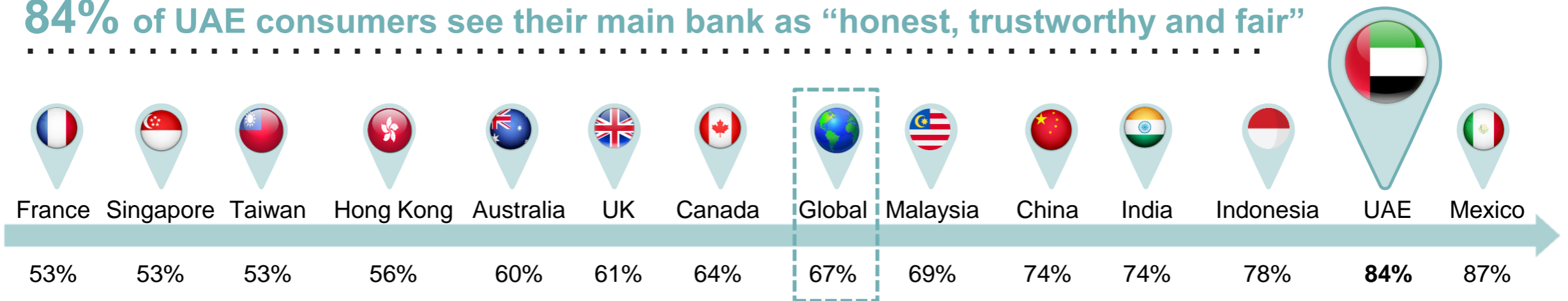


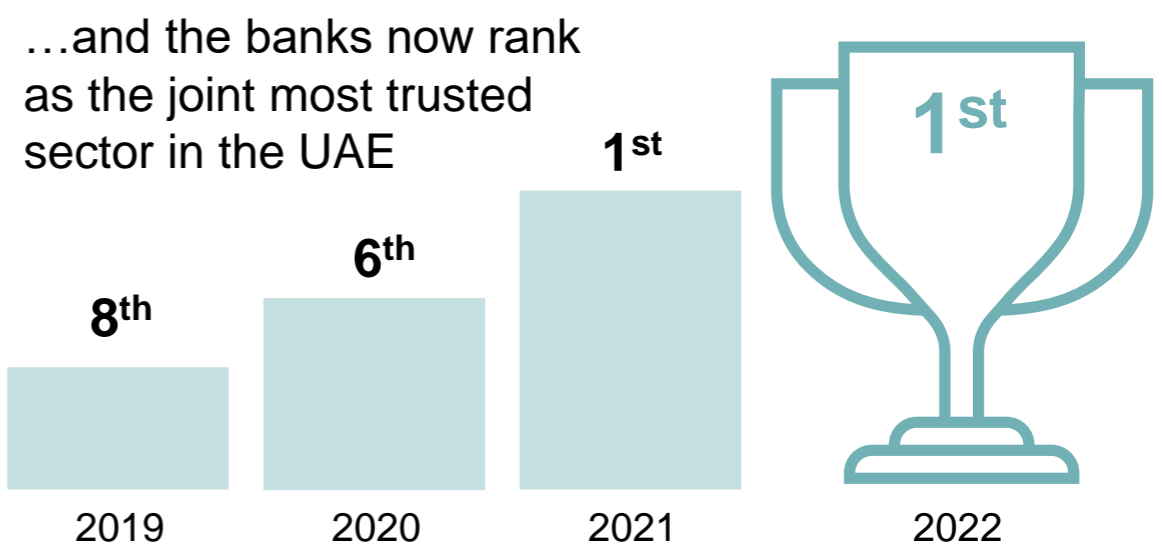
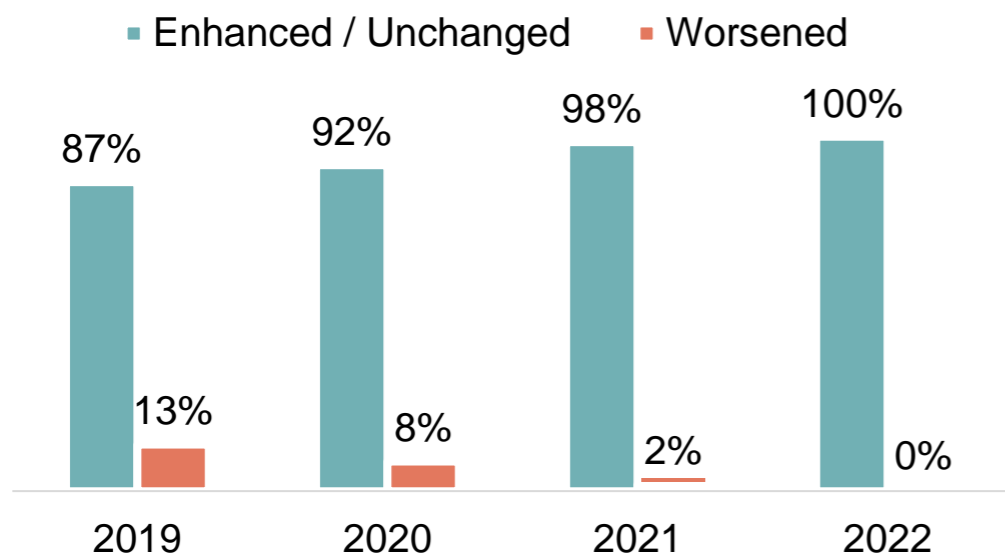
# 2022 UAE Trust Index

84% of UAE consumers see their main bank as “honest, trustworthy and fair”



Perception of the banking industry in the UAE continues to improve, reaching an all time high in 2022

85% of consumers trust UAE banks completely to put customers at the heart of their business



Enhanced	26%	19%	38%	39%	👍
Worsened	13%	8%	2%	0%	👎

\*How your opinion of banks and the banking industry in the UAE has changed over the past 12 months?

\*Now think about your experience with the below industries in the UAE or what you know about them. To what extent do you trust companies in each of these sectors to put customers at the centre of their business? Figures based on the number of consumers who trust the banks (8+/10) to deliver on this promise. Ranking based on 13 UAE sectors: Governmental agencies, Healthcare, Technology, Food and beverage, Energy and utilities, Banking, Telecom, Entertainment, Tourism, Retail, Airlines, Automotive, Construction