

UBA SIERRA LEONE NEWSLETTER



Half Year | July 2024 | Africa's Global Bank



UBA's 75th Anniversary Global Press Briefing Highlights Local Reach and Global Relevance

2024 Africa Day Celebration at UBA

Bank of Sierra Leone approves Mohamed Alhajie Samoura as Managing Director/CEO of UBA Sierra Leone



CONTENT

1. UBA's 75th Anniversary Global Press Briefing Highlights Local Reach and Global Relevance
2. 2024 Africa Day Celebration at UBA
3. Angel Amara Fefegula age 12 wins NLE 25,000 Scholarship from UBA
Sierra Leone Back to School Remittance Raffle Draw
4. Bank of Sierra Leone approves Mohamed Alhajie Samoura as
Managing Director/CEO of UBA Sierra Leone
5. Happy Birthday Mr Mohamed Alhajie Samoura, MD/CEO UBA Sierra
Leone
6. UBA Sierra Leone in collaboration with Ministry of Basic and Senior
School Education concluded the UBA Foundation 4th National Essay
Competition
7. UBA Foundation's Support Forum for African Women Educationalist
(FAWE) School with books through the Read Africa Initiative
8. Sierra Leone Association of Journalists (SLAJ) extols UBA Sierra Leone as
the Bank that Supports the Media
9. UBA supported West Africa Women's Network (WAW) to celebrate
International Women's Day
10. UBA Sierra Leone Launches the Easter Ramadan Remittance Promotion
11. Tony Elumelu Foundation Entrepreneurship Programme 2024: A total of 9
Sierra Leoneans Win Non-Refundable Seed Capital of \$45,000
12. Adverts
13. Customer Appreciation Wednesday across branches
14. Awards
15. Safety Tips
16. Motivation



UBA's 75th Anniversary Global Press Briefing Highlights Local Reach and Global Relevance



For 75 years, the United Bank of Africa remains a strong brand, renowned for innovation, agility, excellence in service delivery and value creation. UBA has continued its dominance in the global financial sector.

UBA hosted a prestigious 75th Anniversary Global Press Conference at The Tony Elumelu Amphitheatre, UBA House in Lagos, Nigeria, marking the commencement of a year-long celebration of this significant milestone. The event was held on Monday May 20, 2024.

Established in 1949 on Kakawa Street, Lagos Island, as the British & French Bank, UBA has transformed into a global financial institution with a footprint in 20 African countries and key financial hubs like New York, London, Paris, and Dubai. With over 25,000 staff and 35 million customers served





through various channels, UBA's legacy is built on stability and excellence.

During the event, Mr. Oliver Alawuba, the Group Managing Director/CEO, emphasized UBA's journey marked by resilience, innovation, and a steadfast commitment to excellence. He expressed gratitude to customers for their unwavering support and acknowledged the visionary leadership that has propelled UBA's success. UBA Sierra Leone stands out for its pioneering initiatives, including appointing a Sierra Leonean as Managing Director and having a predominantly Sierra Leonean board. The bank leads in profitability, digital banking innovation, and customer-centric services, setting new standards in the industry.

As UBA celebrates its 75th anniversary, UBA Sierra Leone reaffirms its dedication to promoting financial inclusion, driving economic growth, and empowering communities. With a focus on integrity,

innovation, and customer-centricity, UBA remains at the forefront of transforming the banking landscape in Sierra Leone.

With a history spanning over 7 decades, UBA continues to expand its operations across Africa, the UK, USA, and UAE, with a vision to be the leading financial institution in Sierra Leone. The bank's Customer First (C1st) philosophy underscores its commitment to prioritizing customer needs through a blend of people, processes, and technology.

UBA, a renowned bank originating from sub-Saharan Africa, has a strong presence in 20 African countries and key international markets.

In Sierra Leone, UBA has been operational since 2008, serving over 500,000 customers through 10 branches and over 20 ATMs. The bank's strategic focus on customer satisfaction and innovative offerings positions it as the preferred choice for individuals and businesses across Africa.



