

UBA RED LETTER

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What is the UBA REDLETTER?

By Marketing & Brand Communication Department

UBA REDLETTER is a newly launched UBA Cameroon business newsletter.

It aims at keeping in touch with you, our valued customers by communicating monthly on our news, products, and services as well as our ongoing promotions.

We hope you will enjoy reading our **UBA REDLETTER** and stay connected.

Did you Know?

"UBA Group is celebrating its 70th anniversary."

Up close with our Managing Director

Interviewed by Marketing & Brand Communication Department



The year 2019 marks the celebration of 70th anniversary of UBA (United Bank for Africa). 70 years!!! This represents longevity, experience, but above all, maturity. Yes, indeed, the UBA Group celebrates 70 years of uninterrupted banking transactions, 70 years high quality customer service.

A former subsidiary of BNP (Banque Nationale de Paris) that operated in Nigeria until 1949, the UBA Group started its operations under the trade name of British & French Bank Limited (BFB).

After the independence of Nigeria in 1961, UBA obtained its license to operate under this name, continued the activities of the BFB and joined the Nigeria Stock Exchange (NSX) in 1970. UBA subsequently embarked on major acquisitions of banks in Nigeria, such as the Continental Trust Bank, and concluded a historic merger with Standard Bank Trust (STB), the 3rd bank in Nigeria at that time. Let us recall that UBA has been operating in New York, USA since 1984 and STB was settled in Ghana.

The Banking Group thus began its expansion in Africa and in the world in 2005, with the acquisition of STB's subsidiary in Ghana. Today, UBA Plc is established in 23 countries, including Cameroon, one of the first subsidiaries created in 2008, the United Kingdom, France, etc.

The UBA Group has more than 1,000 agencies through its network, more than 2,350 GABs, 14,000 POS, 20,000 employees and 14 million customers, whose satisfaction of current and future needs require a constant search for innovative solutions. As such, our strong digital position sets the grounds of our exceptional solutions, namely:

- LEO, with an artificial intelligence, automatically processes various types of requests from our customers on-line;
- MAGIC BANKING, which allows remote and secure banking transactions, from a telephone, using a USSD code;
- Mobile banking gives you the possibility to safely carry out banking transactions using the mobile application which can be downloaded from Apple's App Store and Google's Play store.
- Push & Pull, to link the customer's bank account to his/her Mobile Money account
- Etc.

In the same vein, UBA Cameroon, through its network of 16 agencies, and its impressive range of electronic solutions, will continue to use its staff of more than 300 highly dynamic and experienced employees, to enhance its supervision of young entrepreneurs through appropriate channels, and its support to businesses and students through customized personal development programs.

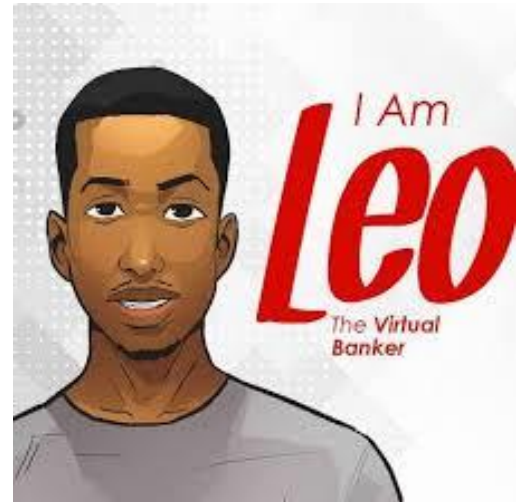
PRODUCT OF THE MONTH: LEO, The virtual banker

By Digital Banking Department

LEO is an Artificial Intelligence (AI) powered BOT that enable customers to perform banking transactions through FaceBook Messenger.

Through FaceBook Messenger, chat with Leo and ask him to do following transactions automatically and securely for you:

- Account opening
- Link account
- Account balance
- Mini account statemenet (last 5 trx)
- Account statement
- Buy airtime
- Pay bills
- Send money to uba account
- Send money to prepaid card
- Customer care
- Log and manage complaint
- Block cards
- Bloc cheque



Did you Know?

“ UBA Cameroun was the 2nd most profitable bank in Cameroon in 2018 ”

How to subscribe to LEO

Subscription to LEO is entirely free of charge and there is no limitation in transaction.

Step 1 : Visit www.facebook.com/ubachatbanking

Step 2 : Start chatting with Leo via Messenger



PROMO: UBA 2019 Back-To-School Campaign

By Marketing & Brand Communication Departement

Once again, in order to ease parents back to school preparations, UBA Cameroon has launched its "Back-To-School Loan Campaign".

