



Guaranty Trust Bank (Ghana) Ltd
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▪ **Guaranty Trust Bank launches VISA Cards**

Guaranty Trust Bank (Ghana) Limited has become the 7th bank (out of a total of 23 banks operating in the country) to launch its range of VISA cards.

With this achievement, Guaranty Trust Bank is enabled to issue both local and international VISA debit cards which can be accepted on well over one million VISA Automated Teller Machines (ATMs) and Points of Sale (POS) in more than 170 countries allowing the Bank's valued customers access to their funds 24 hours a day, 7 days a week, worldwide.

Mrs. Araba Ofori, Head of the Card Services Unit of GTBank notes with pride "Amongst our immediate peers (being one of the newly licensed banks), we are indeed the first to introduce Visa **Smart** cards into the Ghanaian market. Smart cards are the latest technology in the cards industry geared towards ensuring maximum security for cardholders, thus giving the customer absolute peace of mind. They carry an embedded microchip which allows the storing of confidential customer information in encrypted form and can be personalized with spending and usage information, making it possible to authorize transactions safely offline and limit fraud".

"Our range of cards includes the GTBank Visa Gold, Visa International, Visa Electron Domestic and the innovative Student Visa/Discount Card. All these cards allow for funds transfer from one card to another on all GTBank ATMs, a first of its kind, among many other functions such as PIN change, cash withdrawal, balance inquiry, mini statement etc, she disclosed.

Managing Director, Mr. Dolapo Ogundimu recalled that the Bank had earlier been accepted by VISA International as one of its members thus making it one of the few banks in Ghana to successfully acquire VISA International's license to operate on the VISA platform. He explained that the decision to join VISA, one of the largest payment organizations in the world, is part of GTBank's effort at making banking more convenient and accessible to its valued customers **Anytime Anywhere** they find themselves.

"As global trends lead to increasingly cashless transactions, it is important that as a technologically driven bank, we leverage on our competence to provide banking solutions that take the pain out of business transactions and make banking as safe, convenient and effortless for our cherished customers. The GTBank Visa Cards are meant to do just that. While individuals gain convenience, security and choice in the way they pay, merchants increase sales, security and gain efficiencies in payment processing. Businesses and governments streamline operational activities and benefit from greater controls", he added.

The benefits of having a Visa card do not end with safe and convenient payments; the Visa cardholder can also take advantage of a variety of exclusive offers and promotional campaigns ranging between selected travel-related deals to activities linked to world-class cultural and sporting events.

Other e-products in the GTbank portfolio include SMS Banking, Internet Banking, Slip free Banking, Batch (multiple drafts) Processing services, Guaranty Trust Electronic Notification Service (GeNS) and the Western Union Money Transfer Services.

For more information on the Bank and its products and services, please visit our website at www.gtbghana.com or call Tel. 021 680662