



Guaranty Trust Bank (Ghana) Ltd
RC C-68,758

PRESS RELEASE

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- **GTBank Partakes in VISA / FIFA World Cup Campaign**

Guaranty Trust Bank (Ghana) Limited, presently the only bank in Ghana with the Verified by VISA service, has teamed up with VISA International in a campaign which will ultimately see a winner flown to South Africa to witness Ghana play at the 2010 FIFA World Cup tournament in June / July this year.

The six-week campaign involving five other financial institutions and dubbed “GO GHANA” is currently underway at the Accra Mall and will end on 22nd April, 2010. The campaign is earmarked to ride on the euphoria generated by Ghana’s participation in the World Cup to encourage people to use their Visa cards for purchases and not only as means of withdrawing money from ATMs.

During this period, cardholders are encouraged to use their cards to make payments at the Mall, instead of using cash, to stand a chance of winning one of two double packages to see the quarter final matches at the 2010 FIFA World Cup tournament in South Africa. Packages include match tickets, airfares and hotel accommodation for 3 nights.

The Head of Corporate Affairs of Guaranty Trust Bank (Ghana) Limited, Mr. Ben Ackah-Mensah, stated that, “GTBank is proud to partner with Visa to roll out this campaign and as good customer service principles dictate, we inform our customers, accordingly, of the great opportunity to see Ghana play at the World Cup when they use their GTBank Visa cards at the Accra Mall”.

He added that, “We encourage our cardholders to cultivate the habit of using their cards more frequently due to the obvious inconveniences and dangers in carrying large sums of cash around”.

Presently, GTBank’s range of cards include the Visa Gold for high net worth individuals, Visa International, the innovative Student Visa/Discount Card all of which come with already enabled international functionality and can be used for purchases on the internet as well; and the Visa Electron Domestic for use locally in Ghana.

The advantage of GTBank’s cards over those of most competitors’ are that they have true worldwide acceptance, provide greater security with its chip and pin features, could be used on other ATMs and are safest to use for online purchases

due to its Verified by Visa extra security feature.

GTBank is one of several subsidiaries of Guaranty Trust Bank plc dotted along West Africa and in the United Kingdom. It started operations in Ghana in 2006 and has since proven to be a formidable player in the financial services industry with strong capabilities and expertise also in the trade finance business in Ghana. It recently reported a remarkable after tax profit of GH¢12.16 million in 2009 representing 286% growth over its 2008 profit. It currently has 20 branches covering the Ashanti, Western, Greater Accra, Brong Ahafo and the Volta Region and has plans to cover all the regions in the country in the short to medium term.

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