10,000 times on Twitter. More than 1 Million people were reached through the campaign on Facebook alone.



Women's Day E-mailer



Women's Day Initial E-mailer and Quiz Questions



Winners Announcement on Women's Day

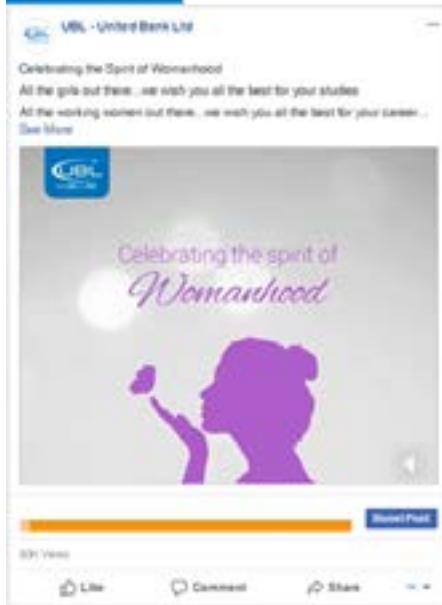


Gift given to the women who won



Women's Day Standees

Facebook



People Reached: **435,567**
 Like: **1,880**
 Comments: **100**
 Shares: **272**
 Video Views: **78,737**



People Reached: **1033,577**
 Like: **8,942**
 Comments: **95**
 Shares: **154**

Twitter



Impressions: **112,855**
 Like: **658**
 Retweets: **59**
 Replies: **10**
 Video Views: **9,892**



Impressions: **61,690**
 Like: **357**
 Retweets: **26**
 Replies: **2**

Panel Discussion on 'Role of Women in Banking' held to mark 'International Women's Day'

International Women's Day is celebrated worldwide on 8th March every year to recognize achievements and contributions made by women in each and every field of social and economic development. This year, UBL held an event for its women staff members to mark this day at a local hotel. The event was an interesting panel discussion on the role of women in banking. The panel discussion followed by hi-tea was a chance for the UBL's female employees to not only learn from the experience of senior female employees of the bank but also to meet their peers working in different areas.

The panel was moderated by Maliha Anwer Khan, Head Wealth Management and had female senior employees, from Branch Banking, Operations, IT and Digital team of the bank speaking about their experiences as women in the banking industry and the challenges they faced in their respective roles. They also spoke about the changes they saw within the industry from where they started to what it is now as well as their hope for the future. The discussion was also streamed live on the Bank's Facebook page.

The panel discussion ended with a creation of a new mentorship program called 'Empowered Women Empower Women' for female employees where winners (selected through a lucky draw process by senior executives of the bank) were paired with senior female staff members of the Bank to have a one-on-one lunch at the head office while learning from them.



Invitation e-card



Registration desk at the event



Panel Discussion underway. Pictured (right to left): Maliha Anwer Khan, Head - Wealth Management & Priority Segments, Shar Bano, Head - Contact Center, Ahmareen Abedeen, Head - Process Management, Samina Rizwan, Head - Enterprise Architect, Sanobar Khanum, DCSM Civil Lines Jhelum and Rumina Farhan Khan, Branch Manager - New Garden Town



Audience at the event



Audience at the event



Senior Executives of the bank listening to the session



Lucky Draw winners and their mentor through the 'Empowered Women Empower Women' program



Attendees enjoying hi-tea