

Habib Bank AG Zurich Launches Secure Online Forex Platform for Clients



Habib Bank AG Zurich Launches New FOREX Trading Platform to meet the needs of the rapidly growing FOREX traders

HBZefx – secure online tool that enables customers to buy and sell currency
Secure and flexible platform for HBZ customers:

Real-time execution with real-time web management capabilities

Dubai, United Arab Emirates – 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 for detailed information and requirements for setting up the new HBZefx account.

About Habib Bank AG Zurich

Habib Bank AG Zurich was established in 1967 on a solid foundation of banking tradition that spans several generations. Traditional banking values set in the context of international banking has determined **Habib Bank AG Zurich**'s corporate philosophy – "Service with Security" – for over 45 years in operation. Providing trade finance, corporate, consumer, private, retail and correspondent banking products, the bank offers highly personalized service to its customers through its international network of over 200 branches and subsidiaries. In addition to offering traditional banking channels, **HBZ**'s leading technology solutions allows its clients to manage their accounts and conduct real time transactions 24 hours a day world wide through www.habibbank.com

For more insight, information, images or to interview a spokesperson please contact:

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