2024 Africa Day Celebration at UBA



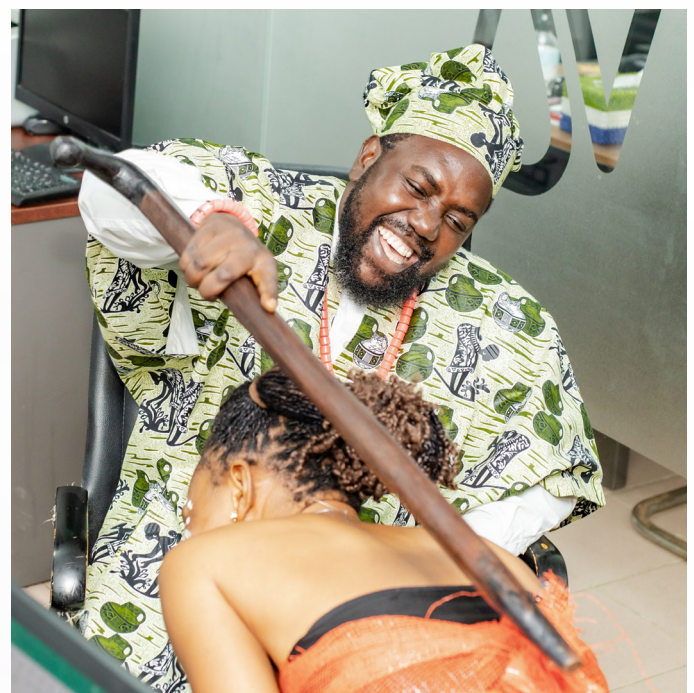
Africa Day is an annual event, dedicated to celebrating the diversity of the African continent, as well as to highlight the cultural and economic potential that exists on the continent. UBA Staff usually set the pace in the celebration as we dressed to work in a display of the best of Africa's rich attire. UBA celebrates Africa Day to promote unity, mutual respect, and pride in who we are as a people and a Pan-African organisation with a global reach. Africa Day 2024 was celebrated on Friday June 24, 2024 across UBA. UBA Sierra Leone was part of this celebration with our Head Office branch beautifully decorated with typical African theme. Staff came to work beautifully adorned in their African attire. There was music, African drums, African snacks and African food for staff and customers throughout the day.

