

Access Bank Ghana Invests in Creative Arts Industry- Premieres 'All Walks of Life'.

MD of Access Bank Ghana, Olumide Olatunji (4th from left) in a shot with Executive Director for Retail and Digital Banking Pearl Nkrumah (2nd from left), Lead cast, Adjetey Anang and some management staff and casts at the premiere.

Access Bank Ghana has premiered its award-winning online TV series, "All Walks of Life," a captivating film at the Silverbird cinema in Accra. This is in line with the Bank's strategic intent of changing the narrative about Africa through the promotion of Ghanaian creative talents across Africa and beyond.

The premiere of the innovative masterpiece by Access Bank Ghana brought together distinguished personalities including Nana Osafo Adjei, the Special Adviser and Project Coordinator at the Ghana Tourism Development Project who represented the Minister of

Tourism Dr. Ibrahim Muhammed Awal, Chief Executive Officer of the Ghana Film Industry, Juliet Asante, Adjetey Anang, cherished customers, management, and staff of the Bank.

Speaking on the Bank's commitment to nurturing local talents to compete on the international market, Managing Director of Access Bank Ghana, Olumide Olatunji, said the nation's tourism industry will flourish when the creative arts industry in Ghana is financially supported to project the remarkable talents of Ghanaians and Africa as a whole. He emphasized that "All Walks of Life" vividly portrayed how Access Bank's financial inclusion strategy embraces individuals from all backgrounds and urged everyone to join the Access Bank family.

Nana Osafo Adjei and Juliet Asante, commended Access Bank for taking a pioneering role in supporting the creative arts industry from the corporate perspective. They called on other corporates to follow in Access Bank's footsteps, highlighting that such initiatives provide an invaluable platform to showcase their products and achieve the coveted top-of-mind awareness in the corporate world.

Also commenting on the premiere, Executive Director for Retail and Digital Banking, Pearl Nkrumah said, 'All Walks of Life' reflects Access Bank Ghana's unwavering commitment to promoting creativity and Africa's rich cultural heritage, while driving financial inclusion.

The premiere received acclamation from Access Bank Ghana's cherished customers as they expressed their excitement about the innovative endeavour and anticipated future episodes.

With a steady rise in internet penetration at the peak of the novel global health crisis, Access Bank found an innovative way to entertain the public while fostering bonding among families and promoting Ghanaian creativity. This online tv series by Access Bank was adjudged Best Corporate Brand Series at the 2021 Ghana Movie Awards.

With a strong commitment to the development of the creative arts industry, Access Bank Ghana seeks to empower individuals from all backgrounds to promote their creative talents to impact the economy. Operating from 18 countries in Africa, Asia, the United Kingdom, and France and 700 branches and service outlets across the globe, Access Bank continues to deliver exceptional services and ensures good customer service through its people and culture.

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