دار التمويل
FINANCE HOUSE
P.J.S.C - ش م ع

Press Release

Finance House takes SMS Banking to the next level

Abu Dhabi – 01 May 2019 - Finance House P.J.S.C. (FH) announced the introduction of innovative solutions through its SMS Banking Service as part of its Digital Transformation strategy this year.

Al Amir Gamal, Head – Retail Finance at Finance House, commented on the announcement saying: "Following the successful launch of Samsung Pay for our Cardholders earlier this year, we enhanced our SMS Banking Service by adding more convenient options to serve our customers. Now, they can apply for an Instalment Payment Plan, or request for a Payment Holiday directly through SMS."

"Finance House is proud to be the first Financial Institution in the UAE to offer Loan Top-up facilities to customers through SMS," added Al Amir Gamal.

Finance House's Digital Transformation strategy is a comprehensive initiative. It aims at digitizing the services offered to its customers. The SMS Banking Service is one of these services and offers customers a means to avoid the clutter created by all the mobile banking apps of our modern day. Eligible customers can send an SMS to obtain information about their cards or apply for financial services anywhere and at any time.

"Our strategy focuses on enhancing digital services, customer convenience and experience. With the addition of Samsung Pay and SMS Banking Service to our mix of services, we believe that our customers will enjoy higher flexibility and convenience. We hope that they will take advantage of this facility and continue to enjoy the benefits and features that we offer", concluded Al Amir.

Ends

دار التمويل ش.م.ع؛ ص.ب ٧٨٧٨، أبوظبي، ا.ع.م؛ هاتف: ٩٩٩ ٦٢١٩ (٢) ٩٧١+؛ فاكس: ٠٩٩ ٦١٩٤ (٢) ٩٧١+
Finance House P.J.S.C; P.O. Box 7878, Abu Dhabi, U.A.E; Tel: +971 (2) 6219 999; Fax: +971 (2) 6194 099
شركة مساهمة عامة برأس مال وقدره ٣١٠،٠٤٩،٩٦١ درهم إماراتي Public Joint Stock Company and the share capital is AED 310,049,961

دار التمـــويـــل
FINANCE HOUSE
PJSC - ش م ع

About Finance House

Finance House PJSC is an Abu Dhabi - headquartered finance company that was established on 13 March 2004 and commenced its operations on 18 July 2004.

The principal activities of the Company are commercial and retail financing, financial services and investments. The Company is licensed and regulated by the Central Bank of the UAE.

The major shareholders of Finance House include, The National Investor (TNI), a number of prominent UAE businessmen, high net worth individuals and dignitaries.

In a short span since inception, Finance House has introduced a number of innovative products and services for the consumer and commercial segments.

Finance House is listed on the Abu Dhabi Exchange under the ticker symbol FH and is categorized as a "Grade One" company by the Emirates Securities & Commodities Authority (SCA).

Finance House is rated BBB- long-term and A3 short-term, both with Stable Outlook by Capital Intelligence.

For further information, kindly contact:

Wissam Farran – Group Head
Corporate Communications Department
Finance House PJSC
Tel: +971 2 6194893
Mobile: +971 50 5435865
Fax: +971 2 6315806
wissam.f@fh.ae