

Guaranty Trust Bank remains Most Customer Focused Bank

For the second consecutive year, Guaranty Trust Bank plc, parent company of GTBank Ghana has been voted The Most Customer Focused Bank in Nigeria by KPMG (a global network of professional firms providing Audit, Tax and Advisory Services) in its 2009 Banking Industry Customer Satisfaction Survey.

This award reflects the seriousness GTBank attaches to its customer service delivery across its global subsidiaries including Ghana.

Geared towards assessing and identifying banks with customer driven focus, the survey solicited the opinions of Retail and Corporate customers in Nigeria using key performance indicators including; financial stability, accessibility to delivery channels, image and reputation, access to credit, pricing of products and customer service delivery.

Based on customer feedback, Guaranty Trust Bank performed exceptionally to emerge the best bank in Retail Banking ahead of nine other banks. The Bank was also adjudged second place in the Corporate/Commercial Banking segment.

Reacting to this achievement, the Head of Corporate Affairs of Guaranty Trust Bank (Ghana) Limited, Ben Ackah-Mensah argued that, "GTBank plc's achievements are ours too. This is a true reflection of how we deliver superior quality services to our customers everywhere you find a GTBank in the world". "At Guaranty Trust Bank, experiences are shared across subsidiaries to ensure uniformity in brand issues and overall service delivery", he added.

Prior to this award, Guaranty Trust Bank plc's tradition of excellent customer service has been widely endorsed by creditable rating agencies and organizations over the years. Most recently, the Bank was adjudged The Most IT-Driven Bank 2008, The Most Customer friendly Bank 2008, The Best Bank in Corporate Governance 2008 and Best Bank in Corporate Social Responsibility 2008. In 2007, the Bank was awarded the Most Respected Company in Nigeria by Price Waterhouse Coopers.

Mr. Ackah-Mensah explained that as a subsidiary, "we are not any different from the mother company and that best practices are replicated everywhere. That is why it is important to let our customers and the public know of these achievements".

In Ghana, GTBank's steady rise to become a giant in the industry is manifesting itself in its performance, customer service delivery and the way it engages in socially responsible activities. It recorded profits recently in its 2008 Financial Results. In its 3 years of operations in Ghana, GTBank has supported various good causes in health and sciences, sports, education and culture. It has so far

increased its branches to 12 across Ghana and plans are far advanced to add more by the end of this year.

The bank takes pride in the fact that its parent company, GTBank plc is credited with being the first indigenous African company and first African bank listed on the London Stock Exchange and licensed for full commercial banking business.

Guaranty Trust Bank plc pioneered such innovative e-products as Telephone and Internet banking in 2002, Slip-free banking in 2006, GT Connect in 2006 as well as Drive-Through-Banking and GTBank on Wheels in 2007. Similarly, the Bank had earlier entered the history books as the first Nigerian institution since the early 1990s to venture into the international capital markets and raise funds in a Regulation S Eurobond issue with a \$350 million Eurobond issue.

It is one of the region's most profitable institutions and reinforces the AA- (double A minus) by Fitch; and BB- (double B minus) by Standard & Poor's, the best ratings assigned by the two international rating agencies to any West African-based bank.

Ben Ackah-Mensah says that, "These achievements serve as bench marks for us in Ghana and drive us to maintain strictest standards and best practices that should ensure customer and stakeholder satisfaction and increased profitability for shareholders".

He explained further that, "In Ghana, I believe that knowledge of the growing list of achievements and status of the parent company should serve to bolster our reputation and assure customers and the general public that we are one of the best across Africa and in the world".