

UBA SIERRA LEONE NEWSLETTER



Quarter 1 | March 2023 | Africa's Global Bank

UBA Sierra Leone appoints Mohamed Alhajie Samoura as AMD/CEO



JOGGING TO BOND

**CONGRATULATIONS
5402**

**WAW NETWORK
AWARDS UBA**



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UBA Sierra Leone appoints Mohamed Alhajie Samoura as Acting Managing Director/CEO



UBA Sierra Leone is pleased to announce our new Acting Managing Director/Chief Executive Officer, Mohamed Alhajie Samoura following the approval of his nomination by UBA Group Office by the UBA Sierra Leone Board of Directors and the “No Objection” approval received from Bank of Sierra Leone on 1st February 2023. Mohamed is the first Sierra Leonean to attain such position in the bank since its commencement of operations in Sierra Leone in 2008. Mr. Samoura is taking over from the former MD/CEO Usman Isiaka who served the bank for two years leaving UBA Sierra Leone as one of the most profitable banks in the banking industry. Mr Isiaka has been appointed to UBA America in New York as the Deputy CEO. Mohamed is a seasoned banker with close to two decades of working experience in Sierra Leone banking industry. Until his appointment

as the Acting Managing Director /Chief Executive Officer of UBA Sierra Leone, he was the Executive Director, Business Development in the bank. He is passionate about banking and has a strong drive to create impact in the business and financial arena. Mohamed has several accolades and most recently named amongst the 100 Most Outstanding Executives in Sierra Leone by the Sierra Ovation Awards. He holds a Bachelor of Arts Degree in History and Political Science and a master’s degree in Business Administration and Marketing. Mr Samoura is bringing on board his wealth of experience and understanding of the country’s corporate and institutional banking landscape further to strengthen UBA’s strategic place in the market. The appointment of Mr. Samoura as Acting Managing Director is in line with the UBA



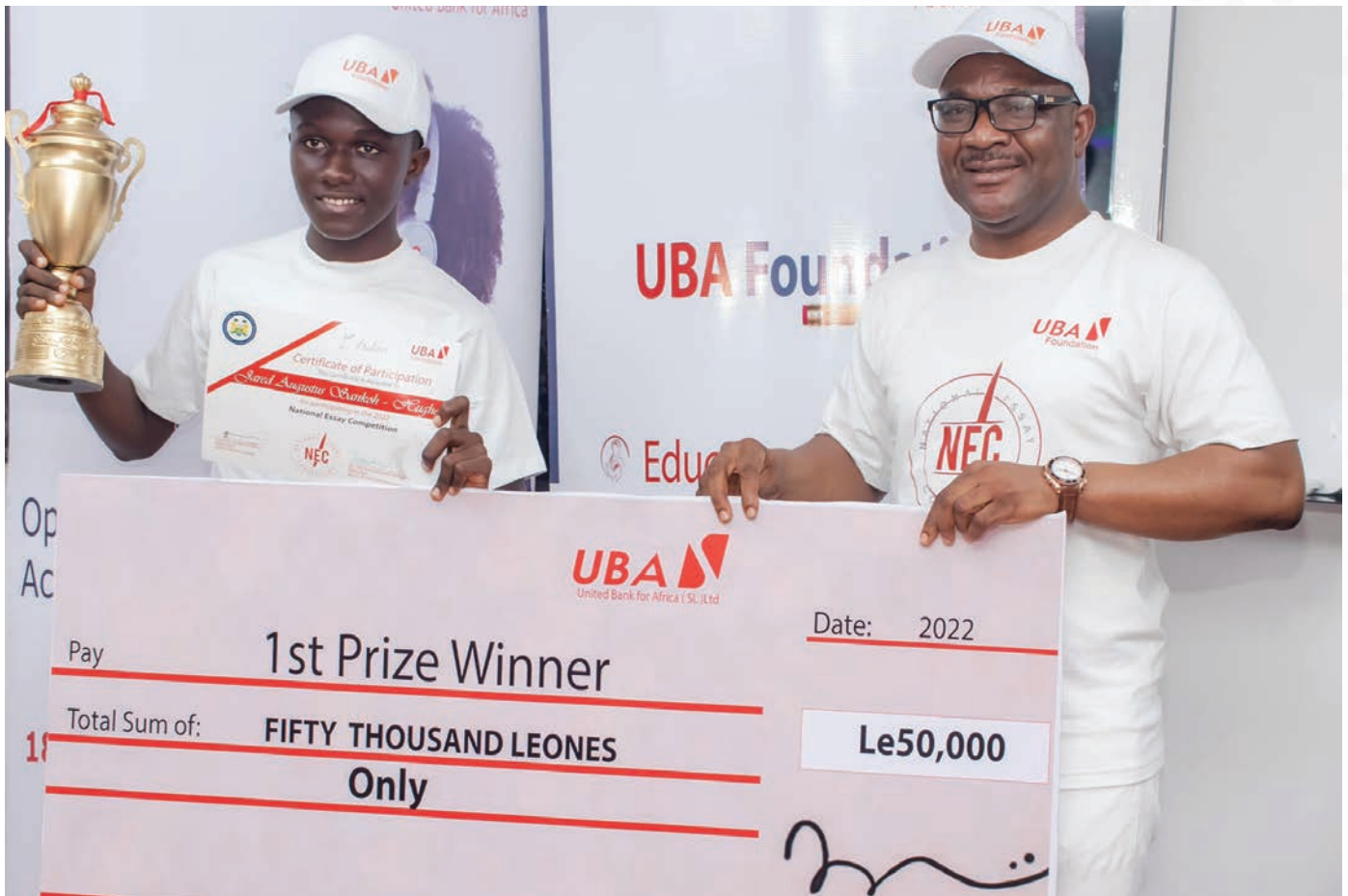
Group's strategic focus on domesticating the bank's governance, products and services to meet the local requirements of the host economy in all its 20 presence countries in Africa and further supporting human capital development across the continent as we expose the local staff to international standards and global best practices. Operating in twenty African countries and in the United Kingdom, the United States of America, France and the United Arab Emirates, United Bank for Africa provides

