

Press Release

December 12, 2014
Accra, Ghana

ACCESS BANK EXPANDS ITS OPERATIONS TO SPINTEX AND KASOA



In line with its inclusive banking strategy, Access Bank Ghana – the Bank of the Year, has unveiled two new branches on the Spintex Road and in Kasoa, to take banking services closer to its existing customers and make banking accessible to persons who fall outside the mainstream financial sector.

The addition of the two branches brings the Bank's total network to forty-two (42) business locations across the country. Both locations have been equipped with model ambience and architecture designed to make the banking experience for customers memorable. The branches also reflect the Bank's new logo and branding with refreshing white and dynamic orange as its new dominant brand colours.

The newly opened Spintex and Kasoa branches will offer the Bank's full range of business and retail banking products including flexible savings and current account options. Other services available to customers are bills payment, e-banking and card services as well as domestic and international money transfer through Western Union, Moneygram and Access Bank's own Cross border transfer.

Commenting on the branch expansion, the Managing Director of Access Bank Ghana, Mr. Dolapo Ogundimu, stated: *"We are embarking on an intelligent expansion across the country. Three more branches in Ho, Accra New Town and Dansoman will be completed by the end of this year. Additional locations are also planned for next year".*

Access Bank recently launched its bouquet of inclusive banking products for children, students and pensioners, with unique features and benefits that set it apart from the offerings on the market. According to **Mr. Ogundimu**, the new branches will make the newly launched products accessible to the Bank's target which includes underserved market segments, small businesses, individuals and families.

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“Our goal is to bring banking services right into the heart of the communities where customers and prospects live” he concluded.

Since launching its banking operations in Ghana in 2009, Access Bank has increased its presence to cater for its growing market share, especially in retail banking, to give the unbanked and underserved segments of the market the access to its services.

In continuation of its strategic goal to become the Most Respected Bank, Access Bank continues to invest in its operations and technology platforms to deliver superior value to customers and other stakeholders. These investments together with its financial performance and excellent customer service, has earned Access Bank enviable industry awards and recognitions. Notable amongst these awards are the: 2013 Bank of the Year; 2013 Best Bank in CSR; 2012 Best Growing Bank; 2010 Most Socially Responsible Bank.

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