

Press Release

September 11, 2015

Accra, Ghana

ACCESS BANK LAUNCHES 'CHANGE YOUR LEVEL' PROMO



Access Bank has launched its latest promotion dubbed **“Change Your Level”** to give customers an opportunity to save and stand a chance to win an ultramodern 3 bedroom house, a brand new Hyundai Accent and an all-expense paid vacation to Dubai for a family of four.

The promotion is aimed at rewarding the bank’s existing as well as new customers with these exciting prizes by signing up to a range of flexible savings and current account options to secure their financial future. Customers are also expected to improve their financial wellbeing by increasing their savings deposits to qualify for any of the prizes on offer.

Speaking on the bank’s motivation to launch the promo, the Managing Director of the Bank, Mr. Dolapo Ogundimu bemoaned the low savings culture among Ghanaians and intimated the need to encourage the habit of savings so it becomes a part of the fabric of the Ghanaian society.

“We are confronted with a low savings culture and this is gravely affecting the level of surplus money that Banks can mobilize to lend to support the deficits segments of the economy. We believe that the industry can develop the needed savings culture if the right conditions are in place”, he added.

Unveiling the prizes, the Group Head for Personal Banking, Mr. Stephen Abban mentioned that the Bank was once again demonstrating its commitment in promoting financial inclusion by ensuring that financial services are availed to Ghanaians from all walks of life.

He said, “Over the past three years, we have consistently developed exciting products and campaigns first of all to provide flexible options for people to start saving, reward loyal customers for their continuous patronage and attract segments of the market outside the banking industry”

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The “**Change Your Level**” promo will run from September 11 till the end of January 2016 and will reward a total of over 100 customers with amazing prizes. To enter the promo, new and existing customers must deposit minimum of GHS 200 in their account and maintain a balance of GHS 500 to qualify for any of the draws.



There shall be two (2) mini draws in the months of October and December to reward customers. The winner of the **1st mini-draw** will walk away with a Family of 4 trip to Dubai with spending money while the **2nd mini-draw** winner takes home a brand new Hyundai Accent. The Ultimate prize winner will receive a plush 3 bedroom house fitted with a complete kitchen, air-conditions and automated gate.

Other winners will be rewarded with LED TV's, smart phones, tablets, rechargeable lamps and phones.

The promotion was launched by the Bank in partnership with the National Lotteries Authority (NLA) under the Caritas platform, Saka Homes and Hyundai Investment Ghana of Stallion Group.

Access Bank is focused on setting standards for sustainable practices that will engender prosperity for all its stakeholders. The bank has its vision to become Ghana's Most Respected Bank based on key performance indicators of deposits, quality of loan book, and cost to income ratio as well as ensure good returns to stakeholders.

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