

# UBL TIMES

## UBL sponsors Pakistan vs. World XI Series

To celebrate the return of international cricket to Pakistan, UBL sponsored the Pakistan vs. World XI T-20 Series as the Title Sponsor. Known as the 'UBL Independence Cup 2017', the series was held at the Gaddafi Stadium in Lahore. The series comprised of three T-20 matches.

| Page No. 3 |



## UBL unveils Logo & Trophy of the UBL Independence Cup 2017

To announce the upcoming UBL Independence Cup 2017 and unveil its Logo, a Press Conference was held in Lahore on 7 September 2017. Sima Kamil, President & CEO UBL and Mansoor Khan, Group Executive- CIIBG UBL were present at the occasion to represent UBL. Also present at the event were Najam Sethi, Chairman Pakistan Cricket Board, Ali Habib, Head Corporate Affairs & Marketing UBL and other sponsors of the Series.

| Page No. 8 |



## Pakistan beats World XI in the first T-20 Match of the Series

In the first T-20 match of the UBL Independence Cup 2017, Pakistan beat the World XI side to be one up in the Series.

| Page No. 9 |



## World XI levels the Series in the second T-20 Match

In the second T-20 match of the UBL Independence Cup 2017, World XI beat Pakistan to level the UBL Independence Cup 2017 Series.

| Page No. 10 |



## Pakistan wins the UBL Independence Cup 2017

In the third and final T-20 match of the UBL Independence Cup 2017, Pakistan beat the World XI side in an exciting match to win the UBL Independence Cup and lift the trophy for the series.

| Page No. 11 |



# UBL sponsors Pakistan vs. World XI Series

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To further commemorate this event, a series of advertisements were taken out in leading newspapers. A special animated video was also developed and run on digital media. Furthermore, customers and UBL staff were also engaged through competitions offering exciting prizes.

The Gaddafi Stadium was branded with UBL collateral and gave a very festive and celebratory look.

UBL celebrates the return of  
**International Cricket to Pakistan**

UBL has sponsored the upcoming Pakistan vs. World XI Series as the Title Sponsor.  
The 'UBL Independence Cup 2017' will be held at the Gaddafi Stadium in Lahore.  
The series comprises of three T20 matches, which will be held on 12, 13 and 15 September.  
Happy viewing!

111-825-888 | www.ubldirect.com | UBL/UBLandBank157

Introductory announcement taken out across UBL

UBL CELEBRATES THE RETURN OF  
INTERNATIONAL CRICKET TO PAKISTAN

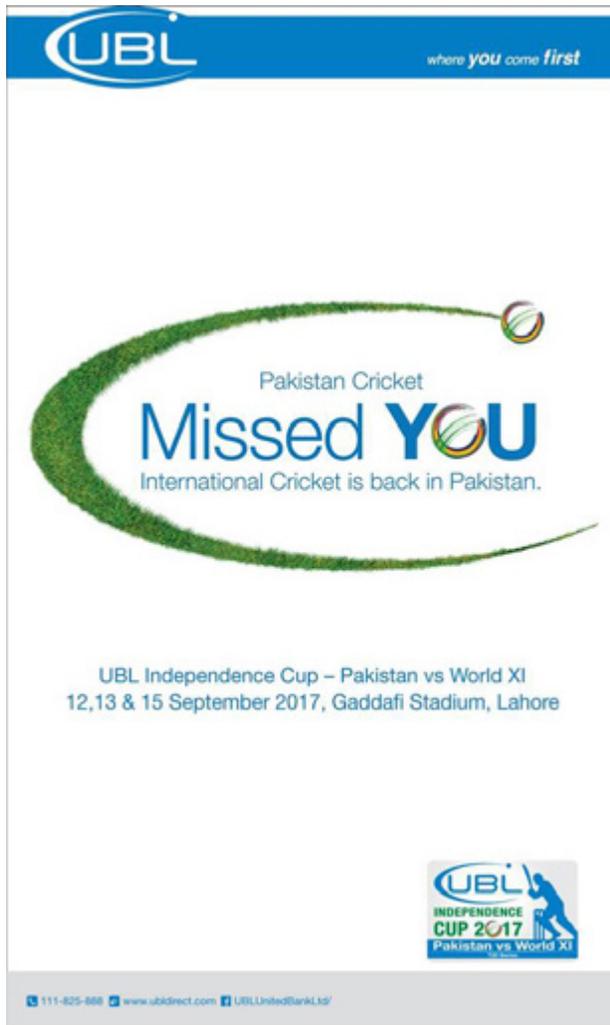
UBL Independence Cup - Pakistan vs World XI  
12, 13 & 15 September 2017, Gaddafi Stadium, Lahore