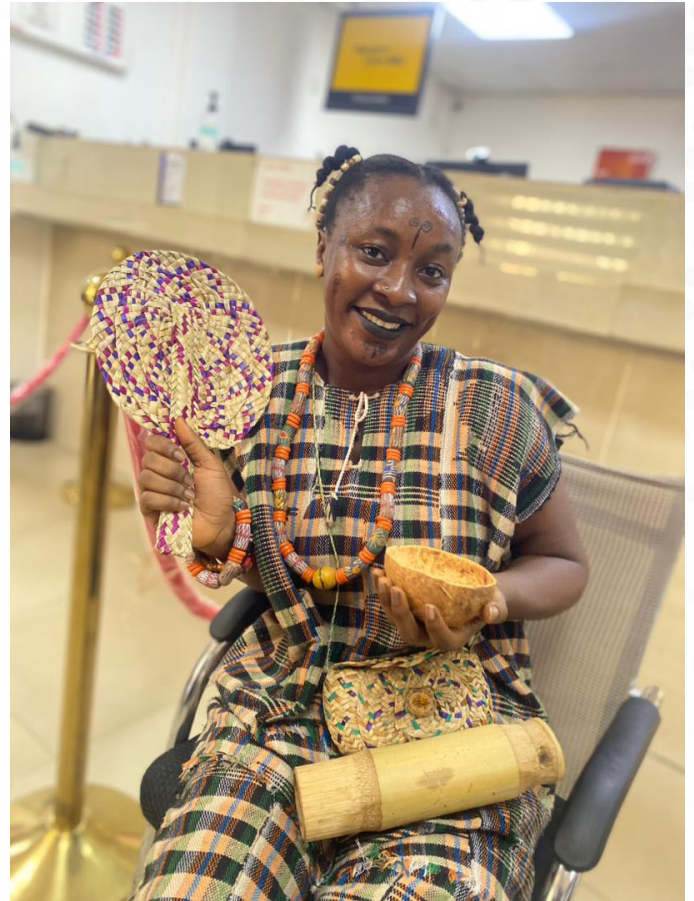


Best Dressed staff- Group and Individual, were recognized and given cash prizes for first, second and third position. These winners were first nominated by staff and votes were cast by staff to get the winners.

Photo Gallery











Angel Amara Fefegula age 12 wins NLE 25,000 Scholarship from UBA Sierra Leone Back to School Remittance Raffle Draw



It was a thrilling afternoon as Twelve (12) years old Angel Amara Fefegula won twenty-five thousand new Leones (NLe 25,000) during the UBA Kiddies Remittance Back to School promotion raffle draw held on Friday January 12, 2024 at the UBA Head Office, Charlotte Street, Freetown. The event was graced with journalists from various media houses (TV, Radio, Print, Bloggers) and was hosted Live on the UBA Sierra Leone Facebook page. In attendance internally were Executive Management Committee members, Heads of Retail Banking, Remittance, Personal Banking, representatives from the Internal Control Team and the Marketing



and Corporate Communication Team. A short presentation on UBA Remittance business was done by Anthony Sam, during which he highlighted the remittance collection requirements, remittance channel (Africash, RIA, Western Union and MoneyGram) offered with key reference to Africash. Africash is UBA's proprietary money transfer platform for both account and non-account holders. Africash is available in all the 20 African countries where UBA operates. The Head, Retail Banking Anita Thomas presented on Kiddies and Teens account stating the documentation, age limit, benefits and encouraged parents to start the habit of saving for their kids to give them a head start in life. For the sake of transparency, one of the journalists were invited to spin the wheel in which the winner of the NLe25,000 scholarship-Angel Amara Fefegula was declared. The journalist asked several questions around Africash, timeline for the availability of

the winning prize in the winner's account, Kiddies and Teens account which were adequately answered by UBA Staff present. The Back to school remittance campaign started on August 15, 2023 and ended on December 31, 2023. All Kiddies and Teens account opened during this promotion were presented at the fortune wheel with only one person emerging as the winner.





Bank of Sierra Leone approves Mohamed Alhajie Samoura as Managing Director/CEO of UBA Sierra Leone



The Central Bank of Sierra Leone has approved the appointment of Mohamed Alhajie Samoura as the Managing Director/Chief Executive Officer of United Bank for Africa (UBA) Sierra Leone. This "No Objection" approval was granted on 30th January 2024, making Mr. Samoura the first Sierra Leonean to hold this position since the bank began its operations in the country in 2008. Prior to this appointment, Mr. Samoura served as the Acting MD/CEO and has been instrumental in driving the bank's growth and success. Mohamed Alhajie Samoura is a seasoned banker with nearly two decades of experience in the Sierra Leonean banking industry. He has a strong track record of leadership and has been recognized with several accolades, including being named among the 100 Most Outstanding Executives in Sierra Leone. Under his leadership, UBA Sierra Leone has received prestigious awards, such as the Bank of the

Year and Climate Positive Bank of the Year. Mr. Samoura's appointment is in line with UBA Group's strategic focus on localizing its governance, products, and services to meet the specific requirements of the host economy in all the countries where it operates in Africa. UBA Sierra Leone, with over 400,000 customers, aims to be the leading financial institution in the country's banking sector. Mohamed Alhajie Samoura's wealth of experience and understanding of Sierra Leone's corporate and institutional banking landscape makes him well-suited for his new role. His appointment reflects UBA's commitment to empowering local talent and promoting human capital development across the continent. Mr. Samoura's leadership is expected to further strengthen UBA's position in Sierra Leone and contribute to the bank's continued growth and success in the region.

