

ULSTER BANK APPOINTS DIRECTOR OF CUSTOMER EXPERIENCE AND PRODUCTS

5th February 2015: Ulster Bank today announces the appointment of Maeve McMahon as Ulster Bank's first Director of Customer Experience and Products. This newly created role demonstrates Ulster Bank's commitment to our customers and our ambition to become number one across Ireland for customer service, trust and advocacy.

Maeve has a wealth of experience across markets and product types from companies as diverse as GE Capital, MasterCard and Lombard Finance, all relevant for her strategic appointment.

Ulster Bank Chief Executive Jim Brown said:

"Ulster Bank has a clear strategy to become the number one bank for customer service, trust and advocacy and Maeve's appointment is crucial to driving this strategy for us. Maeve will be tasked with developing customer-focused products as well as the underpinning customer strategy and insight, marketing and customer interaction programmes. Maeve will report directly to me and join my Executive Committee."

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About Maeve

Maeve joins Ulster Bank from GE Capital International where she was most recently Commercial Marketing Director. Prior to this Maeve was Head of Cards, Global Banking Division in GE Capital. Before joining GE, Maeve worked in both MasterCard International and American Express in Europe where she held senior marketing and product development roles. In 2013, she was awarded the Overseas Business woman of the year by Image magazine.