

News Release

Date 2 October 2012

Friends Provident International appoints Omar Shelbaya as Regional Sales Director, MEA

Friends Provident International (FPI) has appointed Omar Shelbaya as Regional Sales Director for the Middle East and Africa region.

Shelbaya, formerly Head of Bancassurance at FPI for the Middle East and Africa, will assume immediate responsibility for sales across both the bank and financial adviser distribution channels.

Matthew Waterfield, FPI's General Manager, Middle East and Africa said:-

"I am delighted that Omar has agreed to take on the overall leadership of our distribution teams. I have no doubt that Omar's commitment to the business and his enthusiasm – which has made our Bank distribution channel such a success - will have a positive impact across the whole sales force. "

Omar Shelbaya said:-

"I am really looking forward to the challenge of building our existing distribution network, and at the same time maintaining the high standards we set ourselves for supporting our bank and financial adviser propositions. The FPI sales force is the best in the region, and we are committed to delivering the best proposition supported by the highest service standards to both our existing and new customers."

For further information advisers should contact their FPI regional sales manager or visit www.fpinternational.com/me

- Ends -

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Notes to Editors

About Friends Provident International:

Friends Provident International provides competitive life assurance, pensions and investment products for Asia, Middle East, Europe, UK and other selected markets, and is part of the Friends Life group.

Friends Provident International benefits from a strong relationship with the Friends Life group, sharing a heritage that dates back over 200 years, a reputation of trust, commitment and integrity in providing financial solutions to customers throughout their lives.

We have more than 30 years of international experience, offices in the United Arab Emirates, Hong Kong, Singapore and the Isle of Man, and more than 400 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

IMPORTANT INFORMATION

Friends Provident International Limited. Registered & Head Office: Royal Court, Castletown, Isle of Man, British Isles, IM9 1RA.

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Registered in the Isle of Man No. 11494. Authorised by the Isle of Man Insurance and Pensions Authority.

Provider of life assurance and investment products.

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Registered in the United Arab Emirates as an insurance company (Registration No.76) and as a foreign company (Registration No. 2013).

Authorised by the United Arab Emirates Insurance Authority to conduct life insurance and savings business.

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