Happy Birthday Mr Mohamed Alhajie Samoura, MD/CEO UBA Sierra Leone



Friday May 10, 2024 was the birthday celebration of the Managing Director/CEO, UBA Sierra Leone. It was a jubilant occasion marked with festivity throughout the day.

Best wishes and congratulatory messages were flying all around with prominent social media bloggers writing about their experiences and appreciating the impact Mr. Mohamed Alhajie Samoura has created in Sierra Leone as a whole. Happy Birthday to our MD/CEO, Mohamed Alhajie Samoura.

Thank you for your exemplary leadership and vision.
Cheers to more success and inspiration from all of us at UBA Sierra Leone.



UBA Sierra Leone in collaboration with Ministry of Basic and Senior School Education concluded the UBA Foundation 4th National Essay Competition.



On Friday, February 16th, 2024, UBA Sierra Leone, in collaboration with the Ministry of Basic and Senior Secondary Education (MBSSE), concluded the 4th Edition of the UBA Foundation National Essay Competition. The NEC final was held at the UBA Head Office training room with live Facebook coverage through the Bank's official Facebook page and Liberty TV online, and in the presence of other media representatives and parents of the participants.

During the 4th Edition, a total of 307 essays were received, with 74 being disqualified based on the following reasons: typed essays submitted, duplicated essays, no BECE results presented, and no contact information.

In the 2022 edition, UBA Sierra Leone received 234 essays, with 24 being disqualified. Among the 307 essays received in 2023, 233 essays were handed over to the judges to mark. A total of 122 girls submitted essays as compared to 111 boys nationwide.



Assessing their respective essays were five distinguished judges drawn from top public tertiary institutions in the country. These judges are doctors and professors in English, Literature, and Mass Communication. The scripts were graded using the following as a guide: organization, expression, content, and mechanical accuracies.

Announcing the winners, the MD/CEO of UBA Sierra Leone said that the UBA Foundation National Essay Competition offers an opportunity for pupils in examination classes to strengthen their critical thinking, civics, and other skillsets relevant to their growth. He also expressed delight on the number of girls that submitted entries. 'This edition is very special because all the winners are girls' says Mohamed Alhajie Samoura MD/CEO UBA Sierra Leone. He challenged the Marketing and Corporate Communications Team to drive more awareness on NEC Call so that the 2024 edition hits over a thousand applicants.

The top 12 candidates each received a branded laptop, UBA branded school bags, UBA corporate items, certificate of participation, and the top three winners received trophies that will be a legacy for them to cherish.

The National Essay Competition (NEC) is a UBA Foundation Initiative that was initiated in 2011 as part of the Foundation's drive to improve access to education for the underprivileged across Africa. UBA Sierra Leone started NEC in 2020 in collaboration with the Ministry of Basic and Senior Secondary School Education. In this edition, the bank also partnered with the National Commission for Children (NCC) which further enhanced the call for participants from across the 16 districts of Sierra Leone.



1st Position: Thea Nyaloh Davies, 14 Years, Jonathan's Children School, Bo



2nd Position: Sherilyn A.N Kamara, 16 Years, Annie Walsh Memorial School, Freetown



3rd Position: Nadia Nganga Sebba, 17 Years, Cluny Free The Children (CFTC) Secondary School, Kono

UBA Foundation's Support Forum for African Women Educationalist (FAWE) School with books through the Read Africa Initiative



In celebration of women's month, UBA Foundation through the Read Africa Initiative donated 2 cartoons of books and a purse to assist the school in hosting its annual prize giving ceremony to be held on Friday 22 March, 2024 at the school grounds. The donation was anchored by the Head, MCC and was done at UBA Head Office on Wednesday 13 March, 2024 to the Head Teacher and other senior teachers of the school.



