

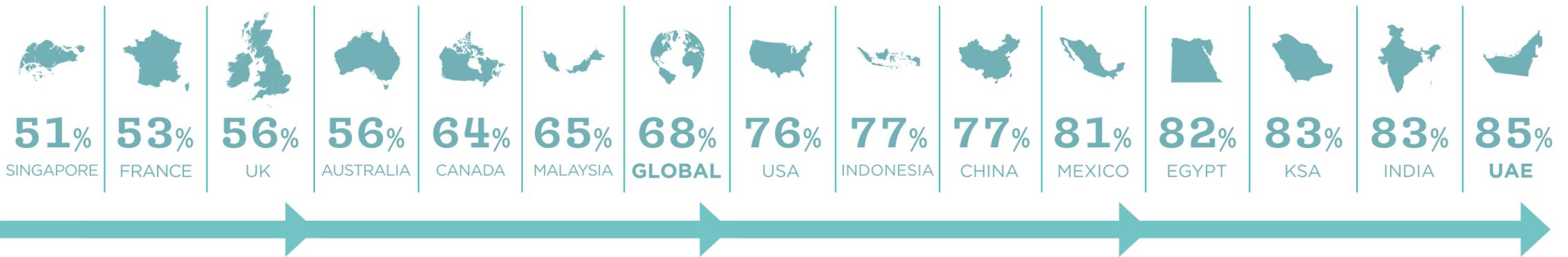


اتحاد مصارف الإمارات
UAE BANKS FEDERATION

RFI Global

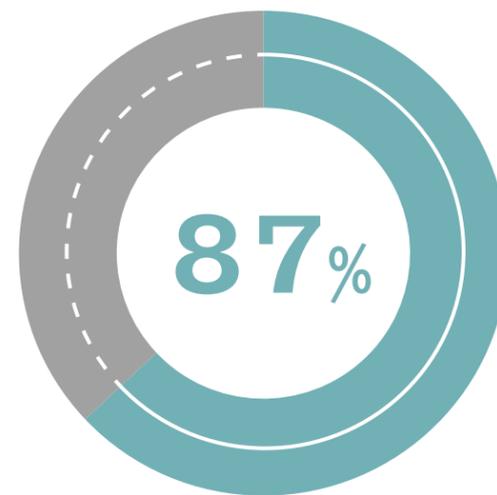
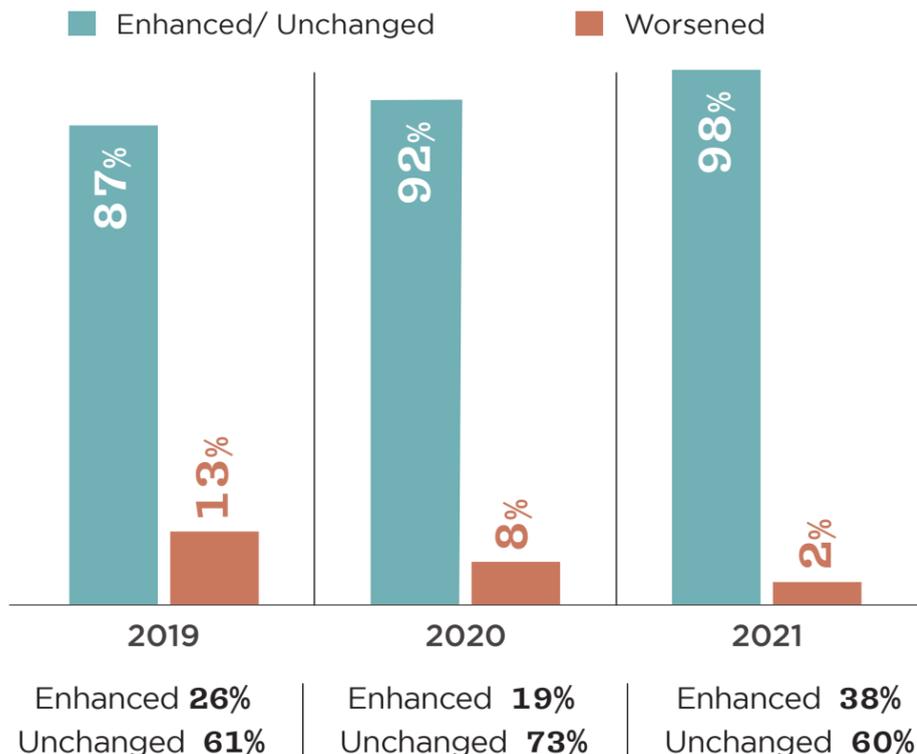
2021 UAE Trust Index

85% OF UAE CONSUMERS SEE THEIR MAIN BANK AS "HONEST, TRUSTWORTHY AND FAIR"



THE OVERALL PERCEPTION OF BANKS HAS REACHED AN ALL TIME HIGH, WITH THE NUMBER OF CONSUMERS WHOSE OPINION HAS ENCHANCED DOUBLING IN 2021

THIS IMPROVED SENTIMENT HAS INCREASED CONSUMER AFFINITY TOWARDS THEIR BANKS AND THE OVERALL TRUST HAS GROWN SHARPLY



of consumers trust UAE banks completely to put customers at the heart of their business...

...and the banks now are the joint most trusted sector in the UAE

