

# UBA SIERRA LEONE NEWSLETTER



Quarter 1 | May 2025 | Africa's Global Bank



## INSIDE UBA-SL

Stories that shaped our Quarter,  
Telling our Story. Shaping the  
Brand.

*2024 Staff Party – Internal  
Bonding*

*Jogging to Bond ( Level Up  
Season 2025 - Episode One)*

*MD Featured in Forbes & Afri-  
ca Economy Magazine – UBA  
SL's Trailblazer*



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# Quote from the Editor

**Sallieu Sesay**

Head, Marketing & Corporate  
Communications

“

Quarter one was a testament to the power of clear messaging, strategic branding, and bold storytelling. As we move forward, we're proud to share key moments that defined our journey.



## Staff Party – Internal Bonding



The UBA Staff Party held on the 8th of February 2025 at Ocean View Sussex was a resounding success. The event commenced at 10:00 PM, with a large turnout of over 200 staff members in attendance. To ensure smooth transportation, a bus was hired to pick up staff from the UBA branch offices at Wellington and Lumley. This arrangement facilitated easy access to the venue, allowing all attendees to arrive on time and enjoy the evening without worries.

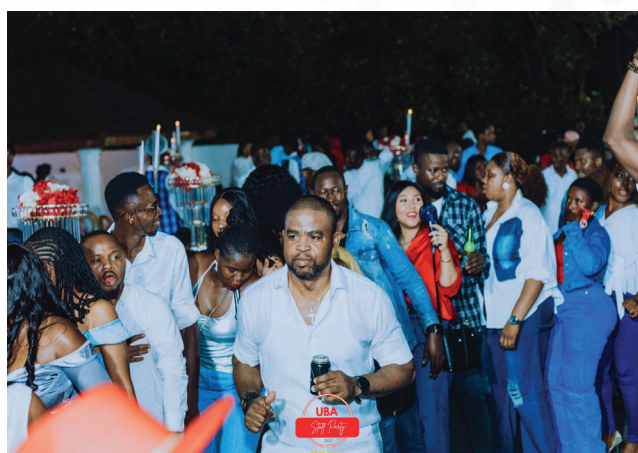
Staff looked fantastic in their denim outfits with a touch of UBA colors, making the event truly classic and unique. The atmosphere at the event was vibrant and filled with excitement. The venue was well-decorated, providing a perfect setting for relaxation and enjoyment. Delicious foods and assorted drinks were available, ensuring that everyone was well-catered for. Staff members indulged in variety of activities and fun challenges refreshing

themselves throughout the evening. The party featured lively music, entertainment, and social interactions, allowing staff to unwind and connect with colleagues outside the work environment. The event fostered camaraderie and strengthened team spirit within the organization. Overall, the UBA Staff Party was a memorable occasion, successfully bringing employees together for an enjoyable and festive evening.

The excellent organization, generous provisions, and enthusiastic participation contributed to its remarkable success. Staff members were recognized for their outstanding contributions and awards were presented to employees for their exceptional performances, while others were honored for their long service, dedication, and commitment to the bank.



## Staff Party – Photo Gallery





## Jogging to Bond - Quarter 1



On 1st March 2025, MCC, in collaboration with HMC, organized the Q1 “Jogging to Bond” event. emphasizing that jogging is not merely a physical activity—it also plays a vital role in building and strengthening relationships among staff. Jogging together encourages teamwork, enhances communication, and boosts motivation across departments.

The turn up was great and participated greatly in the event. The atmosphere was lively, with plenty of laughter, conversation, and mutual encouragement throughout the jogging route. The event was both entertaining and engaging, creating a positive and energetic environment that reflected the core objective of bonding through wellness.

In addition to jogging, there were light warm-up sessions, team challenges, and post-run refreshments, all designed to enhance the spirit of camaraderie. Jogging to Bond proved to be a successful initiative in fostering unity, and participants are already looking forward to the next edition.





## Photo Gallery





## International Women's Day Celebration - Stories Worth Sharing



### From Security Officer to Digital Banking Sales Officer: Fatmata Kuyateh and Zenobia Bell's inspiring Journey!

Their perseverance paid off! Fatmata is now a Digital Banking Sales Officer at UBA Sierra Leone, College Road Branch. Fatmata's story is proof that hard work, ambition, and belief in oneself can transform dreams into reality

"At UBA Sierra Leone, I've learned that success is about continuous grOwth, embracing challenges, and staying committed. It's not where you start but how willing you are to adapt and grow" Zenobia said, Let us all draw inspiration from Zenobia's story, reminding us that our paths are paved with opportunities for growth and excellence, no matter the starting point.

