

Fidelity Bank Ghana Awards Best Performing Agents

The pioneer and leader in agency banking, Fidelity Bank Ghana, rewarded its best performing agents in an awards ceremony in Accra, themed “The relevance of Agency Banking in a Pandemic (COVID-19)”. The bank also used this important occasion to announce the introduction of an insurance scheme for all of its over 4000 agents across the country to protect their businesses against burglary and theft.

Speaking at the awards ceremony, Nana Esi Idun-Arkurst, the Divisional Director, Retail Banking of Fidelity Bank Ghana, explained that the introduction of the insurance scheme for its agents attests to the Bank’s commitment to the welfare and success of its stakeholders. She further stated that, “We appreciate the efforts and contributions of all of our agents towards the provision of convenient financial services and the promotion of financial inclusion in Ghana. Within the past six years, our Agency Banking Model has stimulated economic growth by creating employment and providing easy access to financial services to many Ghanaians.” She added that Fidelity Bank will continue to find innovative ways to provide Ghanaians with convenient methods of banking through digital financial inclusion strategies.

The highlight of the evening was when the top prize of Overall Best Agent for 2020 was announced and that top honour went to S-Duah Enterprise from the Ashanti territory. For their excellent performance, S-Duah Enterprise was rewarded with a cash prize and certificate.

The other top awardees from each of the five (5) territories — Western, Northern, Eastern, Accra, and Ashanti—included Tigger Phones, Kcehcs Rehoboth Enterprise and Mupaason Enterprise from the Western territory; Mubak Enterprise, Blessed Dabern Enterprise and Peoples Phones and Trading from the Northern territory; Antwi F. Ventures, Nyame Nanim

Enterprise, and ANB George Ventures from the Eastern territory; St. Johnson Commerce Point, Wofa Toda Ventures and Adipa Royal Enterprise from the Accra territory; and Kofhay Mobile Money Ventures, Global Excellence Distribution Services and Paul i537 Ventures from the Ashanti territory.

The Head of Agency Banking, Fidelity Bank Ghana, Dr. David Okyere, revealed that the Bank will continue to improve its Agency Banking Model with an expansion drive to include more agents, new digital improvements and other value-added services. He also assured the agents that the Bank will continue to provide them with access to capacity building programmes to help them keep abreast of the ever-evolving changes in the financial services industry.

He added that Fidelity will not relent on its commitment to help bridge the gap between the banked and unbanked population in Ghana.

Mrs. Idun-Arkhurst concluded the awards ceremony by thanking the agents for their hard work and support and she stated that 2021 would yield new and exciting initiatives for Fidelity Agency Banking.

About Fidelity Bank Ghana

In a little over a decade, Fidelity Bank Ghana has grown from a discount house to a Tier One Bank and is now the largest privately-owned Ghanaian Bank. The bank currently serves its customers in 75 branches across Ghana and is a leader in the digital banking revolution. Fidelity Bank also revolutionized the agency banking space in Ghana with over 4,000 Agents across the country and is the undisputed champion of inclusive banking in the country.

The bank has two subsidiaries, Fidelity Asia Bank Limited, which is a wholly owned subsidiary in Malaysia and Fidelity Securities Limited. 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.

The Fidelity Bank brand has an infinitely positive outlook on life and the brand's tagline of "*Believe with Us*" speaks to this. The bank believes that if all stakeholders come together, nothing can stand in the way of progress because "*Together, We're More*".

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