retail, commercial and institutional banking services, leading financial inclusion and implementing cutting edge technology. UBA is one of the largest employers in the financial sector on the African continent, with over 30,000 employees group wide and serving over 37 million customers globally. UBA Sierra Leone currently has over 400,000 customers with the strong vision to be undisputed leading and dominant financial services institution in the banking sector in Sierra Leone.





UBA Foundation 2022 National Essay Competition Winners Receive NLe 100,000



Winners of the UBA Foundation National Essay Competition (NEC) on 7th January, 2023 respectively received the sum of One Hundred Thousand New Leones (NLe 100,000.00) as their cash prizes. In addition to this, the top 12 candidates each received a laptop, school bag and branded UBA items.

The 2022 NEC candidates were asked to write on the topic 'The Role Played by Various Stakeholders in Improving Financial Inclusion in Sierra Leone' on the spot in forty-five (45) minutes. This was part of the essay process to select the best three winners among the 12 finalists.

Assessing their respective works, were five distinguished judges drawn from top public tertiary institutions in the country.

These judges are Doctors and Professors in English and Mass Communication. The scripts were graded using the following as guide: organization, expression, content and mechanical accuracies.

The winners are as follow:

- 1st Position:** Jared Augustus Sankoh-Hughes, 16Years, Sierra Leone Grammar School- NLe 50,000
- 2nd Position:** Ngozi Faith Imade, 16 Years, Annie Walsh Memorial School- NLe 30,000
- 3rd Position:** Daniel Obot, 15 Years, Sierra Leone Grammar School - NLe 20,000





