

As part of its 15th anniversary celebrations, Fidelity Bank, Ghana's largest privately-owned indigenous bank, has unveiled a series of exciting Christmas offers to appreciate its loyal customers. Targeting small businesses and salaried workers, Fidelity's aim is to make the holiday season especially merry for its customers.

During the Christmas season and into the New Year, small businesses can take advantage of Fidelity's Boaflo Loan and Semi-Secured Loan to stock up their shops with a variety of goods to meet the demands of the holiday season. Importers can also access Fidelity's Trade Import Loan and Trade Import Duty Loan during and after the holidays to finance the importation and clearing of their goods. For salaried workers, Fidelity Bank is offering a maximum credit limit of GHc 350,000 with a repayment holiday option.

Speaking on these special Christmas offers, Nana Esi Idun-Arkhurst, Divisional Director, Retail Banking of Fidelity Bank Ghana, said, "we recognize that the holiday season presents our customers with additional financial pressure and as such we are giving them the necessary assistance to enjoy Christmas and New Year without any financial limitations."

To round out its Christmas offers, Fidelity also has something special for its digital banking customers. Customers who transact the most using the Fidelity Mobile App; Kukua, Fidelity's WhatsApp Banking Assistant; or Fidelity's USSD platform, will win shopping vouchers, dinner for two, TV sets and other amazing prizes.

These offerings form part of the bank's "Together We're More" brand promise that views success as a collaborative effort among partners working together towards a greater good. Indeed, based on these holiday initiatives, it is clear that Fidelity is doing its part to bring merriment and joy to its customers this holiday season.

About Fidelity Bank Ghana

In a little over a decade, Fidelity Bank Ghana has grown from a discount house to a Tier-1 Bank and is now the largest privately-owned Ghanaian Bank in Ghana. The bank currently serves its approximately 2 million customers in 75 branches across Ghana and is a leader in the digital banking space. The bank has two subsidiaries, Fidelity Asia Bank Limited, which is a wholly owned subsidiary in Malaysia and Fidelity Securities Limited, an asset management firm. In a short period of time, Fidelity Bank has become a household name

in Ghana by adopting a customer-centric culture and delivering consistently on the promise of making a difference in the lives of all stakeholders.

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