CMP/NOV/2014/0009
16th November 2014

Mr. Hassan Al Serkal
EVP, COO – Head of Operations Division
Market Operations Division
Dubai Financial Market
PO Box 9700
Dubai - United Arab Emirates

Dear Mr. Al Serkal,

Subject: Rebranding of GFH

Gulf Finance House (GFH) would like to inform its shareholders and the markets about today's press conference to mark the launch of its new brand identity.

The new brand is a reflection of GFH's new strategy and transformation into a Financial Group, offering; Asset Management, Wealth Management, Commercial Banking, Real Estate and Financial Services.

The new brand of GFH is based on 3 core values: **Diligence, Honesty** and being **Smart.**

The new logo shall be as following:

GFH will seek to create a unique financial portfolio that would position the bank in the forefront of the regional market, with growth prospects internationally.

As part of implementing this new strategy, GFH is currently in negotiations to acquire a Financial Institution in the GCC. The markets will be notified of the outcome of these discussions following successful completion of due diligence, finalization of commercial terms and obtaining the required regulatory approvals.

As part of GFH's new projects, GFH intends to develop a new project in Bahrain Financial Harbor, which will be called "The Waterfront Residence", delivering a unique proposition to the market, and it shall be launched in first quarter 2015.

Should you require any further information, do not hesitate contacting us.

Yours Sincerely,

Nabeel Mirza
Compliance Director & MLRO