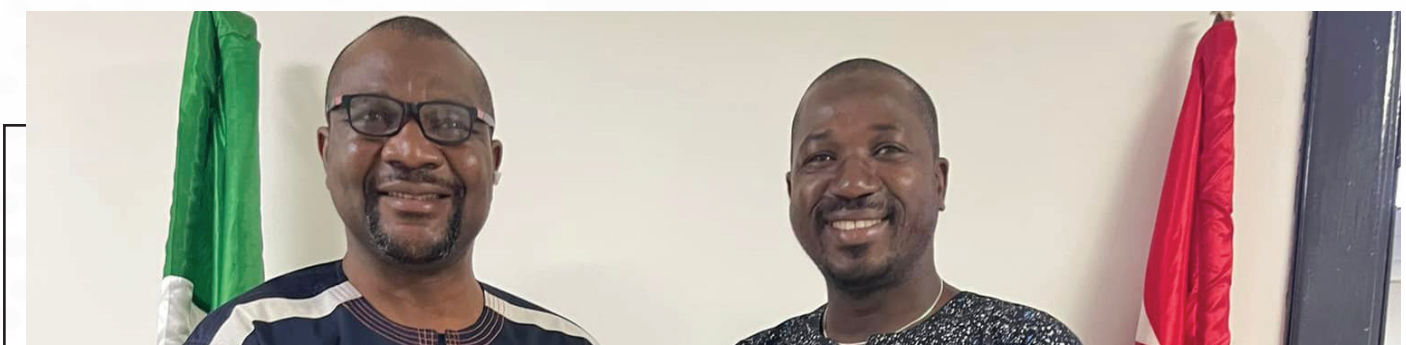
Farewell Usman Imam Isiaka



We say a big congratulation to our outgoing MD/CEO Usman Isiaka for your new appointment to UBA America as Deputy MD/CEO.

Mr Isiaka served as MD/ CEO of UBA Sierra Leone from September 2020 to January 2023 and made remarkable achievement during his tenure. One of which is the Project Alpha Initiative to attain industry leadership across various parameters i.e Profitability, deposit, account acquisition, loans, customer service, brand top of mind awareness etc

From all of at UBA Sierra Leone, we wish you all the best.





Sierra Leone Association of Commercial Banks (SLACB) organized farewell dinner for the outgoing MD/CEO UBA Sierra Leone Usman Isiaka



The Sierra Leone Association of Commercial Banks organized an epic dinner for the outgoing MD/CEO UBA Sierra Leone Usman Isiaka who served the Association as the Vice President while he was the MD/CEO of UBA Sierra Leone. Usman was the MD/CEO of UBA Sierra Leone from September 2020-Januray 2023. The dinner was attended by the Bank Governor of Sierra Leone Professor Kelfala Kallon, Deputy Bank Governor Dr. Ibrahim Stevens, Senior Directors of the Central Bank, Managing Directors, and top executives of all 14 Commercial Banks in Sierra Leone including the New Acting MD/CEO UBA Sierra Leone Mohamed Alhajie Samoura.





Jogging to Bond- The Athletic Adventure Edition



Staff converged at the UBA Lumley Branch on Saturday 18th March 2023 at 7am fully dressed in sport gears and branded UBA t-shirt to participate in the Group wide quarterly jogging exercise to foster bonding among staff. The jogging exercise started from Lumley branch and ended at Gigibonta car park with musical set procession playing music and advertising the bank's products and services. The day was filled with childhood games and activities like Balancing ball, Skipping Rope, Egg & Spoon, Tug of Peace, Music n Chair, Dancing Competition and a lot more.





Courtesy visit to Ministry of Finance and Financial Intelligence Unit



Following the 'No Objection' notice from Bank of Sierra Leone outgoing MD/CEO Usman Isiaka and the Acting MD/CEO Mohamed Alhajie Samoura paid a courtesy call to the Ministry of Finance and Directors of Financial Intelligence Unit (FIU). This visit was to inform the Minister and Directors that Mr Isiaka has completed his service in Sierra Leone, and is pleased to hand over to a young dynamic and competent Sierra Leonean in the person of Mohamed Samoura. This is for the institutions' continuous cooperation and support to the bank. The New AMD/CEO of the United Bank for Africa was appointed as the first Sierra Leonean to have attained such position in the bank.





Showcasing our Lionesses in the Den

As part of the celebration of International Women’s Day worldwide, UBA celebrated our Lionesses in the month of March, 2023. These women have contributed immensely to the growth of the institution and are inspiration to the other lionesses in the Den. They occupy various Executive and managerial positions in the bank. This shows how UBA is passionate about empowering women in the workforce and ensuring they reach their full potential.



ABIOLA BAWUAH
First ever female CEO of UBA Africa. She oversees the group’s operations in 19 African countries, outside Nigeria.

#UBASierraLeoneCelebratesWomen

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Blanche Gooding
Non-Executive Director

“It’s crazy that women still have to fight for their rights, but when you have to, be strong & do not be intimidated or deterred. Stand firm and do what you have to do to achieve whatever it is you have set out to achieve. Draw strength from “your inner man”, for your strength is inside of you. You are stronger than you think you are, and you are beautiful. Stand tall always, hold your head up high and be proud to be a woman.”

