



FBNBANK GHANA LAUNCHES CORPORATE CAMPAIGN

Consistent with its brand promise of putting customers and communities at the heart of its business, FBNBank Ghana, a subsidiary of First Bank of Nigeria Limited has launched a corporate advertising campaign designed to strategically place excellent customer service at the core of its business operations in Ghana. The launch is in demonstration of FBNBank Ghana's commitment to become the Bank of choice for Ghanaians across the nation.

As part of the campaign, the Bank is driving the concept of "Value Banking" in all its 18 branches and 2 agencies across the nation. This model, which is targeted at its customers is aimed at creating appropriate service and product platforms that enable the bank to fully address the banking needs of customers.

"At FBNBank Ghana, we will always deliver the ultimate 'gold standard' of value and excellence. Our financial services knowledge and practices lead the market in ensuring that we understand our customers and surpass expectations to strive for a better way of delivering first-class service and experience", said Gbenga Odeyemi, Managing Director/CEO of FBN Bank Ghana. He explained in a recent interview that in delivering the 'gold standard' of customer experience and excellence in financial solutions across sub-Saharan Africa, the Bank is currently ensuring that its customer-centric products and services become more easily accessible to its esteemed customers at all touch points including branches and alternative channels such as its strategically positioned ATMs, adding that "currently, FBNBank Ghana Ltd. is the only bank that instantly issues and activates personalized MasterCard".

To make banking more convenient and secure for its customers, the Bank has remarkably transformed and upgraded its core banking applications, processes and procedures to accommodate modern banking methods.

"These steps clearly align with our strategic vision of being among the second quartile banks in terms of profitability by 2016. "We aspire to become the preferred e-banking solutions provider by the end of 2016 even as we grew our gross earnings by 12.8% in 2015, and our profit before tax by about 69% in 2015. FBNBank is highly confident of continuous financial growth; consistent customer-centered service and sustained value addition for all clients even as we support initiatives that drive inclusive growth in the Ghanaian economy", Mr. Gbenga Odeyemi added.

FBNBank Ghana's business ideals and models emerge from the tried and tested values and traditions of her parent brand, First Bank of Nigeria Limited, widely recognized as the bank that places its customers first since it's over 120 years of existence. This rich experience and expertise is translated throughout all FBNBank Subsidiaries across the world in Abu Dhabi, Beijing, DR Congo, Ghana, Guinea, Johannesburg, London, Nigeria, Paris, Senegal, Sierra Leone, and The Gambia. The launch of FBNBank Ghana as envisioned by the parent company First Bank of

Nigeria also goes a long way to enhance a brand known for its strong corporate governance and the heritage of dependability

About FBNBank Ghana Limited

FBNBank Ghana Limited is a subsidiary of FirstBank of Nigeria Limited, an FBN Holdings Plc Company, which is Nigeria's leading financial services institution by total assets and gross earnings and one of the largest corporate and retail banking financial institutions in sub-Saharan Africa (excluding South Africa). Since its establishment in 1894, the Bank has consistently built relationships with customers focusing on fundamentals of good corporate governance, strong liquidity, risk management and strong capitalization.

FirstBank operates an extensive distribution network with over 750 business locations (623 branches, 61 quick service points and 69 cash centers/agencies), over 2,600 ATM's and over 10 million customer accounts. The Bank provides a comprehensive range of financial services and has international presence through its subsidiaries, FBN Bank (UK) Limited in London and Paris, FBNBank DR Congo, FBNBank Ghana, FBNBank Gambia, FBNBank Guinea, FBNBank Sierra-Leone and FBNBank Senegal as well as its Representative Offices in Johannesburg, Beijing and Abu Dhabi.

FirstBank is the recipient of many awards. The Bank has been named "The Best Bank Brand in Nigeria" five times in a row - 2011, 2012, 2013, 2014 and 2015 - by the globally renowned "The Banker Magazine" of the Financial Times Group. FirstBank's brand purpose is to always put its stakeholders, customers and partners at the heart of its business, even as it is poised to standardize customer experience and excellence in financial solutions across Sub Saharan Africa, in consonance with its brand vision "To be the partner of first choice in building your future". The brand promise is to always deliver the ultimate "gold standard" of value and excellence. This commitment is anchored on the FirstBank's inherent values of passion, partnership and people, to position its customers first in every respect.

For three consecutive years, 2012, 2013 and 2014, FirstBank was named the "Best Retail Bank in Nigeria" by the Asian Banker International Excellence in Retail Financial Services Awards. Other recent awards include the "Best Bank in Nigeria" in the Euromoney Awards for Excellence, "Best Bank in West Africa" and "Most Innovative Bank in Africa" in the African Banker Awards, "Best Bank in Nigeria" in the EMEA Finance African Banking Awards for the fourth time, "Best Foreign Exchange Services in Africa" in the EMEA Finance Treasury Services Awards, "Best Banking Group in Nigeria" by World Finance Banking Awards, and "Best Financial Reporting Company" by Africa Investor.

-End-

For more information please contact:

Enoch Vanderpuye

Country Team Lead, Marketing & Corporate Communications

FBNBank Ghana

Telephone: 026 901 3000

E-mail: enoch.vanderpuye@fbnbankghana.com