

Thank  
you for Your  
Patronage  
in 2017



On behalf of the Board and Management of First Bank of Nigeria Limited, I would like to thank all our esteemed customers for their patronage in the last financial year.

The Bank through 2017 had witnessed several feats as well as sustained transformational changes in our culture and structure as we worked assiduously to continually deliver the gold standard of value and excellence and surpass expectations in providing First-class service and experience to you.

Because of you, we were able to reposition our bank from a branch-led institution to a digital-led institution with over 75% of our customer induced transactions carried out via alternative channels and we were subsequently named the first financial institution in Nigeria and second financial institution in the whole of Africa to have issued 10 million payment cards to customers.

Due to your support, we have consistently sustained monthly transaction volumes of over 100 million on the Interswitch network over the last 12 months and have been awarded the "Most Valuable Bank Brand in Nigeria" for 6 consecutive years by the globally renowned "The Banker Magazine" of the Financial Times Group.

We acknowledge your contributions in building FirstBank with us and assure that you would continue to enjoy unparalleled customer experience across all our touch points. We remain open for business and implore you to expect more innovative products from our Bank this year. Please feel to reach out to us through our 24/7 interactive contact center - [Firstcontact@firstbanknigeria.com](mailto:Firstcontact@firstbanknigeria.com); 01-4485500 or any of our social media handles.

Once again, we thank you for an unwavering support in 2017 and look forward to the new year with enthusiasm.

Have a fruitful and fulfilling 2018 from all of us at FirstBank.

**Adesola Adeduntan** FCA  
MD/CEO, FirstBank of Nigeria Limited and Subsidiaries.

FIRSTBANK IS AN FBN HOLDINGS COMPANY



**-You First-**



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**FirstBank**   
Since 1894