

Switch

Issue 1, 2022

Reviews, updates, products
and services from FirstBank

The great transformation

Nigeria's premier bank is
now its biggest digital bank



Last December, Dr. Adesola Adeduntan, CEO FirstBank Group, announced: "We are a tech company offering banking services." It was the first declaration that FirstBank, Nigeria's first and oldest bank, has successfully transitioned into the country's largest digital bank.

"We are actually a digital bank; a technology company offering banking services. We have made significant investments in technology to be able

to render good level, quality services to our customers," he added.

Thanks to years of significant investments in technology, innovation and business transformation, - including launching a world-class digital and financial technology lab, the first by any Nigerian bank - FirstBank is helping its 36 million customers move from brick and mortar to digital banking, with multichannels that are ultrafast, reliable, convenient and secured.

More on page 5

FIRSTBANK IS AN FBNHOLDINGS COMPANY

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SMS short code: 30012

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t @FirstBankngr
v Firstbankngr
in FirstBankofNigeriaLtd
@ @firstbanknigeria

Ways to bank

FirstBank offers you many ways to enjoy outstanding banking services. Whatever channel you choose, you will enjoy convenient and excellent service from the Bank that puts you first in everything.



Mobile Banking

Download and sign up to any of our two mobile banking applications: FirstMobile and Lit App and join more than 19 million customers enjoying excellent banking services at their fingertips.



Online Banking

Want more space and freedom? Then visit FirstOnline, our internet banking platform that allows you to transfer funds, check balance, get statement, pay bills, buy data from your internet-enabled device.



USSD Banking.

Dial *894# for a quick, convenient, secure and easy way to transfer money, check balance, purchase airtime and data, and pay bills anytime, anywhere. It works with all phones and needs no internet connection.



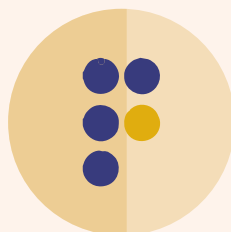
Chat Banking

Send "Hi" to 08124444000 with your registered phone number to activate WhatsApp Chat Banking. Enjoy numerous banking services ranging from onboarding to balance enquiry, funds transfer, bills payment, airtime and data purchase, among others. Works 24/7.



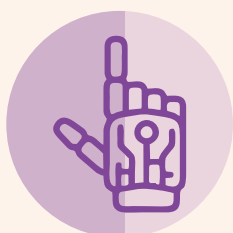
Branch Banking

Do you want to visit a physical branch where you can interact with extra-warm and courteous FirstBankers? Click here for the full list of our 735 branch locations across Nigeria.



Agency Banking

There are more than 170,000 FirstMonie agents, offering bespoke banking services. Look out for the FirstMonie sign. There are more than five agent bankers per square kilometer in Nigeria.



