

## Lloyds TSB Middle East 'Commitment Campaign' gives UAE arrivals a head start

**Dubai, 3 October 2010**

Making the move to live in a foreign country can be a daunting prospect, so as part of a campaign to make life a little easier for British expats relocating to the Gulf, Lloyds TSB Middle East has been lending a helping hand.

Based at Terminal 3, Dubai International Airport, during August and September, a team from Lloyds TSB has been handing out new arrival packs containing three of the most important things anyone arriving in a new country could potentially need: a bottle of water, a guide to the country and sound banking advice.

Following a recent survey commissioned by Lloyds TSB International, a key motivating factor behind making a move abroad is the potential to increase base salary. But managing finances in a foreign country can be a challenge in itself, especially if the objective of the move abroad is to save money. The purpose of the Lloyds TSB 'Commitment Campaign' is to reach out to new expatriates from the first moment they arrive in the United Arab Emirates and to help them address their banking needs and requirements. The new arrival pack includes Commitment Cards which detail some of the standards and promises that Lloyds TSB make to their customers providing compelling tips that can help to choose your bank.

Official figures from Dubai Airports show that 3,987,184 passengers travelled through Dubai International airport during August 2010 which represents a 6.8% increase compared to the same month last year. Of this, Dubai Airports estimate that the number of passengers arriving into the country was 760,000 during August 2010. In light of these figures, the bank has had the opportunity to greet a significant number of these passengers travelling in to Dubai or arriving into the country for the first time via Emirates terminal 3.

Richard Musty, Managing Director of Lloyds TSB Middle East said, "Looking after your personal finances responsibly can be a challenge at the best times. This can be especially difficult when faced with an unfamiliar banking system. The 'Commitment Campaign' has been created to ensure people coming from the UK are aware that we are here, and are ready to help make their banking journey as easy as possible."

-Ends-

### **About Lloyds TSB Middle East 'Commitment' campaign:**

Lloyds TSB Middle East is currently engaging in a full campaign to communicate with British expatriates in the UAE. This will involve a number of experiential activities which will be revealed over the coming months. If you would like more information on the campaign please contact Kirsty MacPherson, Head of Marketing on 04-3023358/050-4569442.



## About Dubai Explorer:

The Dubai Explorer guide book (contained within the new arrival packs) is the ultimate guide to living and loving the UAE and is packed full of all the vital and interesting information about one of the world's most fascinating cities.

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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](http://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 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.

