Title : Habib Bank AG Zurich – Leaders in Innovation

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Dated : March 19, 2001



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March 19, 2001, 06:15 AM

## Habib Bank AG Zurich - Leaders in Innovation

ScreamingMedia, AME Info

applications loaded on to their PC.

Dubai, UAE

The ceremony, held at Emirates Towers, was under the patronage of Sheikh Khaled Bin Zayed Al Nehayan who presented Mr Reza Habib with the award. Solutions Marketplace Products

Habib Bank AG Zurich hPLUS

leading technology. This has been possible by listening to our corporate and private customer needs and then focusing every employee at the bank to produce this winning service".

Dominic De Sousa, publisher and editor in chief, Banker Middle East Magazine commented, "We are delighted that Habib Bank AG Zurich has been recognised by the readers of our magazines as a bank that leads the region for innovation. As a publisher of both a banking magazine and information technology magazines, I am in a position to say that the on-line services of Habib Bank AG Zurich are both ground breaking for the region and, from our experience, in the world wide banking arena".

Within the last year Habib Bank AG Zurich has made numerous additions to the services it provides. In September 2000 the bank launched HBZwap Banking, making it the first bank in the UAE to offer WAP-banking. HBZweb Banking is the bank's Internet site and since its inception a further 30 pages of views have been added as well as an online letter of credit service. HBZgsm Banking is Habib Bank AG Zurich's short text messaging service (SMS). The banks JAVA ATM SWITCH network, HBZatm Services was the first in the world to be based on the JAVA platform. This is the key to Habib AG Zurich's success. By utilizing the Java platform for all its services the bank has made them wholly interoperable thus making the compatibility of the systems unmatched by any in the region. What does this mean for the customer? Complete access to all services via one platform regardless of time, place or the

Adhering to their motto of "service with security", Habib Bank AG Zurich has developed its own firewall based on the java language to protect the bank from the ravages incurred in cyber space. This has been implemented along with other commercially available firewalls and two additional layers of security. The bank's WAP, web and database servers all sit behind this impressive protection system enabling dependable security.

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This commitment to creating in-house IT solutions to ensure they fit the customer's requirements hand in glove and their devotion of incorporating and developing new technologies are fixed with their observance of the Habib family's age-old tradition of personal service and the offering of unmatched banking expertise.

About Habib Bank AG Zurich Habib Bank AG Zurich was established in 1967 on a solid foundation of banking tradition that spans over 150 years. As a Swiss incorporated bank, it offers a high level of confidentiality, backed by strict adherence to the rules and regulations of the Federal Banking Commission.

Traditional banking values set in the context of international banking has determined Habib Bank AG Zurich is corporate philosophy - "Service with Security" - for over 32 years in operation. Habib Bank AG Zurich provides a complete range of flexible banking options and finance facilities suited to the needs of the customers, through efficient, Personalized service, Traditional banking services, Retail banking services, Trade finance services, International financial planning and Investment banking options are all available to individuals, small, medium sized firms and large corporate clients through the bank's international network of over 35 offices and online at <a href="http://www.habibbank.com/">http://www.habibbank.com/</a>Press Contacts: Genevieve Smith, NettResults
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