



FBNBANK GHANA UNVEILED VARIANTS OF UNIQUE SAVINGS PRODUCTS

FBNBank Ghana has unveiled two new savings account products which provide customers with an interest margin of 2% more than is available on the market currently. The Bank's latest product additions are the FBNBank Prestige Savings Account and the Young Super Save Account.

The FBNBank Prestige Savings Account is a special hybrid savings account that has features of both a savings and current account. Unlike the typical savings accounts where customers are unable to write a cheque to a third party, the prestige savings allows the account holder, the unique convenience of issuing third party cheques on the account. This account can also be used as collateral for a loan facility and customers can make standing orders on the account to enjoy the ease of paying bills and making transfers.

The Bank has also introduced the Young Super Save Account, designed for children under the age of 18 years to enable those within this age category develop financial responsibility and money management skills early in life, as well as help them imbibe a savings culture early on as part of their banking experience. This account also provides a unique platform for parents and guardians to save towards the funding of their wards' tertiary education as well as secure seamless access to loans. Mr. Gbenga Odeyemi, the Bank's Managing Director, said the reason for developing the product was basically to encourage Ghanaians especially teenagers to be familiar with the essence of banking and know that they have a right start to chart a healthy financial future. "We will continue to consider our client's sociocultural and economic needs in order to develop relevant products and services for them", Odeyemi also stated that the bank is currently working towards unveiling more products and services before the end of the year.

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.

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