



# UBA SIERRA LEONE

SEPTEMBER EDITION 2021

## UBA Sierra Leone Opens New Branch at Adonkia



**Staff Living the Brand  
We are United by One Bank**

**We are the Best  
UBA Sierra Leone**



Africa's Global Bank

@UBASL

# Message from the MD/CEO UBA Sierra Leone Usman Isiaka



On behalf of the Board of Directors and staff of UBA Sierra Leone, let me welcome you to the First Edition of our UBA Sierra Leone Newsletter.

I want to first and foremost appreciate the staff of UBA Sierra Leone, who tirelessly give their time to serve our esteemed customers.

I want to say thank you for your passion, grit, dedication and consistence, which you have demonstrated, with poise coming daily to serve from Monday to Friday, and by extension during our Saturday banking which commenced in February of 2021.

I am proud to say that as an institution we have continued to record tremendous successes with an impressive closure of our 2020 Financial Year despite the Covid 19 pandemic and more giant strides recorded in our audited Half Year Financial Statement as at period ended June 30<sup>th</sup> 2021.

Specifically, amidst the Covid-19, we recorded the following achievements:

- ✓ **71% Growth in Total Assets to Le1.32 trillion (\$129.4 million) as at December 2020 from Le771.5 billion as at December 2019 and a further growth of 19% to Le1.56 trillion as at Half Year ended June 30<sup>th</sup>, 2021.**
- ✓ **65% Growth in PBT (Profit Before Tax) to Le123.7 billion (\$12.13 million) in 2020 FY compared to Le75 billion in 2019 FY while we have also delivered a PBT of Le 78.8billion as at Half Year ended June 30<sup>th</sup>, 2021,**
- ✓ **54% Growth in Shareholders Funds (Equity) to Le264.13 billion (\$25.9 million) as at December 2020 from Le171.2billion at December 2019 with additional growth to Le323 billion as at Half Year ended June 30<sup>th</sup> 2021.**

With the above key financial performance indicators, we are increasingly moving forward towards the attainment of our **Project Alpha** objective of being the undisputed leading and dominant financial service institution in Sierra Leone within the projected 3 years period ending December 2023. This is also being complimented with UBA Sierra Leone winning major accolades including The Bankers Award, as Best Bank in Sierra Leone in the Year 2020.

Amongst other key mile stones recorded; we opened another state of the Art branch at Adonkia, and with two more branches on the way, at wellington and waterloo respectively, we will be taking the number of our branches in the country to ten (10) before the end of this year plus 4 cash centres where customers can access our services with delight.

Our focus as a bank remains to give the very best service to our customers, to go the extra mile and surpass their expectations. To you our valued customers, we want to say thank you for trusting us, for depending on us, for seeing us reliable, and for using our products and services.

With our Customer First (C1st) philosophy and new Customer Experience (CX) initiative, we are aware that without you, our esteemed customers, we cease to exist, and that is why at UBA we say our customers, are our employers, and this understanding is expressed through the various medium and digital channels we continue to create and design in other for you to enjoy seamless and delightful banking experience.

Once again, we say thank you for banking with us. We assure you that the entire management and staff of the bank remain dedicated to serving you with passion to your delight and are pleased to bring you this First Edition of UBA Sierra Leone Newsletter. Please enjoy your read.



# Our Service Charter

Our Customer Experience Mandate is "To do more than is expected and delight our customers at every interaction."

## We Promise to:



Do what we say we are going to do, NO EXCUSES, we give our word and keep it.



Take ownership and resolve a customer's issue to the end.



Go the extra mile to delight our customers at every interaction.



Treat our customers with respect and always listen with the intent to serve and resolve.



Empower staff to resolve customer issues at first contact.



Provide our customers with the right information at the right time.



Serve our customers with passion and a smile.

