

PRESS RELEASE

UBL hosts country's leading social media bloggers at its iconic Head Office



Some of Pakistan's leading bloggers with members of UBL's top management at the UBL Head Office. Seen in the picture are Mr. Ali Habib, Head of Corporate Affairs & Marketing, UBL (front row center), Mr. Sharjeel Shahid, Group Head Banking Products and Corporate Services Group, UBL (front row right) and Ms. Jehan Ara, President Pakistan Software Houses Association (P@SHA) (front row, third right).

UBL, Pakistan's Best Bank 2016, maintains an extensive social media presence. With over 1.5 Million Facebook fans, UBL ranks No. 14 among the world's top Facebook pages for banks. Leveraging its popularity on digital media, UBL recently hosted some of the country's top bloggers and social media writers for a tour of its newly inaugurated Head Office.

During the visit, the bloggers were shown the different floors of the skyscraper and were briefed on its modern architecture. The event concluded with a presentation on the building, followed by high-tea in UBL's very own cafeteria on the 18th floor, with breathtaking views of the city.

The bloggers seemed visibly impressed with the skyscraper. Post visit, one online publication headlined that UBL's new Head Office is a 'spectacle for Karachi's skyline'. Another wrote, 'the UBL Head Office is a futuristic symbol in the skyline of Karachi'. A third publication called it...'awesome'.

The UBL Head Office is a beacon of the Bank's 'Progressive' and 'Innovative' brand attributes and a dynamic symbol of the transformation that the Bank has undergone in the last 14 years. Located on I. I. Chundrigar Road, in the heart of Karachi's vibrant financial district, the 22-storey skyscraper rises 300 feet in the sky, features state-of-the-art facilities and cutting-edge technology. The 200 feet tall atrium

of this building is the tallest of its kind in Pakistan and its unique advanced facade lighting illuminates the city skyline at night, further highlighting Karachi's identity as 'The City of Lights'.

Speaking at the occasion, Mr. Ali Habib, Head of Corporate Affairs & Marketing, UBL said, "UBL has always prided itself on staying ahead of the trends which is yet another attribute personified by this architectural masterpiece." He added, "This skyscraper stands tall as a physical embodiment of our role as leaders in the financial services sector of Pakistan."

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 42,000 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.