

Lloyds TSB Middle East announces regional expansion

- Bank opens new service centre in Jebel Ali Free Zone
- Investment research forecasts localized industrial and commercial growth

Dubai, 11th July

Lloyds TSB Middle East, part of one of the world's largest banking groups, has expanded its banking operations in the UAE. The bank, which has been in the region since 1977, today announced the opening of a new customer service centre in Jebel Ali Free Zone.

Vivek Vohra, Head of Corporate Banking, Lloyds TSB Middle East said: *“Jebel Ali Free Zone is a commercial hub and home to nearly 6,000 companies, many of whom are our customers. In response to their needs, and as a result of predicted growth in the area, it is important for us to have an established physical presence to support and develop key relationships.”*

Strategically positioned between the world's largest man-made harbour, the region's extensive highway network and the Dubai international airport, the new customer service centre will offer access to three experienced and dedicated Relationship Managers who will be on-hand to answer queries and to give financial advice. They will also be able to provide information about the suite of products the bank offers.

Richard Musty, Managing Director of Lloyds TSB Middle East said: *“Lloyds TSB has been in the Middle East for over 30 years. We are committed to strategic growth and business expansion in the region and the opening of the new service center in Jebel Ali is testament to this. It is one of our key objectives to be physically closer to our customers and provide them with convenient banking throughout the UAE.”*

Given its location, the new site is designed primarily to cater for business banking customers, however, personal banking customers are also welcome should they need advice or information.

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Notes to Editors:

Lloyds TSB Middle East is a branch of Lloyds TSB Bank plc, which is a member of Lloyds Banking Group. This makes us part of one of the largest and most successful banking groups in the world. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking licence by the UAE Central Bank in 1977. For more information, please visit www.lloydstsb.ae

About Lloyds TSB Middle East

The main branch of Lloyds TSB Middle East is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centers located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdiff. Lloyds TSB Middle East employs over circa 300 people providing a full range of financial services including: Personal Banking, Commercial Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

