



Remarks by Dr. Adesola Adeduntan, CEO, First Bank of Nigeria Limited at the Premiere of “Ayinla-The Movie” at Ebony Life Place, Victoria Island, Lagos on Sunday, 13 June 2021

- On behalf of the Board, Management and Staff of FirstBank, I welcome you all with great pleasure to the premiere of Ayinla-The Movie.
- FirstBank through its First@Arts initiative has continued to demonstrate support and commitment to promoting creativity in the world of arts and culture.
- The First@Arts initiative – FirstBank’s integrated approach to supporting the creative sector – has made tremendous strides since inception, promoting creativity and showcasing Nigeria’s rich talents within the creative sector.
- Over the years, the Bank has successfully built, sustained and fostered unity amongst the populace, whilst promoting entertainment and cultural development, through its arts sponsorships, which support the entire value chain within the creative arts industry.
- With First@Arts our Bank succeeded with consolidating all its efforts in the arts, supporting the entire value chain of the creative arts, providing much needed financing and advisory support, showcasing and facilitating the successes of the industry and enabling our customers and other stakeholders explore and access the wealth of opportunities the creative industry has to offer.
- The First@Arts initiative has unarguably positioned FirstBank as one of the top brands in Africa that are structurally committed to supporting the Creative Sector.
- Our Bank has worked with renowned partners such as The British Council, Freedom Park, Terra Kulture, Duke of Shomolu Productions, Live Theatre Lagos, and the Cross Rivers State Government (Calabar Festival), amongst others, to achieve these aspirations.
- Our Bank has also supported related initiatives such as:
  - Moremi
  - Mokalik
  - Oba Esugbayi
  - October 1

- God Calling
  - Calabar Festival
  - Benin Igue Festival, amongst others.
- The impact of our current partnership as lead sponsor of the reverberating TV musical show, The Voice Nigeria, cannot be overestimated.
  - At FirstBank, we value the opportunities for partnerships across the creative arts industry. We are proud that through previous and current strategic partnerships our Bank has created platforms to showcase the nation's talents thereby supporting the preservation of our national culture and heritage, as well as growing the national economy.
  - Therefore, our partnership on Ayinla-The Movie is further affirmation of our Bank's support for promoting creativity and advancing the huge possibilities in arts and cultural development.
  - I commend the Executive Producer, cast and crew of Ayinla-The Movie for the successful delivery of this project, which would be available in the cinemas soon.
  - As the world opens up and we increasingly get involved in outdoor activities, there is the need to keep safe definitely. I therefore urge you all to take advantage of our First virtual card, FirstMobile, FirstOnline, Firstmonie, 894 USSD service, and other FirstBank products that ensure contactless banking operations, and to observe social distancing and other safety protocols.
  - I especially urge industry practitioners to take advantage of the creative industry fund facilitated by the Central Bank of Nigeria.
  - Besides FirstBank's wide variety of products and services tailored to meet individual and corporate financial and wealth creation needs, our new and refreshed website, [www.firstbanknigeria.com](http://www.firstbanknigeria.com) affords you many innovations, including the opportunity of navigating in your preferred language, to access the complete array of our products, services and initiatives.
  - Once again, I welcome you to this exclusive premiere of Ayinla-The Movie and urge you to enjoy the serene evening of camaraderie.
  - I promise you that at FirstBank we will always keep You First.
  - Thank you.

**Dr. Adesola Adeduntan, FCA**

**CEO, First Bank of Nigeria Limited**