

For Immediate Release:

**Emirates NBD establishes “Tanfeeth”**  
**A new subsidiary that consolidates back-office and**  
**operational teams under one management**

*Suhail Bin Tarraf appointed as “Tanfeeth” CEO*  
*Hussam Al Sayed appointed as Group GM Human Resources at Emirates*  
*NBD*

**UAE - Dubai, September 19<sup>th</sup>, 2011:** Emirates NBD, the leading Banking Group in the region, announced the establishment of “Tanfeeth”, a fully owned subsidiary that aims at consolidating the Group’s various back-office and operational teams under one management. The Bank appointed Suhail Bin Tarraf as CEO of “Tanfeeth”. The Bank also announced that Husam Al Sayed will be rejoining Emirates NBD as the Group General Manager of Human Resources.

Rick Pudner, Group CEO Emirates NBD said: "In May of this year, Emirates NBD launched the Centre of Operational Excellence (COE), a new transformation initiative within the Group aimed at taking our service delivery capabilities to the standards of international best practice. I am very pleased to announce that the COE will now be known as “Tanfeeth”, an Arabic word that means “getting the job done”. “Tanfeeth” will operate as a fully owned subsidiary of the Bank, consolidating the Group’s various back-office and operational teams under one management”.

The new name “Tanfeeth” symbolizes the primary objective of the newly established company to deliver high quality services that consistently exceed the expectations of the Group customers.



Rick Pudner added, "I am pleased to announce the appointment of Suhail Bin Tarraf as CEO of "Tanfeeth". I am also pleased to welcome Husam Al Sayed who will be re-joining Emirates NBD as Group General Manager of Human Resources. I would like to take this opportunity to congratulate both Suhail and Husam and wish them all the best in their roles".

Suhail Bin Tarraf, CEO "Tanfeeth", joined the Group in year 2000 where he developed over several years of experience the skills and capabilities and acquired the knowledge and competencies leading to his appointment as Group General Manager of Human Resources in Emirates NBD. He has been spearheading the Center of Operational Excellence initiative since its inception and until its establishment as "Tanfeeth".

Husam Al Sayed will be rejoining Emirates NBD as the Group General Manager of Human Resources. Husam brings with him a wealth of experience and knowledge in the field of people management; he has previously served as the General Manager of Human Resources at National Bank of Dubai prior to the merger which created Emirates NBD where he carried forward that responsibility briefly before moving on to Al Wasl company to become the Chief Operating Officer.

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### **About Emirates NBD**

Emirates NBD, is a leading banking Group in the region. The Group has a leading retail banking franchise in the UAE, with over 141 branches and over 750 ATMs and SDMs. It is a major player in the UAE corporate banking arena and has strong Islamic banking, investment banking, private banking, asset management and brokerage operations.

The Group has operations in the UAE, the Kingdom of Saudi Arabia, Qatar, Singapore, the United Kingdom and Jersey (Channel Islands), and representative offices in India and Iran.

The Group is an active participant and supporter of the UAE's main development initiatives and of the various educational, environmental, cultural, charity and community welfare establishments.

For more information, please visit: [www.emiratesnbd.com](http://www.emiratesnbd.com) or contact:

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