

switch

Vol. 2 No. 1, 2017

Reviews, updates, products and services news from FirstBank



BANK,
WORK,
RELAX

@FIRSTLOUNGE

Flying out of Lagos? Then, FirstLounge is a must-visit for you. At Nigeria's first landside lounge, located on the landside (pre-security) of the Murtala Muhammed International Airport, Lagos, you will find the right environment to work, do some banking transactions and relax before your flight.

FirstLounge, launched February 23, 2017, is FirstBank's signature contribution to air travel comfort and convenience. It offers air travellers access to FirstBank's innovative products, intelligent and engaging services, banking convenience and comfort.



FirstBank was also named the best Private Bank in Nigeria 2017



Read all about the maiden FirstBank AgriExpo declared open by Chief Audu Ogbeh, Minister of Agriculture.



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FirstLounge

FirstLounge offers:

- Wi-Fi
- Interactive media devices
- Seating/dining area for 50
- A bar
- A kiddies section with interactive games
- Tablets
- A relaxation area with pod chairs
- Hologram
- A work section for people who want a secluded area to work on their laptops
- A luggage room
- ATM
- Beacon technology

FirstLounge is purpose-built and will cater for the needs of:

- Business travellers who need a place to work/handover work to their PAs before going through security
- Leisure travellers travelling with children/family who need a place to sit while someone handles checking-in or a place to relax and eat before they go through security
- Parents of children who live abroad who require a place to relax and bond before their wards go through security
- Expatriates en route international destinations who have arrived on earlier local flights and need a place to wait before the airlines open for check.





SIX TIMES OVER

Again, FirstBank is Nigeria's No.1 Bank Brand

For the sixth straight year, FirstBank has been named the number one banking brand in Nigeria. In Brand Finance Top 500 Banking Brands, FirstBank leads four other Nigerian banks and is Africa's 10th most valuable bank.

Globally, FirstBank is ranked 357, above four other Nigerian banks - Guaranty Trust, Zenith, Access and UBA - named to the top 500.

David Haigh, Chief Executive of Brand Finance, said a bank's brand value is the amount a third party will need to pay to use the brand name.

BANK	BRAND VALUE	RANKING
FirstBank	\$301 million	357
GT Bank	\$258 million	395
Zenith	\$247 million	414
Access	\$182 million	476
UBA	\$172 million	487

We have, over the last six years, consistently clinched this award, beating every other Nigerian bank to retain this position. This international endorsement is proof that we are doing things right. In the past six years, we have not only been the consistent winner of this award, but the only Nigerian bank in the top 10 Banking Brands in Africa. FirstBank led four other Nigerian banks by a whopping \$43m in brand value in the global ranking.

Dr. Sola Adeduntan, MD/CEO, First Bank of Nigeria Limited & Subsidiaries



The 10 Most Valuable Banking Brands(Global)

ICBC, China	47,832
Wells Fargo, USA	41,618
China Construction Bank	41,377
Chase, USA	33,737
Bank of China, China	31,250
Bank of America, USA	30,273
Agric Bank of China, China	28,511
Citi, USA	27,674
HSBC, UK	20,688
Santander, Spain	15,929

Top 10 African Bank Brands

Standard Bank (South Africa)	\$1,512
ABSA (South Africa)	\$1,335
First National Bank (South Africa)	\$1,160
Investec (South Africa)	\$1,004
Nedbank (South Africa)	\$934
CIB (Egypt)	\$449
Capitec Bank (South Africa)	\$367
National Bank of Egypt)	\$349
Attijariwafa Bank (Morocco)	\$323
FirstBank (Nigeria)	\$301



FIRSTBANK WINS BEST PRIVATE BANK IN NIGERIA

FirstBank has won the “*Best Private Bank - Nigeria 2017*” award following an entry in the Global Finance World

Best Private Banks Awards. The award was presented to Mr Idowu Thompson, Head, Private Banking at an award dinner at the Harvard Club, New York on February 7, 2017.

FirstBank has consistently won the Global Finance Best Bank awards and other awards in the past 12 years.

