

Press Release

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Accra, Ghana

ACCESS BANK LEADS THE WAY IN COVID-19 FIGHT WITH WEBINAR SERIES FOR WOMEN

In view of recent events associated with COVID-19 such as restrictions on movement across the world, Access Bank is using this period to engage its customers, particularly women in its “W Webinar Series” on a range of topics to help them navigate this process for their businesses, lifestyle and family.

Currently in its second season, the “W Webinar Series” is an initiative organised through virtual platforms/calls for female customers across all countries of presence within the Bank.

The next session will be anchored by Renee Q. Boateng, CEO of RenéeQ and Personal Branding Expert on the topic “Post Covid-19, the New Normal” and will address key issues associated with the way we managed our businesses, career, lifestyle, family among others.

Speaking on the need to engage customers to remodel their businesses to stay profitable, the Managing Director of Access Bank Ghana, Olumide Olatunji, indicated, the COVID-19 pandemic has altered the way life will be lived and as such businesses must be supported to acknowledge and address these concerns, particularly how businesses operate going forward.

He added, *“We are now in a new normal and critical decisions need to be made to address businesses model changes, lifestyle and how we practically live. For us at Access Bank we want to be digitally led so it is important we embark on this journey with our customers to ensure they stay relevant in these times.”*

The series is open to all customers and the general public irrespective of one’s location. Other topics addressed previously include Making your career foolproof – optimizing productivity, Structuring your home for business and career effectiveness and Redesigning your business model for resilience. The series in its first edition has recorded over 2,300 live participants and a reach of more than 134,000 from 15 countries worldwide.

Access Bank has continuously led the fight and joined hands with other relevant stakeholders to provide relief to its employees, customers and communities within which it operates. Within the last few weeks the Bank has activated its business continuity measures, while leveraging its over 1,300 staff to anchor a behavioural change and

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preventive education campaign to protect lives and promote the use of its digital offerings by customers.

Some of the measures implemented by the bank also include; waivers on all interbank transfers, upward review of limits for transactions on digital products, reliefs to business customers severely affected by the pandemic, donations to the vulnerable in the community including an ambulance to the UPSA to support emergency cases in the community.

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