

# The Winning Link

## One Billion and Counting!

Trust and mutual commitment for excellence - two main factors for the success of EFU Life and UBL's Bancassurance relationship. This successful partnership has brought you exclusive financial solutions through the UBL Better Life Bancassurance products. These products are tailor-made for your specific individual financial requirements.

Through your strong support and backing we have crossed the milestone of **Rs. 1 billion** in new business premium – and this is just the beginning!

UBL  
**BetterLife**  
Investment Plans



UBL  
where you come first

**LIFE**  
*Zaroori Hai*



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