FirstBank Private Banking was established in October 2010 and commenced business in April 2011. Its objective is to better serve the needs of High Net worth (HNI) and Ultra High Net worth (UHN) individuals.

It is an acknowledgement of the uniqueness of clients having more complex financial needs and requiring more personalised service, expertise and scalable solutions.

With more than 30 full time employees, FirstBank Private Banking operates from three hubs in Lagos, Abuja and Port Harcourt.



FIRSTMOBILE LIMITS ARE UP

FirstMobile Transaction daily limit is up, from N150, 000.00 to N500, 000.00. This was effected on February 13, 2017. The higher limit offers superior customer experience and customers are able to consummate transactions with their pre-set transaction PIN up to a daily cumulative limit of N500, 000.00.

FirstMobile App is currently available on Apple, Android and Blackberry app stores. The Windows version is scheduled for release next quarter.



*Listen to
The Economy & You
on Rhythm 93.7 FM
to gain invaluable
business insights.*

BUSINESS 2.0

To successfully navigate the world of business, you need the right guide.

That is why FirstBank has partnered with the Enterprise Development Center (EDC) of the Pan African University, Lagos to bring you the SME Radio programme, *The Economy and You*.

The programme is broadcast live every Sunday at 6:15pm on Rhythm 93.7 FM (Network) with a repeat broadcast streamed on the Enterprise Development Center (EDC) website www.edcradioonline.com every Wednesday at 3.00pm.

Through live interviews with industry experts, accomplished SME entrepreneurs and regulators, the programme takes listeners through the process of identifying and exploiting opportunities that abound for small and medium businesses in the economy. Listeners also learn how to prepare business plans, budget, deal with tax issues and government policies etc.

Since its debut, the programme has featured more than 45 entrepreneurs from diverse backgrounds including Mazi Sam

Ohuabunwa, Sectoral Chairman of the Manufacturers Association of Nigeria, Mrs Ore Sofekun, President of Funds Managers Association of Nigeria, Olumuyiwa Coker, Country Manager of Mazars Cokers and Co, Adeyemi Adewole of Adcem Healthcare and Antti Ritvonen of Dizengoff.

Other SME interventions by FirstBank include African Start-Up on CNN, SME toolkits in association with EDC for empowering small businesses; FirstBank SME Conference, Ignite (an afterschool graduate employability and enterprise training initiative); constant social media engagement; and the SMEConnect website which is at the heart of all FirstBank's SME activities. The website www.firstbanknigeria.com/smeconnect also provides links to archival materials from the *The Economy and You* programme as well as other resource materials. It also serves as a channel to obtain feedback from customers and communicate the Bank's products and services targeted at SMEs.

Briefly



NEED FOREX?

FirstBank will meet your foreign exchange needs for school fees, personal and business travel allowances. All you have to do is visit any of our branches every Tuesday and we will be glad to serve you!

For more information: Visit any FirstBank branch or contact FirstContact.



DIY do it yourself

From April 1, 2017, all transfers of N100,000.00 and below will be done only through our alternative channels: FirstMobile, Quick Banking *894#, ATM and FirstOnline.

Go ahead! You are the banker now.

BANK YOUR WAY

FirstBank's alternative banking channels deliver the power of anytime, anywhere banking into your hands. There are so many things you can do outside the banking hall. From checking account balance to bill payments, funds transfer, airtime purchase and more. All you have to do is take advantage of our multiple channels - FirstMobile, FirstOnline, USSD *894# Quick Banking and our ATMs - and simply bank your way.



The Power to Bank anywhere, anytime is in your hands

We've figured out a few ways to put the power of banking into your hands using some of our channels...

- FirstMobile
- USSD *894# Quick Banking
- ATM
- FirstOnline
- First Contact
- Interactive Voice Response

*terms and conditions apply

THE CBN NEW TRANSACTION CHARGES

The nationwide implementation of the Central Bank of Nigeria (CBN) Cashless Policy commenced on April 1 in six states and the Federal Capital Territory, Abuja. Here is a schedule of charges associated with cash transactions:

PHASE 1: April 1, 2017:

Lagos, Ogun, Kano, Abia, Anambra, Rivers and the Federal Capital Territory, Abuja.

