

First Gulf Bank Selects Monitise to Power Mobile Money Services

Written by Australian Business

LONDON--([BUSINESS WIRE](#))--Monitise (LSE:MONI), a global leader in Mobile Money – banking, paying and buying with a mobile device – today announces a new partnership with First Gulf Bank to launch new mobile banking services to consumers in the Middle East.

Abu Dhabi-based First Gulf Bank is one of the leading banks in the United Arab Emirates. Monitise will support the bank in increasing the variety of Mobile Money services it offers and strengthening its position as a digital banking leader through the provision of new innovations for its customers.

Through the partnership with Monitise, FGB is looking to build its mobile ecosystem with cutting-edge services to make life easier for its customers.

Fatih İşbecer, CEO of Monitise MEA, said: “We are delighted to be building upon our existing, renowned service delivery and presence in the region against the backdrop of the wider Monitise Group that we are now part of. First Gulf Bank was one of the first banks in the Middle East to realise that the future lies in mobile. Through our new agreement, we are looking forward to delivering best-in-class, easy-to-use services to more consumers in the Middle East.”

Peter Radcliffe, President, International at Monitise, remarked: “Monitise’s Turkey, Middle East and Africa team has a strong track record in supporting leading banks, payments companies, technology businesses and brands in launching world-class mobile services. This new agreement with First Gulf Bank is testament to their expertise and success to date.”

First Gulf Bank was named ‘Best Bank in the United Arab Emirates’ and ‘Best Bancassurance’ at The Banker’s Middle East Industry Awards, as well as the third most powerful company in the UAE by Forbes in 2013.

More information about Monitise is available at www.monitise.com.

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