

PRESS RELEASE

UBL participates in Digital Banking and Mobile Payment Summit 2017



Ms. Sima Kamil, Deputy CEO UBL (3rd left) speaking at the 'Digital Banking and Mobile Payment Summit 2017' held in Karachi.

UBL, Pakistan's Best Bank 2016, recently participated in the 'Digital Banking and Mobile Payment Summit 2017' held in Karachi. The summit was organized by Terra Biz in collaboration with PwC Pakistan as the Knowledge Partner.

UBL is proud of its Progressive and Innovative brand attributes as evidenced by its multiple technology firsts. Recently, UBL has helped vast public utilities like Pakistan Railways by enabling their passengers to book and pay for train tickets through online payments from the comfort of their homes. UBL has also partnered with Mastercard to launch QR Digital payments systems across Pakistan – an innovation with promise to revolutionize the way we make payments. The Bank also has the largest network of operational biometric ATMs.

Ms. Sima Kamil, Deputy CEO UBL participated as a panelist in the CEO Panel Discussion – 'Ingraining Digital in Organizational DNA'. During the discussion, she talked about how technology enables the banking industry tap the large unbanked population of the country and offer banking services to financially excluded segments.

Speaking at the occasion she said, "Banks are poor at putting themselves in customers' shoes and they see mobile wallets only as a money transfer service. We have to develop an ecosystem to encourage purchasing through mobile wallets." She further added, "Youth is where we have to focus. They want to move away from cash and we have to give them simple solutions for doing it".