

Mashreq Bank in Financial Cards and Payments (United Arab Emirates)

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Abstracts

Mashreq Bank is expected to continue to fight aggressively for share in financial cards during the forecast period and is expected to benefit from its strong understanding of consumers' motivation and demands. The bank will continue to focus on offering convenience through initiatives such as its Mashreq Go instant banking, launched in 2012. It will also focus on attracting consumers through its attractive rewards programme and through the use of prize competitions and discounts for...

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