The 2019 Back-To-School Loan Campaign, was launched on July 24th and will run till October 31st.

The documentation required to apply for a Back To School is as follow :

- Irrevocable domiciliation of salaries/allowances/terminal benefits with UBA Cameroon
- Hand written application
- A copy of customer's National ID card
- Signed offer letter by customer (with stipulated conditional clause)
- Back-To-School Loans application form

New customers with no engagement in UBA Cameroon books are to provide standard documentation prerequisites for consumer loans application.

On the other hand, the special Back-To-School rewarding promo will run from August 10 to September 30, 2019 and is destined to accompany parents throughout this stressful start of a new academic year.

EVENT OF THE MONTH: UBA Marketplace

By Marketing & Brand Communication Departement



The **UBA Marketplace** is an international exhibition and sales fair organized by the UBA Banking Group (United Bank for Africa). This is an unprecedented business opportunity for African entrepreneurs to become known and expand their network. For its first edition, the UBA Marketplace took place on July 26 and 27, 2019, concurrently with the Tony Elumelu Foundation's annual entrepreneurs' forum.

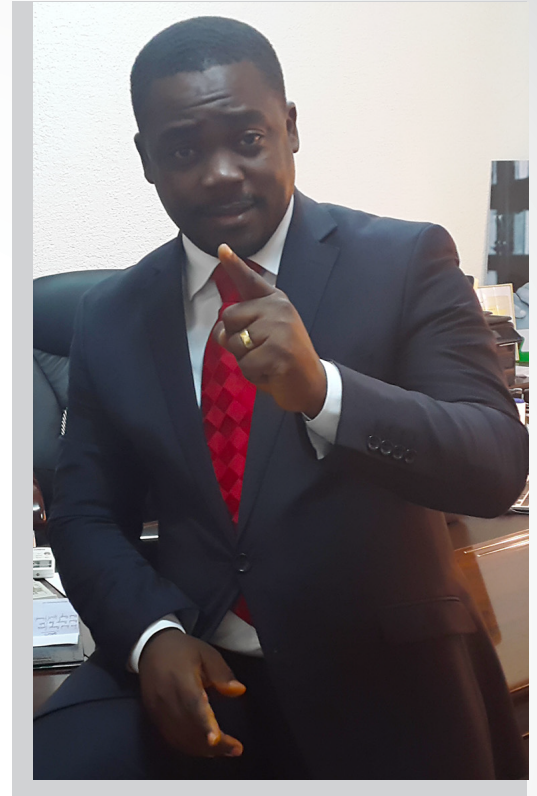
The UBA Group's initiative aimed to seize the opportunity of the Tony Elumelu Foundation's meeting which also took place on July 26 and 27, 2019 in Abuja (Nigeria), with the thousands of entrepreneurs of the 5th cohort of its entrepreneurship program, to provide broad visibility to entrepreneurs on the African continent.

Highlight of the event: <https://youtu.be/jZbNkJoePuQ>



CLIENT OF THE MONTH : ACMAR MEDIA GROUP

We understand West and Central Africa



Acmar Media Group (AMG) is one of the leading independent Advertising, Marketing and Media Communication Agency in West and Central Africa with the headquarters based in Cameroon.

We strongly invest in state of the art media planning tools and the best resources specialists across the group to service solutions to clients.

Francophone markets in Africa was often been described as blind markets, **Acmar Media Group** is changing this perception.



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Staff members



4 areas of expertise :

Communication, Media, Marketing, Experiential, Digital and Creative



Over 15 years

of experience in media communication, planning, strategy and implementation.



Most effective network across francophone CAWA*

BANKING TERMINOLOGY FOR YOU

Loan

A loan is money you borrow from a bank or another institution or person. The bank lends (gives) you the money, and you borrow (receive) it. The bank is the lender, and you are the borrower.

Example:

“They needed a **loan** to buy the car of their dreams, but they couldn’t find a lender.”

Interest Rate

If you borrow money from a bank, you’ll need to pay it back. In addition to this, you’ll need to pay interest. The amount of interest is decided by an interest rate, which is calculated for a given period of time. If you have a savings account, the bank will pay you interest for being able to use your money over a certain period of time.

Example:

“He was researching the banks that offered the lowest **interest rate** for loans.”

HELPFUL CONTACT



**CENTRE D'APPEL ET D'ASSISTANCE UBA
UBA CUSTOMER FULFILLMENT CENTER**

Contactez-Nous / Connect with us.

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*Une prompte résolution est
notre mot d'ordre.
Prompt resolution is our
watch word.*