PHASE 2: May 1, 2017

Bauchi, Bayelsa, Delta, Enugu, Gombe, Imo, Kaduna, Ondo, Osun and Plateau States

PHASE 3: August 1, 2017

Edo, Katsina, Jigawa, Niger, Oyo, Adamawa, Akwa Ibom, Ebonyi, Taraba and Nasarawa States

PHASE 4: October 1, 2017

Borno, Benue, Ekiti, Cross River, Kebbi, Kogi, Kwara, Yobe, Sokoto and Zamfara States

CHARGES ON CASH DEPOSIT/LODGMNT

INDIVIDUALS	Less than N500,000	No charges
	N500,000 – N1m	1.5%
	N1m to N5m	2%
	N5m	3%
CORPORATES	Less than N3m	No charges
	N3m – N10m	2%
	N10m to N40m	3%
	N40m	5%

GRADUATED CHARGES FOR CASH WITHDRAWAL

INDIVIDUALS	Less than N500,000	No charges
	N500,000 – N1m	2%
	N1m to N5m	3%
	N5m	7.5%
CORPORATES	Less than N3m	No charges
	N3m – N10m	5%
	N10m to N40m	7.5%
	N40m	10%

Quick Banking with *894#

...so easy, so simple

*894# QUICK CODES

Transfer Money	*894*Amount*Account Number#
Buy Airtime (Self)	*894*Amount#
Buy Airtime (Others)	*894*Amount*Phone Number#
Balance Enquiry	*894*00#
Register/ Create PIN/ Reset PIN	*894*0#
For list of all transaction codes	*894*101#

*Terms and conditions apply



*The FirstBank *894# Quick Banking service is offered on the Unstructured Supplementary Service Data (USSD) technology. This means that every single individual FirstBank customer who has any type of GSM-enabled mobile phone or device can immediately access all Quick Banking services, anytime and anywhere. The service does not require internet data or smart phones, and is offered across all the GSM network providers (MTN, Airtel, Glo and Etisalat). All that the customer is required to do is dial the simple short code for any desired service. Transactions are secured with a customized Personal Identification Number (PIN) which is created by the customer. Available services include Funds Transfers (to any bank in Nigeria), Airtime recharge (for self and others), Balance Enquiry and lots more.*

SOCIAL MEDIA WEEK

LAGOS

#FirstBank@SMWLagos2017

FirstBank was at the 2017 Social Media Week Lagos which held from Monday, February 27, 2017 - Friday, March 3, 2017 with the theme "The [new] Language of Technology: The Future of Communication in Africa."

The Bank's participation enabled existing and potential customers to experience bespoke digital banking offerings as they network with Africa's most hyper-connected and influential professionals.

FirstBank has over the years led an innovative drive in financial technology and has also been an exponent of lifestyle banking.

Folasade Femi-Lawal, Head, Digital Banking, was on ground to engage potential partners in the digital sphere and ensure that our digital geeks were available to sign up existing and new customers on FirstMobile & USSD Banking.



MARCH FOR WOMEN

March 8, is celebrated worldwide as the International Women's Day. In sync with the IWD 2017 theme, "Be Bold for Change," FirstBank's 2017 celebration is highlighted specially with its recently-launched women empowerment product, FirstGem.



FirstBank marked the 2017 International Women's Day with activities that celebrated women for their numerous contributions to the Bank and Nigeria. Ibukun Awosika, FirstBank's Chairman, flagged it off with a message to the Bank's female staff, urging courage in the face of challenges.

At 35 Marina, Dr. Adesola Adeduntan, FirstBank's Managing Director did a floor walk, commending the female staff for their great work within and outside the Bank and also encouraging them to be bold for change in line with this year's theme "Be Bold for Change."

Mrs. Awosika later visited three departments of the Bank as well as the FirstBank Branch at the Elephant House, 214, Broad Street, Lagos. She lauded the female staff for their great work. The Bank's Directors as well as Group

Executives were at different branches within the country celebrating the women and charging them to be bold for change.

