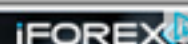




"I invested \$100 and 3 months later made a \$2100 profit, all from home."

Chantal, Cosmetologist, 28 years old

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## Habib Bank AG Zurich Launches New Website (28 April 2013)

Habib Bank AG Zurich (HBZ) announces the launch of their redesigned website <http://www.habibbank.com> which features updated content on HBZ's global operations, products, services and more.

The first phase of this project has focused particularly on updating the user interface (look and feel), rewriting and enhancing existing content, creating new sections and improving navigation. The website has been designed using the latest web development tools with a view to supporting current and upcoming technology standards. The site has also been technically optimised for hand held devices along with other enhancements. The secure site (online banking site) has not changed and remains the same. Clients will access the online banking site through the "Log-in" button.

Through the redesigned website, HBZ's branches across the world can be located, detailed information on the services offered by the bank in its geographic locations, contact information of relevant staff and frequently used forms can be downloaded (currently **UAE** only). Added features of the new website include the history of this institution which has its roots in the 1800s, the group organisational structure and the bank's journey through technological innovation that has enabled the bank to translate its traditional values into 21st century performance, cost effectiveness and customer service. The new website also allows users to read about the bank's vision, news articles, privacy policies and in-depth information on a variety of banking services.

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