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# Habib Bank AG Zurich Launches Secure Online Forex Platform For Clients

(21 February 2013)

Habib Bank AG Zurich (HBZ), one of the leading international banks operating in the United Arab Emirates, has announced the launch of HBZefx – its new, Foreign Exchange trading platform. HBZefx is designed to provide a wide range of real-time services to its growing number of clients.

HBZefx is a flexible online tool that enables HBZ customers to buy and sell currencies through HBZ web, the bank's secure online banking platform. HBZefx provides instant access and real time currency quotes. HBZ's competitive pricing, Straight Through Processing and flexibility to transfer funds directly between accounts makes the service accessible 24/7. The platform is available for existing and all new HBZ customers.

Arif Lakhani, Chief Executive Officer of HBZ UAE said "With today's fast moving global currency markets, it is essential that customers have time real-time access in order to take advantage of market swings. In the last few years, we have seen an impressive growth in the number of FOREX trades, and expect these numbers to escalate in the coming years. The launch of HBZefx reaffirms our commitment to delivering an unrivalled service to our customers". He continued, "HBZefx is designed to provide an innovative, secure and user-friendly platform to trade real time currencies. The platform enables users to gain access to real time markets, and we offer the convenience of multiple settlement options".

Following currency pairs will be offered through HBZefx:

- GBP/USD
- EUR/USD
- USD/JPY
- USD/CAD
- AUD/USD
- USD/CHF

Please visit the nearest branch or log on to [www.habibbank.com](http://www.habibbank.com) for detailed information and requirements for setting up the new HBZefx account.

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