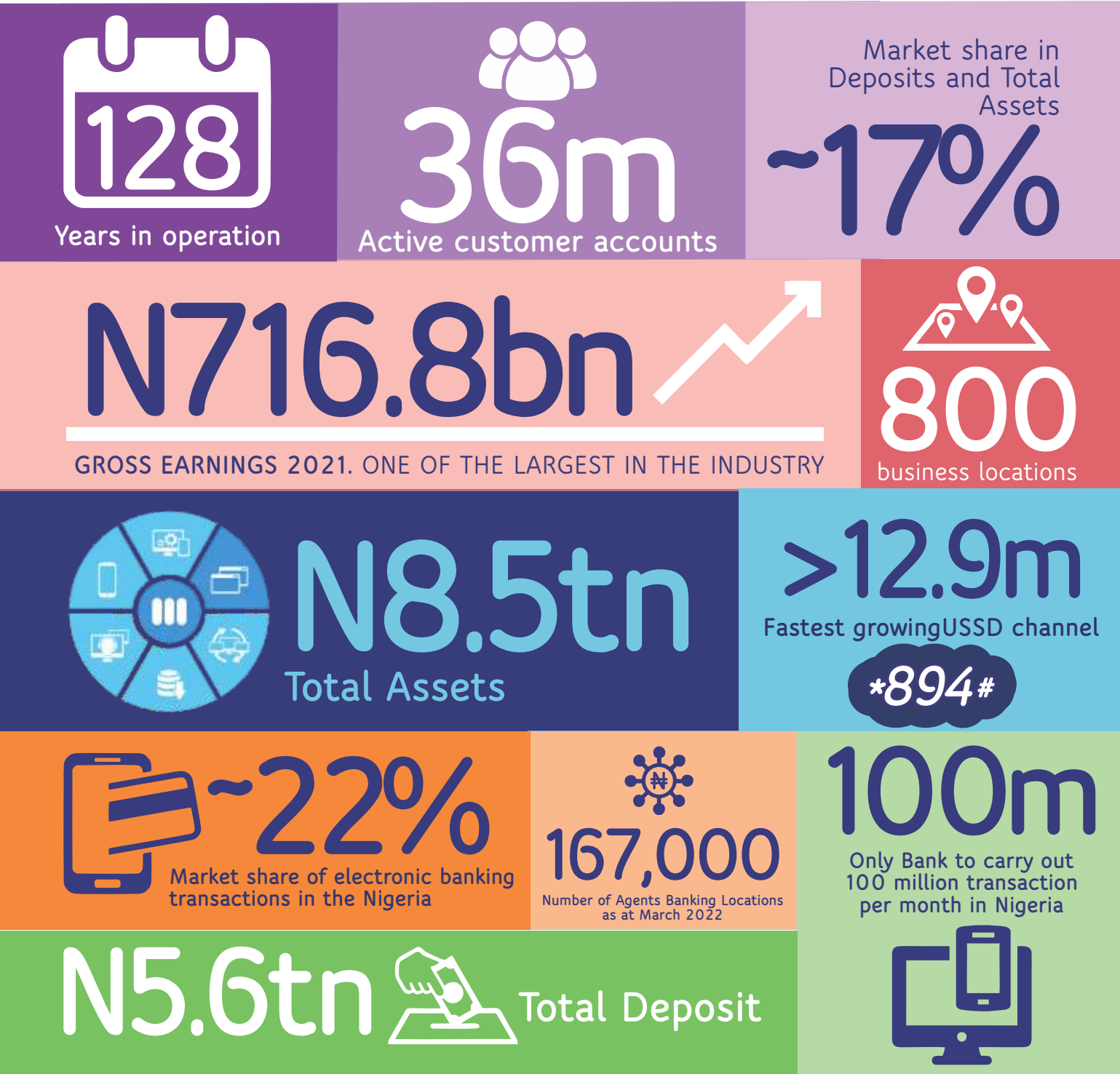
Self-Service Centre

Visit our Digital Xperience Centre, Victoria Island, Lagos, for self-service branch banking. Enjoy next generation banking.

*For more on
Ways to Bank,
click on any
of the icons*



FirstBank in Numbers



Convenience is a Lifestyle

with **Firstmonie Wallet**



With Firstmonie Wallet, transactions are fast,
and it only takes seconds to create and activate your wallet.

Dial *894*1# or download Firstmonie Wallet app now
to enjoy convenient transactions.



All money, now on Firstmonie.



Continued from page 1

Transformation

The channels are: FirstOnline, First-Mobile, Lit App, USSD Banking, Chat Banking, Branch Banking, Agency Banking and Self-Service Banking. The results are evident – FirstBank has 19 million customers on its digital channels and accounts for more than 20 percent of all e-banking transactions in Nigeria today.

In 2021, it ranked second in the Nigerian Consumer Digital Banking Satisfaction Index by Agusto & Co. Indeed, all its account holders can enjoy real-time digital banking services anytime, anywhere.

In his latest report to shareholders, Dr. Adeduntan, CEO FirstBank said more than 80% of the Bank's customer-induced transactions are conducted on its digital channels.

"Our USSD *894#, FirstMobile and FirstOnline process more than 178 million electronic banking transactions, monthly. Add to this more than 160,000* FirstMonie agents, and you can begin to imagine the depth of change technology is bringing to the table.

So what is digital banking and how can a 128-year old brick and mortar bank transition into one?

In a layman's terms, a digital bank operates online and offers its customers services previously available only at a branch. While digital-only banks ride on financial technology,

** Number of FirstMonie Agents as at 31 March*

"FirstBank has 19 million customers on its digital channels and accounts for more than 20 percent of all e-banking transactions in Nigeria today. "

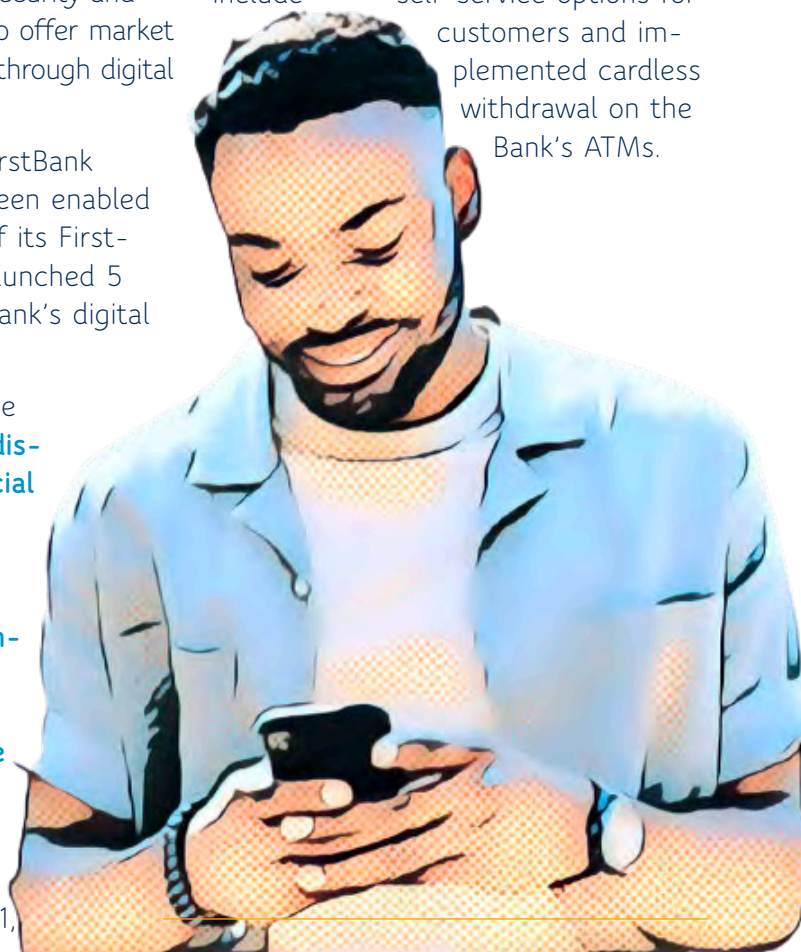
brick and mortar banks like FirstBank transform their products, services and processes to serve customers through online and digital channels.