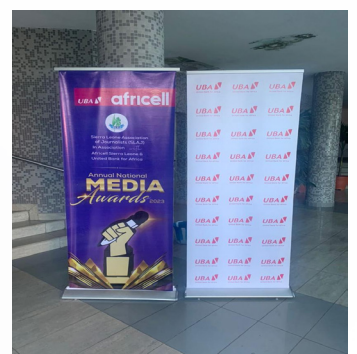


Sierra Leone Association of Journalists (SLAJ) extols UBA Sierra Leone as the Bank that Supports the Media



On Saturday March 2, 2024 during the Annual National Media Awards 2023 organized by SLAJ, UBA Sierra Leone was recognized and applauded as the bank that supports the media. UBA Sierra Leone served as key sponsor to the Annual National Media Awards 2023 event which was held at Bintumani Conference Center. The bank recognizes the role of the media in the success of corporate businesses such as ours and understand that there are constraints in the media landscape which require the support of the bank. These supports are evident in the bank's diverse intervention to the Media

through advertorial and sponsorship. The event was well attended with renowned media personalities (TV, Radio, Press and Online) and other dignities. The UBA brand was massively promoted on various physical and electronic communication materials. We are honoured to receive such accolade and we remain committed to supporting the Media.





UBA supported West Africa Women's Network (WAW) to celebrate International Women's Day



UBA Sierra Leone supported West Africa Women's Network to host the Women in Excellence Award 2024 on March 8, 2024 as part of their activities in celebrating International Women's Day. Women from all walks of life were recognized from their indelible strides in women empowerment initiatives. UBA was also awarded for exceptional support to women and financial inclusion for all. WAW activities involve adult education, awarding of scholarship and other activities to advance women and girls empowerment.





UBA Sierra Leone Launches the Easter Ramadan Remittance Promotion



UBA Sierra Leone kicked off this year's Easter Ramadan Remittance Promotion at our Charlotte Street head office, a recurring highlight that continues to capture widespread interest. The launch, covered by various media outlets including TV, radio, and newspapers, also brought together our dedicated team of branch managers and staff. The event which was held on 22nd March 2024 was graced with insightful speeches from our esteemed colleagues. Anita Thomas, acting Head of Retail Banking, set the stage with her uplifting opening remarks, emphasizing the bank's commitment to providing value-added services to our customers. Anthony

Sam, acting Head of Remittance, followed with a detailed presentation about the promotion. He introduced the audience to our range of remittance services, including AfriCash, Western Union, MoneyGram, Ria, and BnB. Particularly noteworthy is AfriCash, UBA's proprietary product designed to facilitate seamless money transfers across Africa, alongside our role as an agent for other major global transfer services. The essence of our Easter Ramadan Remittance Promotion is to reward individuals receiving money from overseas. Participants stand a chance to win a variety of gifts based on the amount they collect. These gifts range from essential items like rice and



cooking oil to UBA-branded merchandise, including bags, pens, keyholders, and water bottles, ensuring that everyone has something to gain from this celebration. Kicking off on 22nd March 2024 and running until the end of April, this promotion is a testament to UBA Sierra Leone's dedication to enhancing our customers' banking experiences, particularly during the festive seasons of Easter and Ramadan. It's an opportunity for us to give back to you, our valued customers, and add a bit more joy to your celebrations. Kelvin Sheku, Branch Manager of Charlotte Street, wrapped up the speeches with a vote of thanks, expressing gratitude

towards everyone who made the event a success and highlighting the collective excitement for the promotion's impact. Stay tuned to all UBA Sierra Leone social media channels for updates on this promotion and more. Let's make this Easter and Ramadan season memorable with UBA Sierra Leone



Tony Elumelu Foundation Entrepreneurship Programme 2024: A total of 9 Sierra Leoneans Win Non-Refundable Seed Capital of \$45,000



On Friday, March 22, 2024 – The Tony Elumelu Foundation (TEF), the leading philanthropy empowering young African entrepreneurs from all 54 African countries, has announced the successful entrepreneurs in its tenth selection for the TEF Entrepreneurship Programme.

