Press release

FIRST ABU DHABI BANK LAUNCHES NEW BRAND IDENTITY

- **First Abu Dhabi Bank** unveils new logo
- "Grow Stronger" introduced as new brand movement platform and motto
- New brand, mission, vision and values inspired by the strengths of both NBAD and FGB
- New brand represents the bank's long-term vision to support the growth ambitions of its stakeholders and its international network
- Brand launch marks a key milestone and the successful union of both banks
- **First Abu Dhabi Bank** is the largest bank in the UAE, with total assets worth AED 682Bn (USD 186Bn)
- **First Abu Dhabi Bank** is also the largest bank within UAE listed banks by Market Cap of AED 120Bn (USD 32Bn).

Abu Dhabi, 1 May, 2017: First Abu Dhabi Bank (FAB), the UAE's largest bank and one of the world's largest financial institutions, has launched its new brand identity today, which is inspired by the combined strengths and ambitions of National Bank of Abu Dhabi (NBAD) and FGB, as well as the UAE's vision for the future.

The new brand embodies FAB's long-term strategic goals to empower its customers, shareholders, employees and communities to **Grow Stronger**, through initiating a powerful social movement which goes beyond banking. The **Grow Stronger** movement represents FAB's aspirations to motivate, educate and inspire its stakeholders, providing ideas, tools and expertise to help them become stronger, today and in the future.

This new brand identity reinforces the bank's core values of putting customers first, collaboration, trust, empowerment and an enterprising approach to everything it does.

His Highness Sheikh Tahnoon Bin Zayed Al Nahyan, Chairman of FAB, said: "The launch of our new brand marks the culmination of the historic merger between National Bank of Abu Dhabi (NBAD) and FGB, and reflects the successful union of these two renowned institutions. FAB represents the genesis of a story, built upon our sturdy Abu Dhabi roots and is set to spark a movement dedicated to helping everyone we interact with, to grow stronger. This is an exciting milestone, as we establish a new identity which draws on past achievements, whilst symbolising our vision for the future."

Abdulhamid Saeed, Group CEO of FAB, added: "The new brand represents our promise to inspire and help our stakeholders across our global network to grow stronger and deliver top shareholder value, through personalised and market-leading financial solutions and technology that put our customers first. It will also serve as a strong platform for FAB to support the prosperity of the UAE and its global network, as well as our strategic aims to grow locally and internationally, and build on our position as a financial services leader."

Introducing the Logo



The First Abu Dhabi Bank (FAB) name reflects the two banks' deep roots and experience in the region, combining the strong 'Abu Dhabi' and 'First' identities from NBAD and FGB. The bank has adopted the acronym F.A.B in its logo, which also features the well-recognised Awwal brand mark, enlarged to represent growth and leadership.

The blue, red, black and white colour palette represents a bold, crisp aesthetic, which provides a modern, progressive look and feel for the new brand. The brand colours reinforce FAB's position as a strong and visible financial institution which is confident in its future. The brand identity is dual language, supporting the bank's strategic plans at home and abroad.

Abdulhamid Saeed added: "The new branding reflects our aspirations as the UAE's largest bank by total assets worth AED 682Bn and one of the region's dominant banking players by market cap of AED 120Bn. FAB is set to build on our proven track record of strong business performance and loyal customer base, and will leverage synergies across core business groups, create as well as capitalise on new opportunities, and most importantly, meet the evolving needs of our customers."

Customers and all stakeholders will be introduced to the new brand across branches, digital touch-points and all communication materials in the near future.

Leading a social movement – 'Grow Stronger'

As part of the brand launch, FAB has developed a strong platform, 'Grow Stronger', which will support the bank's aspirations to ignite a new social movement that supports the growth ambitions of its stakeholders, and goes beyond financial products and services. FAB is striving to create a community of people who are inspired and empowered to achieve their goals and grow stronger, together.

Abdulhamid Saeed, concluded: "Grow Stronger is more than just a slogan – it's a passionate movement which embodies our values, and our mission to motivate, educate and inspire our customers, at each stage of their lives. Helping our customers to achieve their goals and reach important milestones is at the heart of this movement, which will serve as a catalyst for growth and prosperity.

Growth brings strength and strength brings growth – we want our customers to benefit from the movement and Grow Stronger with us."

Customers will be invited to join the movement via a dedicated website, which will be launched in the near future. The website will provide access to expertise, tools, tips and ideas to help customers Grow Stronger.

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ABOUT
FIRST ABU DHABI BANK (FAB)

FAB, the UAE's largest bank and one of the world's largest financial institutions offers an extensive range of tailor-made solutions, and products and services, to provide a customised experience. Through its strategic offerings, it looks to meet the banking needs of customers across the world via its market-leading Corporate and Investment Banking and Personal Banking franchises.

Headquartered in Abu Dhabi in Khalifa Business Park, the bank's international network spans over 19 countries across the world, providing the global relationships, expertise and financial strength to support local, regional and international businesses seeking to do business at home and abroad. In line with its commitment to put customers first, to **Grow Stronger, FAB** will continually invest in people and technology to create the most customer-friendly banking experience, and will support the growth ambitions of its stakeholders across countries in which the bank operates.

To empower its customers and clients to **Grow Stronger, FAB** is initiating a powerful movement, which goes beyond banking. The Grow Stronger movement represents the bank's promise to support its stakeholders' goals and growth ambitions, providing ideas, tools and expertise to help them become stronger, today and in the future.

Through a strong, diversified balance sheet, leading efficiency and a solid corporate governance structure in place, **FAB** is set to drive growth forward.

For further information, visit:

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