FirstBank is going the way of leading global banks that use financial technology and sub-technologies such as Artificial Intelligence (AI), Machine Learning (ML), Cloud Computing, Robotic Process Automation (RPA), Financial Data Analysis, Cybersecurity and Internet of Things (IoT) to offer market leading financial services through digital and in-branch channels.

The transformation of FirstBank into a digital bank has been enabled in part by the success of its First-Bank Digital Lab, Yaba launched 5 July 2018 to drive the Bank's digital proposition.

Dr. Adeduntan said at the launch: **"Technology is disrupting the entire financial market especially the digital one. Our role as the oldest, largest and the Bank that has continuously reinvented itself, is to ensure that we are at the forefront of those people disrupting the industry."**

The Lab has digitised many processes within the Bank. It also designed and developed wholly inhouse, the Lit App, FirstBank's second mobile application. FirstBank has introduced a number of products and services to support its credential as the leading digital bank in Nigeria: The Digital Experience Centre, a fully digital branch in Victoria Island, Lagos; FirstCredit, a nano-lending product, to provide quick and convenient access to consumer loans; a Robotic Process Automation Centre of Excellence programme to automate repetitive manual processes and a Digital Assistant at the Contact Centre to improve agents' customer service efficiency. Also, we have revamped FirstContact Interactive Voice Re-sponse (IVR) capability to include self-service options for customers and implemented cardless withdrawal on the Bank's ATMs.





How to choose a good digital bank

With the proliferation of digital banks across Nigeria today, what should you be looking for when choosing a digital bank? Here are some important considerations:

Peace of mind

While the convenience of digital banking is great, if you are looking for peace of mind and security offered by a traditional bank, choose a digital-only account offered by an established financial institution like FirstBank which is fully regulated by the Central Bank of Nigeria and its deposits are insured through the Nigerian Deposit Insurance Company, NDIC.

End-to-end digital experience

A fully digital bank should offer end-to-end customer experience. That

means all services should be available online. There is no point signing up with a virtual bank that does not offer more incentive than the physical bank you have an account with says Christopher Ezeadiche of Financial Quest.

Watch the cost

Take time to review the fees and service charges of any financial institution before making a decision. to open an account.

Multiple Channels

Choose a digital bank that offers multiple ways to transact. The more,

the better. With FirstBank, you have the USSD, debit cards, FirstOnline, FirstMonie, Lit App, Agency Banking and a number of other channels/products for personal and business banking.

Notification System

Go for a bank which guarantees instant notifications for your transactions. Notification tells you transactions have been completed successfully and alerts you when the security of your account is threatened.

24/7 Availability

How much banking service and customer service support can you get round the clock from your digital bank? It is good to confirm that the digital bank offers excellent customer service and can be accessible at any time through multiple channels.

Strong security features

Digital banking services collect and store sensitive customer data that must be protected and secured with innovative technologies. Choose a digital bank that meets stringent regulatory data requirements and implements industry best practices like multi-factor biometric authentication, location-based security, suspicious activity notifications, card tokenization, and predictive fraud detection systems. FirstBank has invested significantly in cybersecurity and data protection.

FirstBank is now a technology company

Excerpts of a conversation with Dr. Adesola Adeduntan, Chief Executive Officer of FirstBank where he spoke with Oze K. Oze, Head, Internal Communications, Content Management & Merchandising on the on-going transformation in the Bank.

Your professional contacts with FirstBank prior to joining the bank

CEO: My first professional contact with FirstBank was in 1996 with the firm, Arthur Anderson where I worked and served as a reporting accountant on the sale of the last set of shareholding by Standard Bank. The second was during the Century 2 project. Anderson Consulting was retained by the Bank then to support the Management under the leadership of Chief J. O. Sanusi to ready the institution for the next 100 years. I worked as an analyst on budget and planning, asset and liability management.

When I look at FirstBank today and recall what the Bank looked like in 1996, there have been very phenomenal changes. As at that time, I am not too sure we were up to ten that could use computers. It was also in the days of batch computing where all the branches basically put their vouchers together and they will go into the computer room and you have the processor punching in the data. In those days too, the executives were also very senior people, very well respected and my recollection was that all executives actually used to sit on the same floor. Part of the recommendation that came

out of our Century 2 project was the need for executives to be located on the floor where most of their staff will stay. I came back to the Bank as a one-man team in 1997 because Anderson needed to support the Finance Department to execute the asset and liability management system which we designed. The last major assignment I did as a consultant with KPMG was in 2004 and coincidentally, it was also with FirstBank. That assignment was focused on transforming the internal audit function.

When I look at how much changes have taken place here over the last 20-25 years, I would say the institution has fared extremely well.

This is a 128-year old institution and we have mastered the process of transformation. The way I like to put it is that, ingrained in our DNA is the ability to continue to reinvent ourselves. When I look back over the last five and half year or so that I have been CEO and I look at how much we have achieved in the area of digitization for example, in the area of making use of technology both for the front-end system and the back-end system, it has been phenomenal.



Today, we are actually a digital bank. More than 80% of our customer-induced transactions are conducted on our digital channels. Between our *894# USSD, FirstMobile and FirstOnline platforms, we have about 19 million people actively transacting on a day-to-day basis.

