



Accra, July 14, 2015

### **FBNBank Ghana - Putting You First**

FBNBank Ghana has launched its corporate advertising campaign tailored to put the customer at the heart of its business. The launch signals FBNBank Ghana's commitment to become the clear leader in the country's financial sector as well as set the gold standard of customer experience and excellence in financial services solutions. With the 'You First' value proposition, the bank further establishes itself as a lifelong partner to its customers, providing relevant solutions to all their banking needs as their lives continue to evolve.

FBNBank Ghana emerges from an enviably rich heritage and banking tradition, which has shaped its business to become the clear leader across several markets in Africa and beyond. The parent bank, First Bank of Nigeria Limited boasts of an enduring business tradition that spans more than 120 years and has been enriched by the time-tested values of trust and excellence, backed by the latest technology and a diversity of well trained staff. The bank's footprints are visible across the world in Abu Dhabi, Beijing, DR Congo, Ghana, Guinea, Johannesburg, London, Nigeria, Paris, Senegal, Sierra Leone, and The Gambia.

FBN Bank Ghana is therefore calling on Ghanaians and businesses to take full advantage of its distinctive values and rich heritage which has made its brand a leading African brand and one of the most credible financial institutions in the globe.

In a statement, the Managing Director/Chief Executive Officer of FBNBank Ghana Limited, Mr. Seyi Oyefeso disclosed that "FBNBank Ghana takes pride in being exclusively customer-centric and we go to great lengths to put 'YOU FIRST.' Our bank's 'You First' declaration simply implies that at FBNBank, we put our stakeholders - employees, customers, investors, communities, institutions and businesses - at the heart of our business. Since 1894, our Bank has developed a

unique culture of making the people we serve our utmost priority. Today, we deepen our application of this culture in the Ghanaian market, even as we provide unrivalled value to all our customers”.

Mr. Oyefeso further stated that the Bank’s financial services knowledge and practices lead the market in ensuring a better understanding of customers to strive for a better way of delivering first-class service and experience.

#### About FirstBank

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 centres/agencies), over 2,464 ATM’s and over 9 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, International Commercial Bank (ICB) The Gambia, Guinea, Sierra-Leone and 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” four times in a row – 2011, 2012, 2013, and 2014 – 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.

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