

Press Release for immediate issue:

'Learn, Adapt, Thrive' - Ulster Bank launches new podcast series giving an insight into some of Ireland's most resilient businesses and their experiences during COVID-19

20 November 2020: Ulster Bank is launching a new podcast series 'Learn, Adapt, Thrive', to give listeners an insight into some of Ireland's most resilient businesses and share the experiences of entrepreneurs and business people, as they adapt to the challenges of COVID-19.

The podcast series is hosted by Newstalk Broadcaster Susan Keogh and the first episode is now available. Throughout the series we'll hear how the featured companies came to be, get an insight into their growth and learn how they continue to innovate, adapt and thrive in their respective fields, during these challenging times.

The featured businesses and businesspeople are:

- Gavin Hydes, Group Chief Executive of the Joe Duffy Group
- Christine Regan-Lee, Executive Director of Cabins and Containers Ireland
- Oonagh O'Hagan, Managing Director of Meaghers Pharmacy
- Robert Jones, Managing Director of Vision ID
- Joe Queenan, Managing Director of Foxford Woollen Mills

Eddie Cullen, Managing Director, Commercial Banking Division, Ulster Bank said:

"Ulster Bank is delighted to launch this exciting new podcast series, which showcases just how much can be achieved by hard working Irish businesses, even during very challenging times. It's a fascinating listen and offers a real insight into how companies are working to innovate and show ingenuity as they battle with the challenges brought about by COVID-19. I'd like to thank all those who took part. Ulster Bank is proud to work with these businesses, and many more like them around the country, by listening to them, lending to them and supporting their businesses when they need it most."

In the first podcast of the series we hear from Gavin Hydes, Group Chief Executive of the Joe Duffy Group. The company, which began in 1972, now has 21 brands, 22 dealerships and over 500 staff. Last year the group launched the first non-franchise used car supermarket ZuCar.

Gavin Hydes, Group Chief Executive of the Joe Duffy Group, said:

"There's no doubt that these are challenging times for the retail sector, but like so many businesses across the country, we've been working hard to innovate and adapt to meet these challenges, ensuring that we continue to grow. The underlying economy is in good shape, so I'm confident that there are still opportunities out there and that when the pandemic finally ends, the recovery will be strong. For us, a key focus for our future growth strategy will be our new used-car supermarket ZuCar, which we're very excited about, and have ambitious plans to roll out our transparent fixed pricing used car model nationally. My advice to anyone in business right now is to keep a clear sight of the long-term vision for your company. Don't let the current short term challenges change that

and take the time to value the stage you are in your development journey. Most importantly, take time to celebrate your successes.”

The podcast series will be hosted on all of the usual podcast platforms including Spotify, Apple Podcasts and Stitcher.

For more information about the platform visit <https://ulsterbank.contentlive.ie/content/learn-adapt-and-thrive-in-business-the-podcast-series>

Ends.

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