Question: So, through these years that you have worked with the Bank, what would you consider the decisions that have impacted most in the development of the Bank.

CEO: Before I assumed office as CEO, I had the opportunity to think through the state of the institution. The key part of my vision was end to end digitization of our various functions. When I look at what we have accomplished today - whether you are looking at our retail platforms like FirstOnline, FirstMobile, the *894# (USSD platform), or you are looking at the wholesale platform, which is the FirstDirect, where customers in the comfort of their offices can do cash management, liquidity management, or initiate their trade transactions, we have come a very long way. Today, we can beat our chest proudly that we are actually a digital bank.

What do I mean? At the moment, more than 80% of our customer-induced trans-

actions are conducted on our digital channels. Between our *894# USSD platform and our FirstMobile platform and FirstOnline platforms, we have about 19 million people actively transacting on a day-to-day basis. Looking at the data and statistics received from the switches... - NIBBS, Interswitch - we are somewhere like 20-21% of the volume of transactions in this market. When a single institution is doing about 20% of the market, that is phenomenal, in a market where we have other strong players. This wouldn't have been possible without foresight that the required investment in technology must take place and must take place fast. So, we made the required investment in technology. But you see, technology on its own does not work.

Before the investment in technology is the investment we have made in people. That is one area we have done extremely well.

The other area we have done extremely well is on assumption of office, I did what I called an analysis on the skills and capabilities that were required to move us from where we were then to the vision that has been created. We brought in a number of people from outside as you know.

The other one that is worthy of being called out was on assumption of office, the non-performing loan ratio of the institution was the highest in the market. We had an unprecedented delinquent loan portfolio which over the last five years, we have cleaned up substantially such that today, the NPL ratio is about 7% which again speaks to our focus, and the leadership's collective decision to say we would make sacrifices for this institution, we would help this institution to strengthen its balance sheet. That

strengthening of balance sheet is not just in Nigeria. We also picked all the subsidiaries of the institution in Ghana, UK, Democratic Republic of Congo and Senegal, and we basically just tidied up the balance sheet to position them to pursue real growth. That is another area we have done phenomenally.

When the significant delinquent loan portfolio crisis broke out in late 2015/16, it adversely affected the status of the brand so we actually lost what I called that vantage position as a leading financial services brand, not just in Nigeria, but in the continent of Africa. But today, I look back and I feel very proud that on the back of what we have done, that recognition and restoration is on. Based on the last Financial Times report, we are back to Number Three in terms of brands in Nigeria. More importantly, there has been a recent review that actually classified FirstBank as the second most admirable financial services brand in Africa.

Question: In the current regime, what would you consider those things that FirstBank has done right to be able to deal with risk management?

CEO: One of the most important assignments that I took on as the new CEO in 2016 is the complete revamp of our risk management architecture and that entails looking at people, technology, processes, policies and procedures. This is one of the reasons we have been able to make that kind of phenomenal achievement we have made where NPLs have come down to about 7% today.

Our focus in the last five years has not just been on credit risk, we have also spent a significant amount of resources

building a strong cyber security function. Don't forget that I had earlier mentioned that digitisation was a major priority for this leadership. But the downside risk that comes with digitisation is cyber criminality; so for us to prevent that risk, we needed to build a world-class cyber-security function which I am very happy to say today that it is headed by a very strong CISO (Chief Information Security Officer) and it basically goes back to the same principle we use for our overall risk management. It is about people, tools, technology, processes and policies.

Question: As the Bank takes decisions on business ventures today, what risk has paid off?

CEO: The risk we took on digitization has paid off handsomely. Just imagine a FirstBank today without a functioning FirstMobile or people try our *894# and it falls apart, or our corporate business doesn't have an integrated cash management and trade finance platform on it, or when those things are functioning, fraudsters are having a field day. So, that decision to make the required level of investment in digitisation was a big risk but it paid off very handsomely.

Question: Let us know how Project PRIMUS has shaped the development of FirstBank.

CEO: Everything I have described today is actually under the umbrella of PRIMUS, whether you are talking about the digitization, establishment of agency banking, development of staff, and the creation of the leadership schools. PRIMUS, which is the umbrella name for the transformation we started in 2016, was designed to

be an end-to-end transformation of the Bank, picking all the critical ingredients, thinking outside the box, and leveraging modern technology. So, the simple way to describe all that I have said about innovation, about what we are doing with our subsidiaries, is to say everything falls under the PRIMUS 2.0 agenda. The PRIMUS 2.0 is a transformation agenda designed carefully and it is being ruthlessly executed to take the institution back to the summit of the sector as the undisputed number one.

Question: How is technological innovation supporting the transformation of FirstBank?

CEO: We have been very deliberate in the use and deployment of modern technology. In several areas, I just described our FirstMobile banking app, six to seven years ago, the kind of things you can do on mobile banking app today were not even things you could conceive some couple of years ago. We have embarked on rapid deployment of robotic process automation technology and what does that process automation implementation mean? It means, what can ordinarily take humans 10 hours to do, you bring in a robot that can do it in 30 minutes, so we are also leveraging that and several other things. Today, the way I see it is that we are a technology company offering banking services because we have made significant investment in technology but it is not investment in technology for the sake of it but because we want to be able to render good level, quality services to our customers. In 2016, we worked with a consultancy firm to define what we call the enterprise architecture for IT which

We are a technology company offering banking services. We have made significant investment in technology because we want to be able to render good level, quality services to our customers.

basically defines what our IT landscape will look like over the next three, five and ten years and that is what we are executing and so far, we are getting very significant outcome.