# STORY UPDATES



## UBA Sierra Leone Opens New Branch at Adonkia

United Bank for Africa (UBA) Sierra Leone has opened its doors to residents at Adonkia on Thursday 29<sup>th</sup> July with their new customer experience initiative which focuses on ensuring that they do more than is expected and delight their customers at every point of interaction. [Read more](#)

## UBA and BnB Revolutionise Remittance Business in Sierra Leone

The 6<sup>th</sup> of August 2021 saw an emergence of a partnership, that has given birth to a digital revolution for remittance business in Sierra Leone. UBA and BnB have changed the face of remittance business, with the integration of UBA into the BnB Mobile Cash App digital platform, that now enables a swift, safe, and convenient collection of cash from MoneyGram, Ria, Western Union, World Remit, and other remittance products into a UBA customer account. [Read more](#)

## UBA Foundation Donated 748 Literature Books to four (4) schools in Freetown to mark the Celebration of African Child Day 2021

June 16<sup>th</sup> every year is marked as the International Day of the African Child, this year, UBA Sierra Leone through the UBA Foundation commemorated the day by donating 17 Cartons of literature books titled 'Fine Boys' written by Eghosa Imasuen a Nigerian writer. [Read more](#)



# Meet our Brand Ambassadors



Meet our brand ambassadors; Umar Kamara, Mbalu Conteh, Umadalo Kanu, Chic heerem Ike, Fatmata Sesay, Getrude Meyer, Christiana Sao Lamina, Nyakeh Duwai, Jeremiah Sesay, Gloria Samu, Ishaga Jabbie, Sallieu Sesay, Alimamy Turay, and Esther Emeh...



UBA Internet Banking gives you unrestricted and secure access to your account, anytime, anywhere, on any internet enabled device.



## UBA Sierra Leone organized Business Series Session July 23rd

UBA Sierra Leone, held its Maiden edition of the UBA Business Series, on the 23<sup>rd</sup> of July 2021, with Joe Abass Bangura as our first speaker, he spoke on the topic 'Better People, Better Business'.

The First edition was met with a lot of excitement and expectations, and thankfully all expectations were surpassed.

The 1hr session was held on ZOOM, having in attendance all UBA Sierra Leone EMC Members, Senior Management, and staff of UBA Sierra Leone, and with over 50 UBA customers, and over 70 non-customers, who logged in to gain knowledge on how to better navigate their businesses, increase growth, manage people especially in the mist of the global pandemic (COVID-19).

The UBA Business Series is a UBA initiative designed to create a platform where UBA in conjunction with renowned business leaders provide learning opportunities for businesses across Africa.

The Business Series is focused on discussing and sharing insights on best practices for business success particularly within our current context of a global pandemic which has caused businesses to re-examine their models and strategies to align with the new normal.

UBA Sierra Leone is set for its 2<sup>nd</sup> Edition of the UBA Business Series, and we urge you to wait in anticipation.



UBA Business Series

UBA  
United Bank for Africa

Topic: 

**Thriving through COVID-19:**  
*Lessons from Business Leaders*

Speaker:  
**Joe Abass Bangura**  
CEO and Founder  
Life-by-Design Ltd

&  
Chief Corporate Affairs Officer  
**Africell**

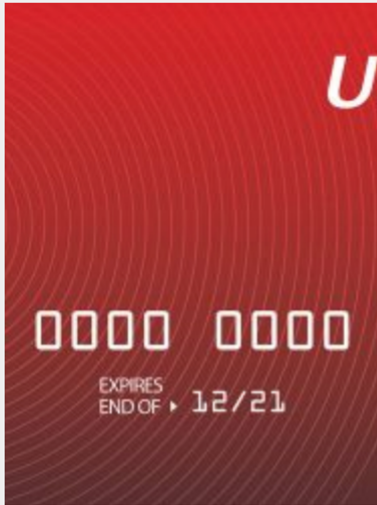
Date: **Friday, 23<sup>rd</sup> July**  
Time: **11:00am**  
Via: ZOOM 

Africa's Global Bank

@UBA SL    

**Catch all the fun on Red TV**



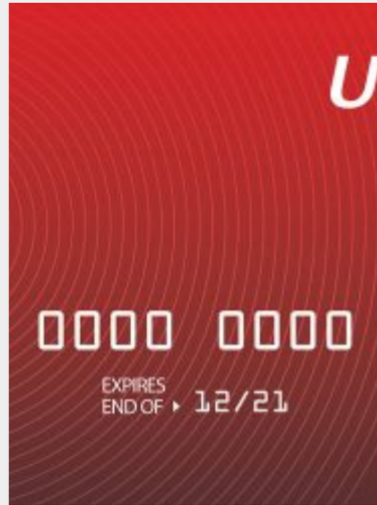


### THE UBA PREPAID CARD – THE CARD THAT’S GOT YOUR BACK

September 1, 2021 /// No Comments

Today is a great day to do something different, invest in the future or do something wise that your future self will

