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## Habib Bank AG Zurich launches new website

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28 April 2013 - Dubai, United Arab Emirates - **Habib Bank AG Zurich (HBZ)** announces the launch of their redesigned website [www.habibbank.com](http://www.habibbank.com) which features updated content on HBZ's global operations, products, services and more.

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The first phase of this project has focused particularly on updating the user Interface (look and feel), rewriting and enhancing existing content, creating new sections and improving navigation. The website has been designed using the latest web development tools with a view to supporting current and upcoming technology standards. The site has also been technically optimised for hand held devices along with other enhancements. The secure site (online banking site) has not changed and remains the same. Clients will access the online banking site through the "Log-in" button.

Through the redesigned website, HBZ's branches across the world can be located, detailed information on the services offered by the bank in its geographic locations, contact information of relevant staff and frequently used forms can be downloaded (currently UAE only). Added features of the new website include the history of this institution which has its roots in the 1800s, the group organisational structure and the bank's journey through technological innovation that has enabled the bank to translate its traditional values into 21<sup>st</sup> century performance, cost effectiveness and customer service. The new website also allows users to read about the bank's vision, news articles, privacy policies and in-depth information on a variety of banking services.

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The upgraded website is based on one of HBZ's core banking values - "Service with Security" which is its commitment to safe guard its customer's assets and strive to continue improving its relationships with its customers. Muhammad H. Habib, President and Chief Executive Officer of HBZ Group stated, "This is one of the many new exciting developments and we look forward to showcasing the others as and when they become available". Shaun Wallis, Group Chief Operating Officer, HBZ added, "We are very excited to launch the new website with a modern interface that allows visitors to easily navigate and learn about exciting developments at HBZ as well as gain in-depth information on our operations, products and services."

The first phase of the website focuses on provided new interfaces for the HBZ Group, HBZ Switzerland, HBZ United Arab Emirates, HBZ United Kingdom, HBZ Kenya and Habib European Bank, Isle of Man. The site is also linked to its subsidiaries and affiliates across the globe.

### About Habib Bank AG Zurich

*Habib Bank AG Zurich was established in 1967 on a solid foundation of banking tradition that spans several generations. Traditional banking values set in the context of international banking has determined Habib Bank AG Zurich's corporate philosophy - "Service with Security" - for over 45 years in operation. Providing trade finance, corporate, consumer, private, retail and correspondent banking products, the bank offers highly personalized service to its customers through its international network of over 200 branches and subsidiaries. In addition to offering traditional banking channels, HBZ's leading technology solutions allows its clients to manage their accounts and conduct real time transactions 24 hours a day world wide through <http://www.habibbank.com>*

For more insight, information, images or to interview a spokesperson please contact:

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