Question: What would you consider the factors that have enabled FirstBank to survive so many banking system cycles over the years?

CEO: The reason we have existed and we are still thriving 128 years later relates to the fact that, ingrained in our DNA, is our ability to continuously reinvent the Bank. An institution that is not innovating will die just like we know the dinosaurs all died because they were not able to adjust to the environment. So don't take lightly the ability of FirstBank. I think it goes back to the word about vision and the ability to reinvent ourselves. I have always said, if you cannot picture the future, you cannot be a part of that future. We are able to picture what the future will look like.



Return to Stellar Performance

FirstBank, FBNHoldings declare outstanding results for 2021

In a year our parent company, FBNHoldings, announced double digit growth, analysts have dubbed FirstBank's 2021 performance, "the return of the banking conglomerate to its leadership position." Festus Akanbi, financial writer and analyst with ThisDay wrote: "The Nigerian investing community was held spellbound when FirstBank released its much-awaited 2021 financial statements to the public, showing a stellar performance, which is indicative of its strong recovery from hitherto dwindling financial position.

"Banking and capital market analysts, in their immediate reactions, said the impressive results signpost a regime of strong fundamentals after a period of restructuring by the leadership of the Bank."

Remarkably, the Bank was able to cross the threshold of ₦100 billion profit for the first time declaring

a profit after tax (PAT) of ₦130.9 billion, a 77.9 per cent increase over the previous year's figure of ₦73.6 billion. It is the best result posted by the Bank to date.

FirstBank recorded year-on-year growth in revenues and profit before taxes (PBT) of 30.3% and 77.9%, respectively. Here are highlights of the

GROSS EARNINGS

₦716.8bn

UP 30.3% (2020: ₦539.3BN)

PROFIT AFTER TAX

₦130.9bn

UP 77.9% (2020: ₦73.6BN)

NON-INTEREST INCOME

₦342.2bn

UP 106.4% (2020: ₦165.8BN)

TOTAL ASSETS
₦8.5tn

UP 15.9% (2020: ₦7.4TN)

CUSTOMER DEPOSITS
₦5.6tn

UP 19.5% (2020: ₦4.7TN)

LOANS AND ADVANCES
₦2.8tn

UP 27.7% (2020: ₦2.2TN)

This performance was driven by a relentless focus on the needs of customers and improving the competitiveness of our offerings. This performance is also in line with the Bank's Quantum Profitability Leap agenda which seeks to ensure that we fully maximise the revenue-generating capacity of our business to boost the bottom line and fulfil the expectations of all stakeholders in the business.

Dr. Adesola Adeduntan
CEO, FirstBank



L-R: Dr Adesola Adeduntan, CEO FirstBank, Mr Nnamdi Okonkwo, GMD FBN Holdings, Mr Tunde Hassan-Odukale, Chairman FirstBank, Alhaji Ahmad Abdullahi, Chairman FBN Holdings, Adewale Arogundade, Acting Company Secretary, FBNHoldings.

Bank's 2021 financial results:

Gross earnings was ₦716.8 billion, up 30.3% y-o-y from ₦539 billion posted in 2020. Profit after tax was ₦117.8 billion, up 73.9% y-o-y from ₦67.8 billion in 2020.

Non-interest income grew by 106.4% to ₦342.2 billion from ₦165.8 billion on the back of increased fees and commission income, treasury activities and other operating income. Operating expenses: ₦313.9 billion, up 14.3% y-o-y from ₦274.6 billion in 2020.

Total assets: ₦8.5 trillion, up 15.9% y-o-y from ₦7.4 trillion in 2020.

Customers' loans and advances (net): ₦2.8 trillion, up 27.7% y-o-y against ₦2.2 trillion in 2020.

Customers' deposits: ₦5.6 trillion, up 19.5% y-o-y against ₦4.7 trillion in 2020.

Speaking on the performance, Dr. Adesola Adeduntan, CEO FirstBank

said: "Following years of strategic restructuring of the Bank's balance sheet and operations, the Commercial Banking business is beginning to transition into a sustained growth phase delivering performance commensurate to the size of our business and capabilities of our people.

"This performance was driven by a relentless focus on the needs of customers and improving the competitiveness of our offerings. This performance is also in line with the Bank's Quantum Profitability Leap agenda which seeks to ensure that we fully maximise the revenue-generating capacity of our business to boost the bottom line and fulfil the expectations of all stakeholders in the business.

"We will continue to leverage our investments in digital platforms, IT infrastructure, people, and pan-African operations to ensure this growth trend is sustained".

Need cash? Try FirstCredit now



Need instant funds for everything from business to meeting immediate personal financial needs? Turn to FirstCredit. It's FirstBank's way of making sure you are never out of money when you truly need it. FirstCredit offers credit for various financial needs such as cash loans to individuals with applicable tenor, device financing, household equipment financing, merchant credit and SME loans.

FirstCredit is designed to provide you with a quick and simple loan to fund your transactions. The good news is that loans can be accessed from any-

where without visiting the Bank and you don't need any documentation or collateral for it. All you need is a mobile phone or tablet.

Launched in 2021, the FirstCredit lending platform uses Machine Learning to review and disburse eligible amounts within minutes.

