

Press Release

March 11, 2016

Accra, Ghana

ACCESS BANK LAUNCHES “GET PAID ANYDAY” CAMPAIGN FOR SALARIED WORKERS



Public and private sector employees across the country will be smiling all the way home with the launch of Access Bank’s new and exciting campaign for salaried workers. Dubbed “**Get Paid Anyday**”, the campaign is expected to support workers with a suite of loan products including Automatic Salary Advance and Personal loans, with flexible payment terms and other amazing benefits.

Get Paid Anyday will run on the back of Access Bank’s M-Power Salary Account, which is specifically designed to provide smart financial solutions for employees, to help them meet their daily needs and aspirations.

Employees who decide to move their salary account to Access Bank will also enjoy other benefits such as Educational and Vehicle Loans plus Lifetime free account maintenance charge, Free ATM card and cheque book, Free e-banking, Exclusive discounts at outlets of loyalty partners, access to insurance products and much more.

Speaking to the media on the unveiling of this new campaign, the Managing Director of Access Bank Ghana, Mr. Dolapo Ogundimu noted:

“We are building on the successes of our just ended Change Your Level promotion which saw many individuals move their accounts to Access Bank. This new campaign for salaried workers is another way of rewarding new and existing customers, while helping them to take advantage of their monthly income to achieve their aspirations and meet their daily expenses.”

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Group Head of Personal Banking, Mr. Stephen Abban, also mentioned:

*“We promised our customers more exciting offers this year and the M-Power account is a result of this commitment. The **Get Paid Anyday** campaign is a clarion call to any salaried worker who wishes to get the most out of their salary to take advantage of this opportunity. The switching process is easy and takes less than 24 hours”.*

The **Get Paid Anyday** campaign will run throughout the year. To apply for an M-Power Salary Account, existing and new customers will have to visit any Access Bank location, complete an M-Power Salary Account form with necessary documentation and advise their current employers.

The campaign will further showcase Access Bank’s bouquet of unique savings and current products for children, under-graduates, pensioners and small business owners.

Currently operating from 45 business locations covering 9 regions in Ghana, the Bank continues to build long- term relationships with its customers based on trust, fairness and transparency.

Access Bank Ghana has over the years developed a deep understanding of its customers, delivering excellent service and empowering them to achieve more through finance, education and financial inclusion.

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