A webinar was held later in the day at the 7th Floor Canteen of Samuel Asabia House with the Bank's Chairman inspiring the female staff to take positive and audacious steps for themselves and the society. Staff outside the venue joined via Google hangout.

Prior to the International Women's Day, female staff were asked to send their bold stories to be placed on the Bank's portal and several motivating bold stories were shared.

The celebration was rounded off with a trip to the movies by Mrs. Awosika, along with female directors and about 300 female staff from within and outside Lagos to see the inspiring movie "Hidden Figure."



The FirstBank Agric Expo



FOCUS ON AGRICULTURE

The maiden edition of the FirstBank Agric Expo held in Lagos on March 14, 2017 with Chief Audu Ogbeh, Minister of Agriculture and Rural Development as special guest.

Chief Ogbeh said the agricultural sector was vital to national economic recovery with current growth rate of about 4%, and a 24% contribution to the economy. He spoke against importation of foodstuffs into the country saying that this was a major threat to attaining self-sufficiency in food production.

The Minister listed the strategies of his ministry for agricultural development to include re-launching cocoa production, commercial production of shea butter, coconut oil production and producing/exporting cashew.

On financing, Chief Ogbeh decried the high interest rate for agricultural businesses and urged FirstBank to pioneer efforts, towards improving access to credit to farmers at a favourable interest rate regime.

“As a financial service institution, we are uniquely positioned to build strong alliances and partnerships with agro-producers, processors and storage companies to ensure improved environment in the agricultural sector. This partnership will in turn drive accelerated growth, high rates of returns and up-to-date processes of moving food from the farms to our tables.”

DR. SOLA ADEDUNTAN, MD/CEO FIRST BANK OF NIGERIA LIMITED & SUBSIDIARIES



In his opening remarks, Dr Adesola Adeduntan, FirstBank Managing Director/CEO described agriculture as the sector that “holds sway in the mission to eradicate poverty in the country”.

Dr Adeduntan said the expo was organised to provide opportunity for strategic stakeholder engagement on the way forward for the sector. The Bank, he said, was building strong alliances with the agro-services sector and remained optimistic about the sector's prospects as the bedrock for the country's national economic development.

FirstBank is active in the sector with a number of schemes including Outgrower Scheme, Commercial Agric Credit Scheme (CACS) and Growth Enhancement Support Scheme.

Dr. Doyin Salami, Associate Professor, Lagos Business School and the Keynote Speaker, represented by Ayodeji Balogun, Country Manager for AFEX Commodities Exchange said repositioning the sector will require capital, talent and a high drive for productivity in the sector. He also noted that there was need to rethink collateralized lending and consider structured trade finance for the sector.

The event also featured a panel session and an Agric expo exhibition, which was officially declared open by the Minister for Agriculture, Chief Audu Ogbeh.



https://www.youtube.com/watch?v=B7soLbE_8eQ --- Channels TV

https://www.youtube.com/watch?v=XLLMhOp2W_s --- WebTV

THE GLOBAL MONEY WEEK 2017

St. Patrick's College, Calabar hosted the 2017 Financial Literacy Day, March 29 with Dr. Sola Adeduntan, FirstBank MD/CEO as guest speaker



Dr. Sola Adeduntan, Managing Director/CEO, First Bank of Nigeria Limited & Subsidiaries, was at St. Patrick's College, Calabar, on March 29, 2017 to teach financial literacy to students of the 83-year old institution as part of the 2017 Global Money Week.

He led one of the delegations dispatched by the Bankers Committee to 30 schools across Nigeria to empower students with requisite

knowledge on financial literacy.

Dr. Adeduntan engaged the students on the basics of money and empowered them with the financial knowledge they need to be relevant in the global economy.

He told them: "with the right knowledge and skills on financial freedom, young people can say no to poverty."

The 2017 Global Money Week with the theme 'Learn. Earn. Save' was celebrated March

27 – April 2, 2017. For FirstBank, Nigeria's Most Valuable Bank Brand, the celebration was an opportunity to engage children and youths on the rudiments of financial literacy in alignment with the Central Bank of Nigeria Financial Literacy Day.