FirstCredit is accessible to customers via the Bank's USSD channel - *894#

With FirstCredit, you can access up to N300,000.00 within minutes depending on your account activities. Tenor is 30days but you can pay up the loan ahead. There's a flat interest

rate of 10% and an insurance charge of 1 percent. To qualify, you must have opened and operated an account with FirstBank for at least six (6) months..

To access, dial *894# and follow the steps below:

- * Select 3. Loans
- * Select 1. FirstCredit
- * Select your account number
- * Select 1 to give consent
- * Select your desired loan amount
- * Input your USSD 5-digit PIN

To activate USSD on your phone,

Dial *894*0#

- * Select register for customer
- * Select 'Register for 894Banking'
- * Select PAN of active debit card and input 4-digits Card PIN
- * Generate 5-digit USSD PIN

To confirm your eligibility for the loan:
Call: FirstContact on 07080625000
Email: firstcontact@firstbanknigeria.com.

**Click here for
more on FirstCredit:**



If you run a small business:

- Come on board <https://firstbillspay.com/> for exposure to over 18 million customers.
- Dial *894*99# to get your unique USSD code to accept payments instantly from your customers. Payments can be made from any phone. No data required!
- Enjoy discounts on conferences and meeting rooms when you pay with your FirstBank Cards at our partner hotels in Lagos.
- Get the FirstBank Naira Credit Card to take care of your business contingencies.
- Save time when you use the Large Sum option to make bulk withdrawal on our ATMs.
- Join FirstBank SMEConnect on <https://smeconnect.firstbanknigeria.com/> to elevate your business today.

It's the smart things you do that keep you ahead.

Visit www.firstbanknigeria.com for more information or send a mail to firstcontact@firstbanknigeria.com.



Lighting up the world of Mobile Banking

Lit App is our flagship mobile banking application designed inhouse by FirstBank Digital Lab and launched on 21 June 2021. It is a self-service product that grants customers access to their banking solutions without interference by the Bank. It is easy, secure, fast and convenient. Everything is lit on Lit! From a user-friendly onboarding process to a

sleek interface and lots of exciting features specially crafted with users in mind. There is something for everyone on the Lit App. The specific identified target markets includes:

- *The Gen Zs and Millennials*
- *Affluent customer segment*
- *All bank account holders with Visa, Verve and NMC cards*
- *Individuals who make regular pay-*

ments on the internet

- *High Net Worth Individuals*
- *SMEs*

We have also curated exciting features you would love:

- *Transfers on self-linked account, FirstBank accounts & other banks*
- *Bills Payment*
- *Airtime Recharge*
- *A reward/points acquisition scheme that can be converted into cash.*
- *Multiple Transfers*
- *Account Management: view Relationship Manager, generate and send bank statement to email, hide/show balance, track spend pattern, generate and send receipts*
- *Beneficiary Management*
- *Self-service account opening*
- *Loans: FirstAdvance, FirstCredit*
- *Virtual Cards*
- *Complaint Management: Errors, Channels and Services*
- *Device Management (Release added device)*
- *Card Management (Request and blockage)*
- *Reset Security Question and PIN*
- *Change PIN and Password*
- *Scheduled Payment (Transfers, Bills, Airtime)*



You can **Inspire** a **generation**



When you commit to your dreams, we commit to you.

FirstGem is an account designed for women from all walks of life, young adults, professionals and entrepreneurs. You can choose to open a Savings Account with only N1,000 or Current Account with minimum of N5,000 for individual and N1,000 for corporates.

Open a FirstGem account today and take advantage of the various benefits:

- Personalized target savings scheme to build your investment portfolio
- Free access to FirstGem Online Community ■ Financial advisory
- Lifestyle enhancement ■ Single digit loans from intervention funds
- Access to training and workshops

Empowering Women, Creating Wealth

For enquiries, visit: <https://firstgem.com.ng>, or email firstgemwoman@firstbanknigeria.com

Traders' Special



Are you a trader and need short term credit to restock or expand your business, then visit a FirstBank branch near you and ask for First Trader Solution (FTS). You could receive up to ₦5million of the ₦100 billion the Bank has set aside to support traders in 2022.

FirstTrader Solution is a short-term overdraft facility offered to traders in pre-approved market locations who deal in fast-moving goods.

Launched in 2014, FTS currently covers 372 markets nationwide. It disbursed ₦30 billion in short term credit to customers in 2021 and has already disbursed more than ₦23 billion so far in 2022.

FTS loans have two tenors. For the 90 days tenor, no collaterals is required while collateral for the 180 days variant shall be equitable mortgage on shop title documents.

To access the facility, applicant must have opened and operated a current account in FirstBank or any other reputable bank for at least 12 months and have a good credit history. Also, daily sales proceeds should be domiciled to their First Bank account.

***Click here for more
on Traders' Special***



Receive money with ease



With our wide array of money transfer partners, receiving money from United States, United Kingdom, Canada, Australia, Germany, Spain, Sweden, Netherlands, France, Ireland, Denmark, Norway, Italy, New Zealand, Belgium, Finland, Switzerland, Austria, Poland, South Africa, Iceland, Japan, Romania, Czech Republic, Ghana, Guinea, Senegal, DRC, Sierra Leone, The Gambia is one less thing to worry about.

Visit our nearest branch to get started.



Welcome to DXC

FirstBank Digital Xperience Centre, located at 8 Adetokunbo Ademola Street, Victoria Island, Lagos is the 24-hour solution to your banking needs.

