

UBA Kenya Bank Limited Pioneers Braille Account Opening Form to Enhance Financial Inclusion in Kenya

Nairobi, 11th October 2023 – United Bank for Africa (UBA), has launched the UBA Braille Account Opening Form, a first of its kind initiative in Kenya, designed specifically to cater to the financial needs of the visually impaired. This marks a significant leap toward enhancing inclusivity and accessibility of banking services for persons with visual impairment.

The introduction of Braille Account Opening Form reaffirms our dedication to empowering persons living with disabilities by providing them with a tailored solution to access banking services independently and with ease. This initiative reflects our core values of inclusivity, diversity, and customer-centricity.

This initiative emphasizes UBA Kenya's dedication to leaving no one behind in its mission to provide inclusive financial services to all its customers. By incorporating Braille Account Opening Form, the bank is ensuring that persons with visual impairment can independently and confidently access banking services, fostering confidentiality, financial autonomy and empowerment.

The initiative was unveiled in Nairobi in an event attended by the Board and Management of the Bank, Kenya Bankers Association, the Kenya Society for the Blind as well as Persons Living with Disability and Henry Wanyoike, a paralympics long distance runner living with visual impairment.

UBA Kenya recognizes the role of the banking sector in Kenya in championing financial inclusion. Through this initiative, the bank reaffirms its dedication to fostering an inclusive society where all members have the opportunity to participate in the economic and social progress of the nation.

"We are proud to pioneer the introduction of Braille Account Opening Forms in Kenya. Our commitment to accessibility and inclusivity is at the forefront of our operations. This initiative reflects our determination to provide banking services that cater to the diverse needs of our customers and society at large. This is why we have made our account opening process accessible to the visually impaired because we believe everyone deserves equal access to financial services. The Braille form offers confidential, convenient and accessible banking to the visually impaired", said Chike Isiuwe, MD/CEO UBA Kenya Bank.

Mr. Isiuwe further added, UBA Kenya has actively engaged with key stakeholders to ensure the success of this pioneering initiative. The Bank engaged closely with organizations such as the Kenya Society for the Blind, Kenya Bankers Association, and the Kenya Institute of Special Education (KISE). This collaboration has been instrumental in shaping our approach and ensuring that our services meet the unique needs of our existing and potential customers with visual impairment. Our staff have been trained to ensure they are aware of the required procedures to deliver this service across our branches.

In his remarks, Mr. Henry Wanyoike said, "Living with Visual Impairment, we have always been at the mercy of the reader or guide when we want to access services like open accounts for ourselves, but this account opening form has come to solve the problem of access which has previously been a huge limiting factor for people like me who are visually impaired. With this initiative, UBA has promoted our ideal of confidentiality and inclusivity and has helped to put back freedom in our hands while opening us up to the variety of opportunities and options available to us.

Christine Onyango, Director of Communication and Public Affairs who represented Dr. Habil Olaka at the event stated, "According to the 2022 KBA Banking Industry Customer Satisfaction Survey, Persons with Disability represent approximately 3 percent of the banking public. This survey informed the Kenya Bankers Association Persons with Disability Project, and as a result the industry is collectively implementing accessibility initiatives that seek to address challenges customers with disabilities face within the banking industry. This fit for purpose initiative recognizes the fact that a truly inclusive financial sector should ensure that no one is left behind."

United Bank for Africa is one of the largest employers in the financial sector on the African continent, with 35,000 employees' group wide and serving over 35 million customers globally. Operating in 20 African countries and in the United Kingdom, the United States of America, France and the United Arab Emirates, UBA provides retail, commercial and institutional banking services, leading financial inclusion and implementing cutting edge technology.

As we embark on this journey toward greater inclusivity, we are committed to continuously improving and expanding our services to cater to the diverse needs of all our customers. We believe that financial institutions have a pivotal role in building an inclusive society where everyone can thrive and achieve their financial goals.



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About UBA Kenya

UBA Kenya Bank Limited is a subsidiary of United Bank for Africa Plc ("UBA", "The Group"). UBA Group is a leading Pan-African financial services group with presence in 20 African countries, as well as the United Kingdom, the United States of America, France and Dubai. UBA Kenya Bank has footprints in 3 Counties in Kenya: Nairobi, Nakuru & Mombasa.