111-825-888 | www.ubldirect.com | UBL/UBLandBank157

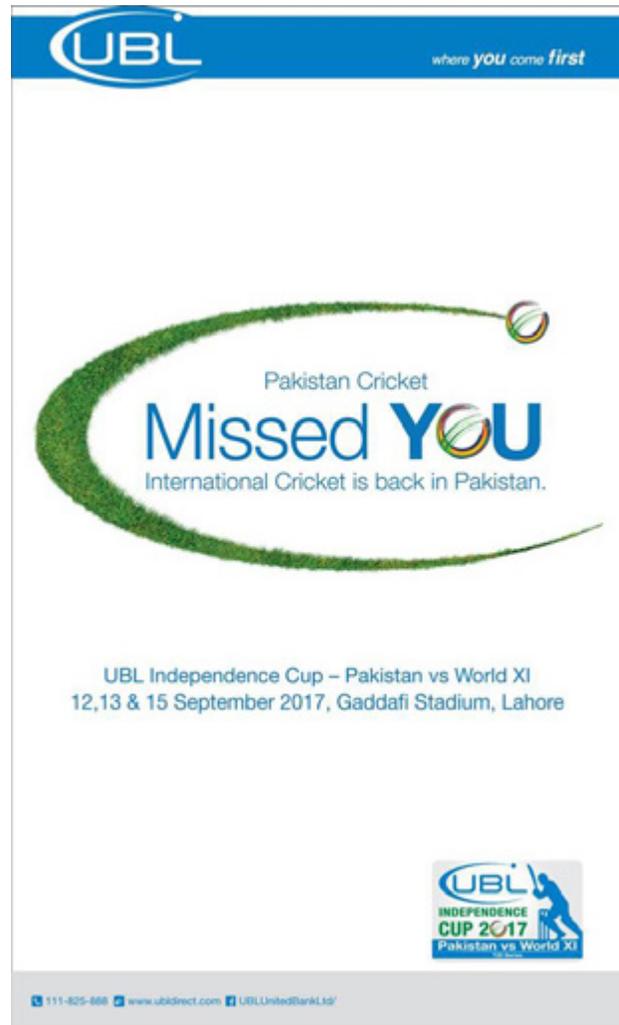
First print ad placed in newspapers on 8 September 2017

“To celebrate the return of international cricket to Pakistan, UBL sponsored the Pakistan vs. World XI T-20 Series as the Title Sponsor.”

# UBL sponsors Pakistan vs. World XI Series



Second print ad placed in newspapers on 12 September 2017



Third print ad placed in newspapers on 13 September 2017

# UBL sponsors Pakistan vs. World XI Series

World XI  
**Thank YOU**  
International Cricket is back in Pakistan.

UBL Independence Cup – Pakistan vs World XI  
12, 13 & 15 September 2017, Gaddafi Stadium, Lahore

111-825-888 | www.ubdirect.com | UBLUnite@BankIsl

Final print ad placed in newspapers on 15 September 2017

UBL celebrates the return of  
**International Cricket to Pakistan**

UBL has released an animated video celebrating its title sponsorship of the Pakistan vs World XI T20 series at the Gaddafi Stadium in Lahore.

This video is currently running on Social Media.

Click on the play button or scan the QR code to view the video.

111-825-888 | www.ubdirect.com | UBLUnite@BankIsl

Announcement for the launch of the Cricket Animated Video

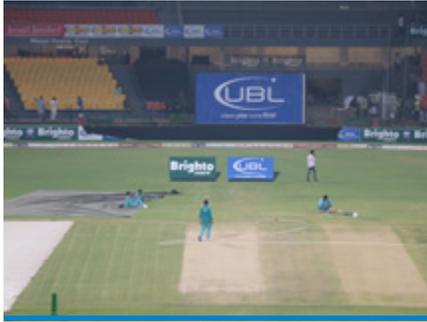
# UBL sponsors Pakistan vs. World XI Series



The poster features the UBL logo at the top left with the tagline "where you come first". Below it is the "UBL INDEPENDENCE CUP 2017 Pakistan vs World XI" logo, which includes a silhouette of a batsman. The central text asks "Who will win the T20 series?" followed by "Pakistan vs World XI" in large green letters. Below this, it states the dates "12, 13 & 15 September, Gaddafi Stadium, Lahore" and the hashtag "#PredictAndWin". A wide-angle photograph of a cricket stadium filled with spectators is shown below the text. At the bottom, the text reads "Predict and Win!" followed by promotional details: "Enjoy the thrilling T20 series and the return of international cricket to Pakistan with the momentous UBL Independence Cup 2017!", "Predict the winner of T20 series and get a chance to Win authentic Pakistan Cricket Team T-Shirts!", and "20 Lucky Winners will be announced after the tournament." The bottom of the poster includes the contact information: "111-025-000 www.ubldirect.com UBLUnitedBankLtd/".