[Read More »](#)



### THE UBA PREPAID CARD IS GUARANTEED TO MAKE YOUR LIFE BETTER

August 5, 2021 /// No Comments

Can you guess the one thing that entrepreneurs, leaders, professionals, adventurers, social innovators, advocates and young people have in common? Let

[Read More »](#)



### Africa to the World

June 2, 2021 /// No Comments

AFRICA TO THE WORLD As Africa rises from the ashes of slavery, and white imperialism, seeking to take back her power, our fallen

[Read More »](#)

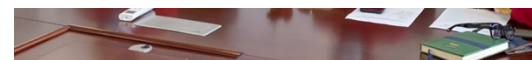
## UBA Foundation Supports FCC Transform Freetown Initiative with 1,300 Sanitation Aprons

In a bid to support the Freetown City Council Transform Freetown Initiative, the United Bank for Africa (UBA) has on Thursday 15th April 2021 handed over 1,300 Sanitation Aprons to the Freetown City Council. The handing over ceremony took place at the Freetown City Hall in Freetown.

Handing over the sanitation aprons, Executive Director of the United Bank for Africa, Mohamed Samour. [Read more here...](#)



L-The ED Mohamed Samoura and R- the Mayor of Freetown Yvonne -Sawyer





## Celebrations (Newborn)

Every child is a kind of different flower and all together, make this world a beautiful garden.

We join our colleague, the family of Mr. and Mrs. French as they welcome their beautiful baby girl Emmylynn Dorael Oluwatunmise Israella French.

We rejoice with them with a warm heart.

Congratulations!!!



We join our colleague, Ms. Agnes Mackay on the arrival of her beautiful baby girl Doussou Imane Dounoh. We rejoice with them with a warm heart.

Congratulations!!!



# The Spot light is on you

Usman Imam Isiaka, MD UBA Sierra Leone, commends Victoria Olukotun, Head Retail Banking for an astounding performance, as UBA Sierra Leone tops with a 23% increase on account opened in the month of September, at a review of the countries monthly performance in the West African region.

Congratulations once again to our powerful Lioness Victoria Olukotun and Team we are proud of you, keep inspiring!



In another story, UBA Sierra Leone's Chief Operations Officer, **Ngene Chiedu**, takes the lead two weeks in a row at the Group Wide COO Ranking for the month of September. Amazing Job to our great Lion Ngene Chiedu, continue to make us proud. Well, done to you and team!



Well, done our Country Head, Resources Madam Millicent Yormah for being the first to complete Group Wide H1 Staff Appraisal.



# MCC Products Adverts



**Saturday Banking**  
*To Delight you!*

Time: 10:00am - 2:00pm  
**All Branches**




Africa's Global Bank @UBA SL




**UBA Card + ATM = The right pair**

You can pay bills, top-up airtime, withdraw cash and much more on any ATM worldwide with your **UBA Card**.

Africa's Global Bank @UBA SL





Africa's Global Bank @UBA SL





**UBA Internet Banking**

UBA Internet Banking gives you unrestricted and secure access to your account, anytime, anywhere, on any internet-enabled device.

Visit <http://bank.ubagroup.com> to register and get started.

Africa's Global Bank CFC: +232 78 200 200 @UBA SL




**Big Ben**  
Businessman



**My Safety Card**

Visit any UBA Branch and get one today

Africa's Global Bank CFC: +232 78 200 200 @UBA SL





Africa's Global Bank @UBA SL





Here is what **Leo** can do for you.


- Check Balance
- Account Opening
- Airtime Top-up
- Send Money
- Bill Payments
- Reset Pin
- Bank Statement
- Link New Account

Visit:  
[Http://m.me/ubachatbanking](http://m.me/ubachatbanking)  
 +232 79 919 919

www.ubasierraleone.com @UBA SL



**The card that's got your back**



The **UBA Prepaid Card** is made for everything you need. You can shop, budget, travel, play, chill and much more.

Don't have one? Get a card instantly at any UBA branch nationwide.

#TheGoodLifeWithUBA

Africa's Global Bank @UBA SL



**NO Wahala Loan**



Enjoy the **UBA No Wahala Loan**  
Tailor to meet your needs

Amount: Up to Le500 Million  
Tenor: Up to 48 Months

Africa's Global Bank CFC: +232 78 200 200 @UBA SL



# **The Banker Awards 2020 Best Bank of the Year**