#iwd | #EmbraceEquity

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Millicent Yormah
Country Head, Human Capital Management (HCM)

“Doubt is a killer of great potential. You just have to know what you stand for and believe in yourself. Be deliberate and unapologetic for the positive strides you make every day in maximizing your full potential. Be bold, beautiful, confident & sassy cause you’re a **WOMAN.**”

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Lara Taylor-Pierce

“To the women aspiring to positions, keep focused, remain steadfast and display integrity”

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Juliana Asare
Chief Finance Officer

“Be positive about life. Have a positive attitude to everything and you will always win.”

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Anita Thomas
Branch Manager, Charlotte Street

“Strong women aren’t simply born. We are forged through the challenges of life. With each challenge, we grow mentally and emotionally. We move forward with our heads held high and a strength that can not be denied. A woman who has been through the storm and survived. We are warriors!”

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Victoria Olukotun
Head Retail Banking

“A woman though may appear weak on the outside but inside she is full of strength and relentless in achieving her goals. She is a pillar and stronghold and a fountain of care where others cast their fears”

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Thomosia Jombla
Actg. Branch Manager, Kissy Road

“Feminism isn’t about making women strong. Women are already strong. It’s about changing the way the world perceives that strength.”

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Getrude Meyer
Branch Manager, Lumley

“**WOMEN**, we are like **HORNS**, we can never be wrapped in a Grass Parcel; our Confidence is our Strength, it pierces through the hardest rock.”

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Christlana Sao-Lamina
Branch Manager, College Road

“W - Woven piece
O - of
M - Material
A - Assembled for
N - Nature’s continuity
A woman is the source of everything in nature.”

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Edna Kopoi
Lead Compliance

“Women are Leaders; Take the Lead. Let your light shine out and bloom the atmosphere. I’m proud to be a leader and a woman.”

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Chicheerem Ike
Customer Service Manager

“A woman is a propeller of destiny. She is a force to reckon with. A being full of potentials and substances. Her silence is not a sign of weakness but a strength of hope. Nature reflects her beauty”

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Bah Mussayero
Actg. Branch Manager, Lumley

“As a woman, I am proud of the way we support and uplift one another in the face of adversity. We are reminded of the incredible impact that women have on the world from the smallest acts of kindness to the largest acts of strength and courage. We are strong, we are resilient, and we prevail to be women.”

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Awards Received



Proud recipient of the West African Women's Network award for our laudable support to women



FBC Student Union Government presented a service award to UBA in recognition of service to nation building and students welfare



Deposit mark/ target reached: Congratulations 5402- Adelaide Street Branch





Promotion: UBA Prepaid Card Valentine Promo



Valentine's Special with UBA Prepaid Card

Grand winner spends the night at an Executive Suites at The View Hotel with his/her partner



Special Table for **2**

Dinner around the Piano

on Val's Day at The View Restaurant

7:00pm



HOTEL | RESTAURANT | 857 | 12002

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United Bank for Africa

Congratulations

To our lucky winners of the UBA Prepaid Card Valentine's Special draw

Grand Winner Desmond Korombo Kargbo	Winners Mohamed Antar Mohamed Nasser Hindolo Mansaray
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Product Flyers



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- Pay Bills &
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Documentation required to open a Savings Account

- 2 Passport Size Pictures
- Valid ID Card
- Utility Bill
- Initial Deposit - SLE 50.00

Get fast and easy support on:
Phone: 075 142718 | 080 419943 | 031 224488 | 078 200200
Email: clcsierra-leone@ubagroup.com

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EASTER - RAMADAN PROMOTION

Go to any UBA Branch to receive cash from **AfriCash, MoneyGram, Ria, Western Union** and get a reward.

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Easter-Ramadan Promotion

Go to any UBA Branch to receive cash from **AfriCash, MoneyGram, Ria, Western Union** and get a reward.

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Some of the Beneficiaries of our Easter-Ramadan Promotion

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Easter Ramadan Promotion

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AfriCash
Cash transfers across Africa

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EASTER - RAMADAN PROMOTION

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United Bank for Africa

UBA Sierra Leone



MCC Department, Quarter 1 2023