This year, a total of 9 Sierra Leoneans selected and now direct beneficiaries from the Non-Refundable Seed Capital of \$45,000 from the 2024 Tony Elumelu Foundation Entrepreneurship Programme as each of them will be receiving \$5000 to start up their businesses.

This new cohort brings to 20,000, the number of young African entrepreneurs

who have received funding, mentoring, and capacity-building support from the Foundation, double the initial commitment. The Tony Elumelu Foundation has disbursed US\$100,000,000 directly to young African entrepreneurs, who have created over 400,000 direct and indirect jobs, contributing significantly to Africa's economic growth and development. 45% of these beneficiaries are women, reiterating the Foundation's commitment to gender inclusion and equity.

During a presentation done on Friday by the consultant, he disclosed that, this year, a total of 17,884 entries were submitted across Africa, 2,115 were selected for review out of which 1,104 were selected from 53 African countries. The demography shows



65% (716) male applicants and 35% (388) female applicants. Nine (9) Sierra Leonean young Entrepreneurs were selected for a non-refundable seed capital of USD 5,000 to start-up their businesses or add to their capital to upscale their businesses. We are congratulating these 9 Entrepreneurs and encouraging other young entrepreneurs to participate in future programme to empower themselves and provide job for other young people through their crafts thereby contributing to economic growth.

Past entrepreneurs selected across Africa include:

- Mohamed A (MAK) Kamara, Co-Founder & Managing Director of Freetown Innovation Lab, Mohamed A Kamara, a Sierra Leonean social entrepreneur, holds a BSc Honours in Physics and a Master of Philosophy in Energy Studies. As the Co-Founder and Executive Managing Director of Freetown Innovation Lab, he pioneers a circular economy approach to combat social issues. This involves recycling, reusing, and replacing plastic waste to develop products that solve social problems, construction materials, renewable energy solutions, and green transportation solutions. He has received several awards, including African Youth Icon of the Year, Young Energy Leader, Expo Live Dubai Winner, Prototype for Humanity, Rethink Africa Transport, and Winner of the United People Global Innovation Competition. Additionally, he was recognized as the UNDP Youth Innovator of the Year. Through his work and inventions, he has impacted over 50,000 low-income citizens via various initiatives. Currently, he serves as the Hub Lead for the Tony Elumelu Foundation in Sierra Leone.

- Stella Sigana, founder of Alternative Waste Technologies from Kenya, produces

fuel briquettes by converting organic and charcoal waste from slum settlements, and dedicates a portion of the revenues to providing education, skills training, and job placement for adolescent girls and young women aged 18-24. Since her selection, Stella has created 12 jobs, generated over \$79,000 in revenue, and recycled over 500 tons of waste into fuel briquettes for cooking. Her business model has also empowered hundreds of women entrepreneurs in slum settlements in Kenya, enabling them to build businesses by selling her products directly to their communities, thus significantly increasing household income and wellbeing.

- Vital Sounouvou from Benin is the founder of Exportunity, an e-commerce platform that promotes export opportunities for Africans by connecting producers with traders. Through Exportunity, Sounouvou has engaged over 750 clients, and built a database of 85,000 companies trading with Africa. He has employed 32 people.

- Nora Chaynane, a Moroccan entrepreneur, and founder of Shine Space, a socio-educational initiative aimed at bridging the knowledge gap and guiding students toward the right career path, helps young Moroccans develop technical and interpersonal skills beyond school curriculum requirements. Through Shine Space, Nora has upskilled and capacitated over 2,500 young Moroccans.