It is a fully automated self-service branch opened to give customers the advantage of 24/7 banking services independent of any Bank staff. There, you can make withdrawals, deposits, and get a debit card within minutes.

The centre is fully equipped with modern banking facilities including humanoid robots with video banking capacity functioning as branch staff. There are also self-service kiosks for

non-financial transactions such as account update, fast track (contactless) ATMs, and interactive smart screens for effective remote consultation with Bank sales staff.

There are electronic 'paperless' forms designed to promote timely resolution of complaints, dispensing of account statements and new ATM cards, cheque management, fixed deposit booking of between N100,000 to N5,000,000 and lots more.

For more on the Digital Xperience Centre,





SPARK it up

When FirstBankers stepped out to perform acts of random kindness

Here's a big thank you to all FirstBankers who have embraced the call to SPARK (Start Performing Acts of Random Kindness). In 2021, more than 16 million people were directly reached and impacted across Nigeria and other countries where FirstBank subsidiaries are located- Ghana, Guinea, Sierra Leone, DR Congo, The Gambia, Senegal, and UK.

From back-to-school supplies to food items, textbooks, toiletries, branded items, cash gifts and promotional items to petty traders, and educational and study materials to the Nigerian Correctional Service, Ikoyi Custodial Centre, FirstBankers responded



to the call to Spread Acts of Random Kindness (SPARK) everywhere.

SPARK activities formed a major part of the 2021 Customer Responsibility

and Sustainability Week celebration and provided a unique opportunity for the Bank and its subsidiaries to extend kindness to different communities beyond the annual CRS Week.

The Bank assigned various departments a month to each implement kindness projects of their choice and the departments delivered. Marketing and Corporate Communications donated SPARK-branded umbrellas and cash gifts to petty traders within the environs of FirstBank Head Office on Lagos Island. The Compliance Department responded with book donations to students of Gbara Community Secondary School, Jakande, Lekki, Lagos State.

Staff of the Corporate Banking Group presented food items and provisions to two orphanages in Abuja and Port Harcourt followed by donations of water closets, empowerment training tools, food items and toiletries to some physically challenged children in Lagos.

Human Capital and Management Development Department went to Makoko area of Lagos where they put smiles on the faces of widows and aged women, donating food items and toiletries. E-Business and Retail Products Directorate gifted back-to-school supplies and food items to 356 children in 16 orphanages and a hospice each across 11 cities in Nigeria.

Staff of Risk Management Directorate constructed a perimeter fence and security gate at St. Peters African Church Schools I and II, Oke-Aro, Ifo, Ogun State while the Bank's Legal Services Department donated educational materials, tables, chairs, and fans to support the education of the inmates in the Nigerian Correctional Service, Ikoyi Custodial Centre, Lagos State.

The Bank produced a Kindness Guide, in English and French, and distributed across Nigeria and other countries where its subsidiaries operate.

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Explore Africa

Someone has said that we learn through the people we meet, the books we read and the places we visit. So even when times are tough, never forget to go out, meet people and grab a good book (and magazine) to increase your knowledge-base.

If exploring Africa, the beautiful continent with diverse cultures and opportunities, here's a bucket list of places you should plan to see. FirstBank is active in some of these countries through its subsidiaries. That should help to make your trip, whether for business or pleasure stress-free.

DR CONGO

The country of active volcanoes, raging rivers and wildlife and an interesting and colourful people with mouth-watering cuisines. DR Congo, DRC for short, is also one of Africa's most populous countries. Popular

attractions include the Salonga National Park, which is DRC and Africa's largest tropical rainforest, a UNESCO World Heritage Site with several endangered species including the Congo peacock, dwarf chimpanzees, forest elephants, and the slender-snouted crocodile. There's also the Okapi Wildlife Reserve, another UNESCO World Heritage Reserve, unique for the large variety of primates and exotic birds that call it home. The reserve is also home to the nomadic pygmy tribes of the Efe and Mbuti hunters. Other places of interest include the Falls of Zongo, Lake Kivu, straddling the border between the DRC and Rwanda; Kahuzi Biega National Park, named after the 3,000+ metre Mt. Kahuzi and the 2,700+ metre Mt. Biega with incredible biological diversity in the park like endemic plants, gorillas, elephants, chimps, genet, antelope, and serval. Don't forget to try the rich cuisine of the people especially Muambe Chicken, considered the national dish of the country.



GHANA

If you are still debating which country - between Nigeria and Ghana - makes the best Jollof rice, then it is time to visit Ghana for a spot check. Ghana has very rich cuisine. In addition to Jollof Rice, there is Waakye, a medley of beans and rice served with other sides such as fried plantain, gari (grated cassava), spaghetti and avocado.

Start your visit in the capital, Accra, with its two million residents, bustling markets, heritage buildings and historic monuments like Jamestown. You can also visit Makola Market and the National Museum for vintage arts. There are must-visit parks like the Kakum National Park, with the Canopy Walkway, Mole National Park, the largest wildlife park in Ghana, home to more than 250 species of birds and different types of animals including roan antelope, buffalo, elephants, hyenas, leopards and lions. Kumasi, Ghana's second largest city bustling with people and sprawling markets, famous for its gold, kente clothes as well as wooden stools is another must-visit. So also are Lake Volta, the largest man-made lake in this world; Ghana's beautiful beaches: Labadi, Busua, Coco and Kokrobite.

