

Press Release

FOR IMMEDIATE RELEASE

Emirates Money wins Best Microfinance Business in the Middle East for 2014

- **Emirates Money was awarded the Best Microfinance Business in the Middle East for its performance in 2014 and its wide range of secured and unsecured products**
- **It provides additional value-added services for clients by tying up with commercial vehicle dealers, construction equipment manufacturers and major insurance companies**

Dubai, May 27th 2015—Emirates Money, the consumer finance subsidiary of Emirates NBD, won the award for the **Best Microfinance Business in the Middle East** for 2014 at The Asian Banker's 2nd Annual Middle East and Africa Awards Ceremony. The ceremony was recently held at the Ritz Carlton, DIFC, Dubai on May 27th 2015.

A part of the Emirates NBD group, Emirates Money is the UAE's largest finance company. It services mainly micro SMEs and self-employed, which together drive almost 90% of revenue. The finance company offers a wide range of secured and unsecured products to cater to business requirements of up to \$2 million.

Emirates Money won the recognition for the stellar performance it showcased in 2014. The company manages its risk profile by maintaining a healthy mix of secured and unsecured lending products and using scorecards and detailed monthly analyses to retain low default rates.

Emirates Money boasts of a proficient and experienced direct sales force, with extensive understanding of the micro SME business in addition to the company's physical network which serves as a one stop shop for all customer needs. The company provides additional value added services for clients by tying up with commercial vehicle dealers, construction equipment manufacturers, and major insurance companies.

Award-winning banks and vendors attended the gala event that recognised their efforts in bringing superior products and services to their customers. The Asian Banker's Middle East and Africa Awards are acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry. Over 100 institutions from the Middle East and Africa were evaluated across 30 different countries. A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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