FirstBank has embedded in its Corporate Sustainability and Responsibility initiatives the FutureFirst programme to empower secondary school students aged 13 to 17 years with the knowledge of financial literacy and entrepreneurship.

Beyond the financial literacy day event, FirstBank also collaborated with the Nigerian Stock Exchange (NSE) on a half-day seminar, excursions, distribution of a financial literacy brochure and school outreach programmes in six states outside Lagos State.

Dr. Adeduntan said FirstBank will continue to support causes that drive financial literacy and financial inclusion in Nigeria. "With our extensive branch network and alternative service channels, we would continue to extend our services to the under-banked, businesses, communities and individuals across the country. Particularly, we would continue to engage our youth with the principles of financial literacy, fully aware that they will be the ones to drive the economy of our nation in the future", he enthused.

FirstBank has participated in the Financial Literacy Day since 2014 teaching students in different states of the federation including Imaguero Secondary School Benin City, Edo State; Tinuola College Ado Ekiti, Ekiti State and Harmony Secondary School Lokoja, Kogi State; reaching over 10,000 students with knowledge of financial literacy via this platform. About 3000 students were reached at the thirty locations across the geopolitical zones of Nigeria.





Our customers write back

My gratitude

I write to formally acknowledge, appreciate and most of all, commend the individualised attention given to me by three FirstContact Unit staff when I had a challenge with my FirstMobile app. The diligence, commitment and professionalism of Folashade, Bolaji and Nathaniel have kept me loyal to FirstBank.

My initial challenge was a request to link my current and savings accounts together to enable me access my transaction history as well as my bank balance either through the online banking platform or through FirstMobile. I visited the Kofo Abayomi, Apapa Branch for enquiries and was advised to send a written request to the Bank.

I dropped the request at another branch (not Kofo Abayomi) but the branch declined to treat my request and advised that I make the request through the branch where the accounts were opened. I jettisoned the idea once I considered how much time and effort that would require as the branch was not within the proximity of my office.

However, when I had a reason

to contact FirstContact, I shared my experience with Nathaniel, who stepped in, advised me on what to do and personally volunteered to handle the request which has since been resolved.

Now, after linking the accounts, Firstmobile App ceased working properly. The APP started displaying: "Account Not Found" error message. I contacted several FirstBank staff, but none could fix the issue. Not satisfied, I called FirstContact and spoke with this super fantastic Folashade, who fixed the issue within minutes. This same Folashade had once resolved

an issue I had over the payment of my DSTV subscription where my account was debited but the money was not credited to Multichoice, and reversal lingered for several months.

Bolaji did the follow-up, to ensure there was nothing more I wanted and that I was delighted.

These three have proven to be real solution providers and important assets of FirstBank.

Anthony Andem Ekpo
NIMASA

The FirstBank MasterCard

I purchased the ATM MasterCard at your Benin K/Square Branch on march 23, 2017 but have had some challenges making Naira payments online with it. I expressed my experience with you yesterday at your express email but I have received no reply yet. I recap by stating that Google Play Store rejected my transaction with the reason "correct this card info or

try a different card." Your Benin Branch has attempted to rectify this error through the ATM but it could not be resolved. Kindly assist to correct this anomaly or authorise the issuance of the Visa card in replacement of this faulty one (at no cost). Thank you.

Anthony Ejegi

Treasury Bills

I applied for Treasury Bill at FirstBank, Ipakodo Ikorodu, Lagos Branch on the 16th of March. My account was debited for the sum on the 28th of March. However, I am yet to receive the returns on the Treasury Bill. Kindly assist. Thank you.

Ahmed Adedotun Oluwaseun

FirstMobile Limit

I recently downloaded the FirstMobile app and realized that my daily limit is restricted to N20,000.00. This is quite annoying as my colleague who uses the same app and doesn't have a token can transfer up to N200,000.00 daily. I ended up using the QuickTeller app to make transactions of more than N20,000.00 which has now rendered the FirstMobile app useless. My account number is 20*****44. Kindly help me with lifting the daily limit to N200,000.00 Thank you.

Sikiru Taiwo Afeez

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-You First-

FirstBank
Since 1894