Other places of interest include the Paga Crocodile Pond, Bosumtwi/Bosumtwé, St. George's Castle. You never can get tired in Ghana.



famous for its spice farming and tourism, which forms a major part of Zanzibar's economy. The islands are sometimes referred to as the Spice Islands, due to the cloves, nutmeg, cinnamon, and black pepper that are grown in Zanzibar. The warmly refreshing climate, the finest beaches - boat rock on Pemba Island, memorable selfie moments with minarets behind you, learn some Swahili and have fun getting lost on Stone Island. To make your visit remarkable and

quite memorable during your stay at Zanzibar, make sure to visit Victoria Falls, Zimbabwe; Livingstone, Zambia, The House of Wonders, once the ceremonial palace of Sultan Bargash bin Said, the Omani sultan who ruled Zanzibar between 1870 and 1888; The Jozani Forest which is part of the Jozani Chwaka Bay National Park, and the only home of the rare red colobus monkeys is a site to visit and take captivating pictures to behold for a long time.



ZANZIBAR, TANZANIA

Another archipelago of four islands off the coast of East Africa of Tanzania. Its main island, Unguja, is often referred to as Zanzibar. Zanzibar is

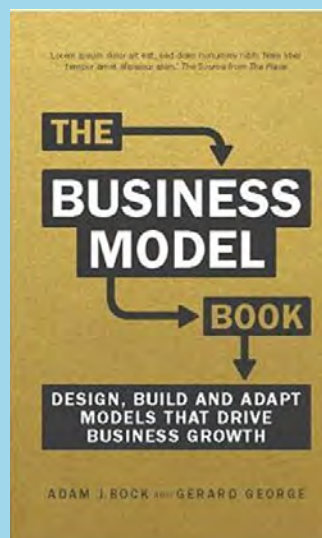
Top List

Here's our top selection of books, movies, podcasts and apps to give you that spark.

BOOKS



1. *The Infinite Game* by Simon Sinek
2. *Permission to Screw Up: How I Learned to Lead by Doing (Almost) Everything Wrong* by Kristen Hadeed
3. *Invisible Women* by Caroline Criado Perez
4. *The Business Model Book* by Adam J. Bock and Gerard George
5. *Our Work-from-Anywhere-Future* by Prithwiraj Raj Choudhury
6. *Money won't make you rich*-Sunday Adelaja
7. *Emotional Intelligence- Why it Can Matter More Than IQ* by Daniel Goleman
8. *Think Again: The Power of Knowing What You Don't Know* by Adam Grant
9. *High Performance: Lessons from the Best on Becoming Your Best* by Jake Humphrey
10. *What Got You Here Won't Get You There* by Marshall Goldsmith



MOVIES

1. Doctor Strange in the Multiverse of Madness (Action)
2. Top Gun: Maverick (Action)
3. Death on the Nile (Drama)
4. RRR: Rise, Roar, Revolt (Action)
5. Marry Me (Romantic Comedy)
6. The King's Daughter (Adventure)
7. Inventing Anna (Series)
8. Trust no one: The Hunt for the Crypto King
9. Diego: The Last Goodbye
10. Black Adam



PODCASTS

1. Ladies Lounge powered by FirstBank
2. Entrepreneurs Showcase powered by FirstBank
3. Nigeria Daily
4. Dairy of A CEO by Steven Bartlett
5. Story Story
6. Criminal by Phoebe Judge
7. Becoming Wise
8. The Lazy Genius
9. Nigeria Personal Finance and Investing News by Dulue Mbachu
10. How to Live in Nigeria



APPS

1. Headway (personal growth resources)
2. MyFitnessPal (to eat healthier)
3. Invoice2go (Invoicing and accounts management)
4. Any.do (to become more organized)
5. Fiverr (freelance platform)
6. Headspace (to be "present" more)
7. DietBet (to lose weight)
8. Skillshare (to find a new hobby)
9. Strides (to achieve a specific goal)
10. SimpleHabit (to meditate)

THROW BACK

During the year, business had been good in some parts of Africa, notably, West Africa. Standard Bank Nigeria Limited, incorporated in June 1969, to take over the long established business in Nigeria of Standard Bank of West Africa, had a successful year with the ending of the secession struggle, the beginning of rehabilitation and renewed development of oil resources, prospects there are bright. Conditions are gradually returning to normal and Standard Bank Nigeria Limited has been able to provide banking facilities in Enugu, Port Harcourt, Aba, Uyo, Onitsha and Umuahia in the eastern states.

SIR CYRIL HAWKER

*Chairman
Standard Bank Group,
in his statement to shareholders
April 1970:*

didyouknow?

THE NAME MONEY is from a Latin word "moneta". It is the root word for money and mint. Moneta is originally the title of the goddess Juno in whose temple in Rome money was minted.



THE FIRST BANKS were religious temples because they were seen or perceived as the safest place

THE STUDY OF currency and the history of money is known as

Numismatic.



EARLY ROMANS USED salt as a form of money. And the word "salary" is derived from "Sal" which means "Salt" in Latin.

BEFORE MONEY WAS made of bill and coins, clay, grains, live animals were used as currency, so long as it was visible and scarce, it could be deemed money. In 1932, wooden bills were temporarily made and used in Tenino Washington, because there was a major shortage at the time and wood was readily available.



THE KNIGHT TEMPLAR of the Temple Church London is the city's first known bank. The warrior monks of the sect were undertaking international funds transfer between London and Jerusalem in year 1100 just like Western Union today.

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