

## Lloyds TSB Middle East appoints new Chief Operating Officer

Dubai: 05<sup>th</sup> May 2008

Lloyds TSB Middle East, part of one of the world's largest banking groups has announced that it has appointed Julian Ashall as Chief Operating Officer for its Dubai based regional operations.

Prior to this appointment, Julian was the Head of Risk and Compliance at Lloyds TSB Middle East where he has also been acting as interim Head of Operations since November 2007. Julian has been with the Lloyds TSB Group for nearly 20 years and before relocating to Dubai in 2005 he was based at Lloyds TSB Geneva. During Julian's career at Lloyds TSB Group, he has held various managerial, risk & compliance and supervisory positions in the UK and European operations of Lloyds TSB Group.

*Bert de Ruiter, Managing Director of Lloyds TSB Middle East said,*

*"I would like to congratulate Julian on his new role where he will clearly bring a wealth of experience and expertise to this vitally role as we continue to invest and grow our presence in the Middle East."*

*Commenting on his new appointment Julian Ashall added,*

*"I am really looking forward to working with all of my new teams in this key role. It's a great opportunity for me to take our business to the next level as we seek to continuously offer our customers the best in banking solutions, products and services."*

The main branch of Lloyds TSB is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdiff. Lloyds TSB Middle East employs over 300 people providing a full range of financial services including: Personal Banking, Business 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 business 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.

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For further information, please contact:



Lloyds TSB

**Manash Bhuyan**

FD

Telephone: 04 332 8832

Mobile: 050 841 9631

Email: [manash.bhuyan@fd.com](mailto:manash.bhuyan@fd.com)

**Philippa Daniels**

FD

Telephone: 043328832

Mobile: 050 695 4160

Email: [philippa.daniels@fd.com](mailto:philippa.daniels@fd.com)

**Kirsty MacPherson**

**Lloyds TSB Bank**

Telephone: 04 302 3358

Mobile: 050 456 9442

Email: [Kirsty.Macpherson@lloydtsb.ae](mailto:Kirsty.Macpherson@lloydtsb.ae)

**Alexandra Gandini**

**Lloyds TSB Bank**

Telephone: 04 302 3357

Mobile: 050 640 4502

Email: [alexandra.gandini@lloydtsb.ae](mailto:alexandra.gandini@lloydtsb.ae)

Notes to Editors :

Lloyds TSB Dubai is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs over 70,000 people in more than 20 countries worldwide. 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.lloydtsb.ae](http://www.lloydtsb.ae)

