



PRESS RELEASE

PR. No 301/2014

**GCB BANK LIMITED (GCB)
NEW PROFILE**

GCB announces the change of their name from Ghana Commercial Bank Limited to GCB Bank Limited. Attached is additional information.

Issued in Accra, this 16th
day of October, 2014.

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att'd.

Distribution:

1. All LDMs
2. General Public
3. Company Secretary, GCB
4. GCB Registrars, (Registrars for GCB shares)
5. SEC
6. Central Securities Depository
7. GSE Council Members
8. GSE Notice Board

For enquiries, contact:

General Manager/Head of Listings, GSE on 0302 669908, 669914, 669935

**JEB*

Welcome To GCB Bank Ltd.

GCB Bank Ltd. Is going through a period of significant change.

Having celebrated our 60th anniversary in 2013 and having launched a new image for our Bank in 2014 to help drive us forward for the next 60 years, we can say with total conviction and confidence that we are excited about our future.

We have consistently grown and demonstrated our commitment to Ghana over the last six decades and we will continue to do so in the achievements we make and in the positive difference we bring to people's lives.

In a world where nothing stands still, GCB now occupies an environment with more intense competition and higher consumer expectation than ever before. Internet and mobile connectivity have increased beyond measure bringing new knowledge and higher expectation of service. This has significantly changed the way banking business is done and how it is perceived by the public.

In order to maintain our position as the leading bank in Ghana and to continue to grow, it is now more important than ever to refocus and re-affirm our position in the marketplace through a new, evolved brand, better communication and a tireless commitment to serve our customers better.

As part of the change, we have adopted an internal change programme that has been firmly embedded in our business plans, our staff training, our branches and our services. This programme overhauled the Bank's core values and brand, resulting in a new evolved logo and a stronger on-the-street presence.

Our dedication to higher standards will witness the introduction of new banking products and services. We are refurbishing our branch network to international standards, updating our systems and technology and focusing on increased customer satisfaction right across our business channels. This is a long-term programme, but you will see progress over the coming months.

Our goal as a Bank has always been to be the leading financial services provider in Ghana through a commitment to superior service and best practice. Our commitment to Ghana and its future are demonstrated every day through the actions that we take as an organization. This has not, and will not, change.

We are delighted to share with you our underlying business principles, fundamental values and brand systems. Through these assets, and with the commitment and support of our shareholders and partners, we are confident we will enjoy growth and prosperity for all our valued customers and stakeholders.

Welcome to GCB Bank Ltd. – Your bank for life.