Since inception in 2010, the Tony Elumelu Foundation has pioneered an innovative approach to seeding, capacitating and networking young entrepreneurs across Africa. Drawing directly from Founder Tony Elumelu's entrepreneurial journey, the Foundation democratizes luck,



spreads opportunity, in a sector agnostic approach, and has developed a bespoke infrastructure that reaches every country in Africa. The Foundation is driven by our Founder's philosophy of Africapitalism, which advocates that the private sector, particularly entrepreneurs, must play the pivotal role in Africa's development.

The robust ability of the Foundation to reach entrepreneurs across geographies and sectors has enabled it to conduct innovative partnerships with the European Union (EU), United Nations Development Programme (UNDP), the International Committee of the Red Cross (ICRC), the US Government via the United States African Development Foundation (USADF), the Organisation of African, Caribbean and Pacific States (OACPS), the French Development Agency (AFD), the German Development Finance Institution (DEG), the German Agency for International Cooperation (GIZ), the African Development Bank (AfDB), Sèmè City Development Agency, and Google, with bespoke programmes including targeting female empowerment and growth in fragile states. Building on its existing partnership with Sèmè City Development Agency, the Tony Elumelu Foundation will fund an additional 100 young entrepreneurs from Benin Republic in 2024.

Tony O. Elumelu shared: "As we mark a decade of impact, I am immensely proud of the incredible journey we have embarked on. Our entrepreneurs represent the driving force behind Africa's economic transformation, and their resilience, determination, and innovation continue to inspire us all. The future of our continent is brighter because of their efforts."

As part of the Tony Elumelu Foundation's commitment to support young Africans, the following ongoing opportunities are currently open for applications from young entrepreneurs across Africa on TEFCConnect:

- Women Entrepreneurship For Africa (WE4A), a partnership between the European Union, GIZ and TEF
- Aguka Entrepreneurship Programme, a partnership between UNDP and TEF in Rwanda

African entrepreneurs are encouraged to apply to these initiatives to receive training, mentorship, access to networks, and funding.





Experience Unlimited Possibilities with **UBA Prepaid Card**

The UBA Prepaid Card is made for everything you need. You can pay for **online course**, **shop online**, **withdraw** from **ATM**, and much more. Get a card instantly at any UBA branch nationwide.



Transfer Money across Africa with **AfriCash**

With **AfriCash**, our fast and secure money transfer service, you can send and receive money from any UBA location across Africa.

AfriCash
Cash transfers across Africa

For more information, contact us on: +23278200200 | +23275142718 | +23231224488 | +23280419943

www.ubasierraleone.com | Africa's Global Bank



UBA PREPAID CARD

Enjoy banking with a card that is not linked to your account!

The UBA Prepaid Card is a pre-funded and re-loadable card that can be used to pay bills and make purchases. The UBA Prepaid Card is:

- ✓ Best for online shopping
- ✓ Great for budget planning
- ✓ Not linked to your account
- ✓ Instantly issued at any UBA business office
- ✓ Accepted all over the world



For more information, contact us on: +23278200200 | +23275142718 | +23231224488 | +23280419943

www.ubasierraleone.com | Africa's Global Bank

UBA Digital Channels



Mobile App



#144*6*1#



Leo
079919919



Internet
Banking



PoS



ATM



4

Essential Security Tips for Our **SME** Customers

EMPLOYEE CYBERSECURITY TRAINING



Regular training on cybersecurity best practices is vital. Ensure your team is aware of common threats like phishing and knows how to create strong passwords.

1



STRONG PASSWORDS AND MULTI-FACTOR AUTHENTICATION



Secure your business accounts with robust passwords and enable multi-factor authentication for an added layer of security.

2



DATA BACKUP AND DISASTER RECOVERY



Always back up important business data. A solid disaster recovery plan ensures you can quickly regain access to your data in case of a cyber incident or other disruptions.