Staff Quiz held across the Bank during the Series

# UBL sponsors Pakistan vs. World XI Series



UBL branding at the Gaddafi Stadium in Lahore



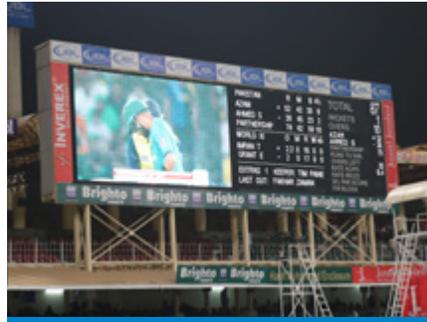
UBL branding at the Gaddafi Stadium in Lahore



UBL branding at the Gaddafi Stadium in Lahore



UBL branding at the Gaddafi Stadium in Lahore



UBL branding at the Gaddafi Stadium in Lahore



Trophy Stand



Pakistan Team's Jersey



Pakistan Team's Jersey



4's & 6's placards

# UBL unveils Logo & Trophy of the UBL Independence Cup 2017

To announce the upcoming UBL Independence Cup 2017 and unveil its Logo, a Press Conference was held in Lahore on 7 September 2017. Sima Kamil, President & CEO UBL and Mansoor Khan, Group Executive- CIIBG UBL were present at the occasion to represent UBL. Also present at the event were Najam Sethi, Chairman Pakistan Cricket Board, Ali Habib, Head Corporate Affairs & Marketing UBL and other sponsors of the Series.

On 11 September 2017, the UBL Independence Cup 2017 Trophy was unveiled in Lahore. Ali Habib, Head Corporate Affairs & Marketing UBL was present at the occasion and unveiled the trophy along with Sarfraz Ahmed and Faf du Plessis, respective captains of the Pakistan and World XI Teams.



Sima Kamil, President & CEO UBL and Mansoor Khan, GE-CIIBG UBL at the Logo unveiling Press Conference



UBL Independence Cup Logo unveiling



Ali Habib, Head Corporate Affairs & Marketing UBL unveiling the Series Trophy along with Captains of the two teams

“To announce the upcoming UBL Independence Cup 2017 and unveil its Logo, a Press Conference was held in Lahore on 7 September 2017”

# Pakistan beats World XI in the first T-20 Match of the Series



Presenters for the first T-20 match of the UBL Independence Cup 2017

In the first T-20 match of the UBL Independence Cup 2017, Pakistan beat the World XI side to be one up in the Series. Aqeel Ahmed Nasir, Company Secretary & Chief Legal Counsel UBL presented the 'Man of the Match' cheque on behalf of UBL.



Aqeel Ahmed Nasir, Company Secretary & Chief Legal Counsel UBL presenting the 'Man of the Match' cheque



Aqeel Ahmed Nasir at the Presentation Ceremony with Najam Sethi, Chairman PCB and Giles Clarke, Representative ICC

“Aqeel Ahmed Nasir, Company Secretary & Chief Legal Counsel UBL presented the 'Man of the Match' cheque on behalf of UBL.”

# World XI levels the Series in the second T-20 Match



Zia Ijaz, Group Executive Retail Bank UBL, in discussion with Najam Sethi, Chairman PCB, Dave Richardson, CEO ICC and Cricket Legend, Wasim Akram

In the second T-20 match of the UBL Independence Cup 2017, World XI beat Pakistan to level the UBL Independence Cup 2017 Series.

Zia Ijaz, Group Executive Retail Bank UBL presented the 'Man of the Match' cheque on behalf of UBL.



Presenters for the second T-20 match of the UBL Independence Cup 2017



Zia Ijaz presenting the 'Man of the Match' cheque

“Zia Ijaz, Group Executive Retail Bank UBL presented the 'Man of the Match' cheque on behalf of UBL.”

# Pakistan wins the UBL Independence Cup 2017



Mr. Mansoor Khan, GE-CIIBG UBL presenting the 'Man of the Match' cheque



Sima Kamil, President & CEO UBL presenting the 'Man of the Series' cheque



Sima Kamil, Mansoor Khan and Najam Sethi, Chairman PCB presenting the UBL Independence Cup 2017 trophy to Sarfraz Ahmed, Captain of Pakistan



Sarfraz Ahmed celebrating Pakistan's win of the Series



Pakistan Team, winners of the UBL Independence Cup 2017 with their Trophy

In the third and final T-20 match of the UBL Independence Cup 2017, Pakistan beat the World XI side in an exciting match to win the UBL Independence Cup and lift the trophy for the series.

Mansoor Khan, GE-CIIBG presented the 'Man of the Match' cheque on behalf of UBL.

Sima Kamil, President & CEO UBL presented the 'Man of the Series' cheque at the presentation ceremony. President & CEO UBL, then along with Mansoor Khan and Najam Sethi, Chairman PCB, presented the UBL Independence Cup 2017 trophy to Sarfraz Ahmed, Captain of Pakistan, the winning team.

“Sima Kamil, President & CEO UBL presented the 'Man of the Series' cheque at the presentation ceremony”