

**ACCESS BANK'S AWARD-WINNING 'ALL WALKS OF LIFE' TO AIR ON GHONE TV**

*Group Head of Retail Banking at Access Bank Ghana, Matilda Asante-Asiedu and CEO of EIB Network, Nathan Anokye Adisi signing the partnership documents*

Access Bank Ghana has partnered with GHOne television to air its award-winning online TV series, 'All Walks of Life' (AWOL) on terrestrial tv. This is aimed at reaching more consumers of tv content in addition to the online consumers who are presently reached by the series.

This is in line with the Bank's strategic goal of showcasing Ghanaian talents across Africa and aims at empowering and spotlighting best talents in a refreshing way.

Co-produced with Emerge Ghana, All Walks of Life (AWOL) premiered on the Bank's YouTube channel in October 2020. The series depicts the unavoidable relationships between people from every social bracket in society and highlights the bank's digital products which make everyday banking transactions easy. Through the series, the Bank has found creative ways of keeping customers engaged, educated and entertained on socio-economic issues, while directing them to the bank's digital solutions.



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Over the years, Access Bank has contributed immensely to the creative arts industry in Ghana and across Africa supporting initiatives such as Cultural Weekend by Gallery 1957, I LIVE FOR ARTS and ART X.

Commenting on the partnership with GHONE, Managing Director of Access Bank Ghana, Olumide Olatunji said Access Bank is committed to building a strong retail banking franchise for customers in Ghana and across the continent, and was pleased the bank's efforts in creating the initiative was recognized and awarded. "We want to highlight Access Bank's brand position as a lifestyle choice for everyone, no matter the social bracket you belong to. I am excited we could engineer such a beautiful concept and be recognized at the Ghana Movie Awards as the Corporate Brand Series of the year in 2021.

Speaking at the official signing ceremony of the partnership, Group Head of Retail Banking at Access Bank Ghana, Matilda Asante Asiedu noted that, Access Bank is excited to venture into the creative arts industry, a great platform to reach our customers, that is the youth, women, small businesses and everyday banking customers with our more than banking promise while projecting the creative talents in Africa. She explained that the Bank's initiative to produce the series is hinged on three pillars.



*Group Head of Retail Banking at Access Bank, Matilda Asante- Asiedu (3rd from right) exchanging signed documents with CEO of EIB Network, Mr. Anokye Adisi (4th from right), flanked by CEO of Emerge Ghana (2nd from right) and executives from Access Bank & EIB*

“We are extremely excited about this new online property, which will help us build stronger connections with our customers and the public as we highlight the bank’s products and services in the series. We seek to achieve these three objectives: Firstly, to support the creative arts industry through good corporate citizenship, in line with the Bank’s CSR focus. Secondly, to support local businesses and players in the creative industry and thirdly to unleash the talents of staff across the Access Bank subsidiaries. She noted that, in line with the bank’s brand promise of providing more than banking, Access Bank will continue to delight customers and stakeholders through rich tv content from AWOL.

Commenting on the partnership, Chief Executive Officer of EIB Network, Nathan Anokye Adisi congratulated Access Bank for taking the bold step to support the movie industry. He announced that the forty-eight-week series will begin to air on Tuesday, 7<sup>th</sup> March 2023 and called on Ghanaians to stay glued to their sets as the award-winning series will refreshingly entertain viewers.

Head of Corporate Communications and Brand Management at Access Bank Ghana, Oluwaseun David-Akindele also reiterated the Bank’s commitment to the creative Arts



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industry and thanked Emerge Ghana, producers of the series, the hardworking casts and crew, staff of Access Bank and viewers for their support.

CEO of Emerge Ghana, Michelle Attah, commended Access Bank for their novel initiative to enter the creative arts movie industry. She noted that Access Bank embraced their ideation and partnered to bring more banking solutions to their customers through the series.

In attendance were the Human Resource Manager of Access Bank Ghana, Nana Adu Kyeremateng, The Head of Financial Control, Michael Gyabaah, Chief Operations Officer of EIB, Santokh Singh, Staff of Access Bank and EIB, Amanda Jissih and other casts of the series.

Operating from 53 business locations across the country, the bank continues to build long-term relationships with its customers based on trust, digital innovations, good customer service and transparency. The bank has over the years developed a deep understanding of its customers, delivering excellent service and empowering them to achieve more through financial education.

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