3



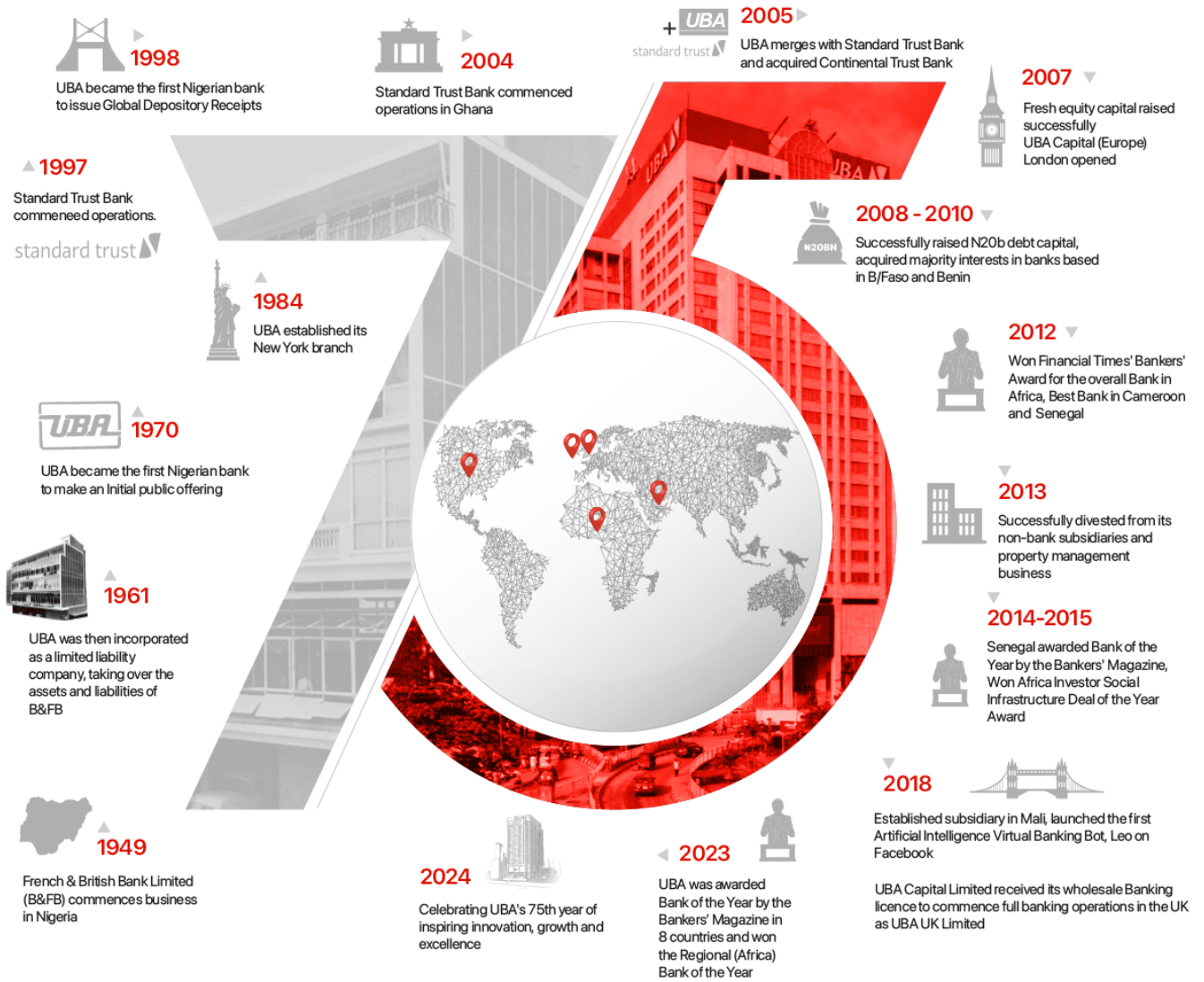
ACCESS CONTROL



Limit access to sensitive information. Use administrative controls to manage who can view and use specific data and systems within your organization.

4





PRE-MERGER

POST-MERGER

UBA

United Bank for Africa



25

Africa's Global Bank



United Bank for Africa

UBA Sierra Leone



MCC Department, 2024