Women across all branches were celebrated with placards championing inclusion, spotlight stories (like our inspiring security-turned-banker), and a trivia session led by MCC.





## Poetry & Spoken Word School Competition - Value for Education



UBA Sierra Leone, in partnership with the Spelling Bee Foundation, hosted the first-ever Inter-School Poetry and Spoken Word Competition in celebration of International Women's Day. The event, held on March 14th, 2025, at the CCSL Hall on Kingharman Road, ignited creativity and self-expression among young minds. Bringing together 160 pupils from 10 schools, the competition provided a platform for students to showcase their talent through poetry and spoken word performances.

Two sets of winners emerged from both the Junior Secondary School (JSS) and Senior Secondary School (SSS) categories. The top three winners in each category took home SLE 5,000, SLE 3,000, and SLE 1,500, respectively. In addition to the prize money, 100 poetry books were donated to the participating schools, further enriching their literary resources.

### SENIOR CATEGORY WINNERS

**1st Position:** Edna Mansaray (Methodist Girls' High School)

**2nd Position:** Abdul Sheriff Sankoh.  
(Albert Academy Senior Secondary School)

**3rd Position:** Posseh Bangura  
(Government Rokel Senior Secondary School )

### JUNIOR CATEGORY WINNERS

**1st Position:** Keithbel Benjamin (John F. Kennedy International Academy)

**2nd Position:** Sulaiman Kargbo  
(Saint Edward's Secondary School)

**3rd Position:** Elizabeth H Bangura  
(St. Joseph's Secondary School)

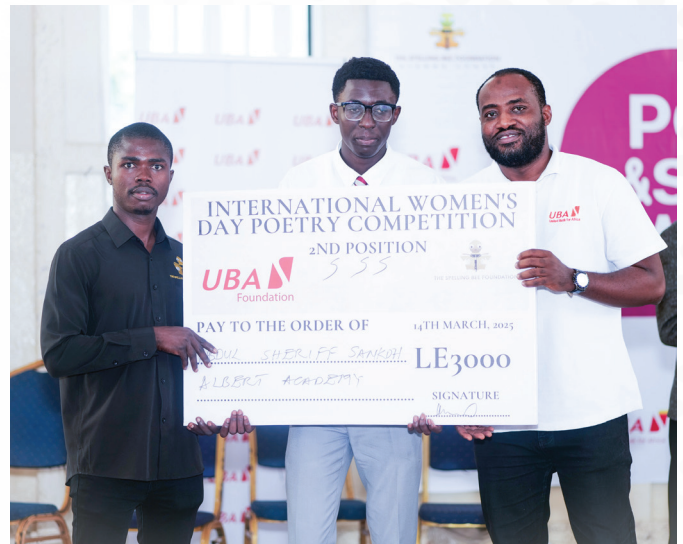
Kumba Foday-Ngongou, speaking on behalf of the Managing Director, encouraged students to take their education seriously, urging girls to challenge societal limitations and boys to treat women with respect.



Christiana Sao-Lamina introduced UBA's Teens and NexGen accounts, emphasizing the importance of saving, even from daily allowances. She also encouraged parents to open UBA Teens and NextGen Accounts for their children to instill financial responsibility early.

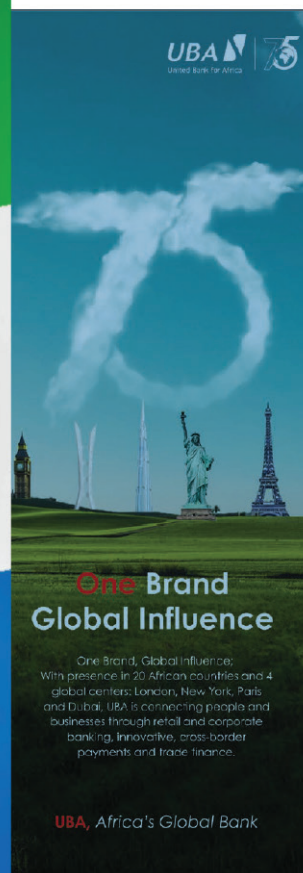
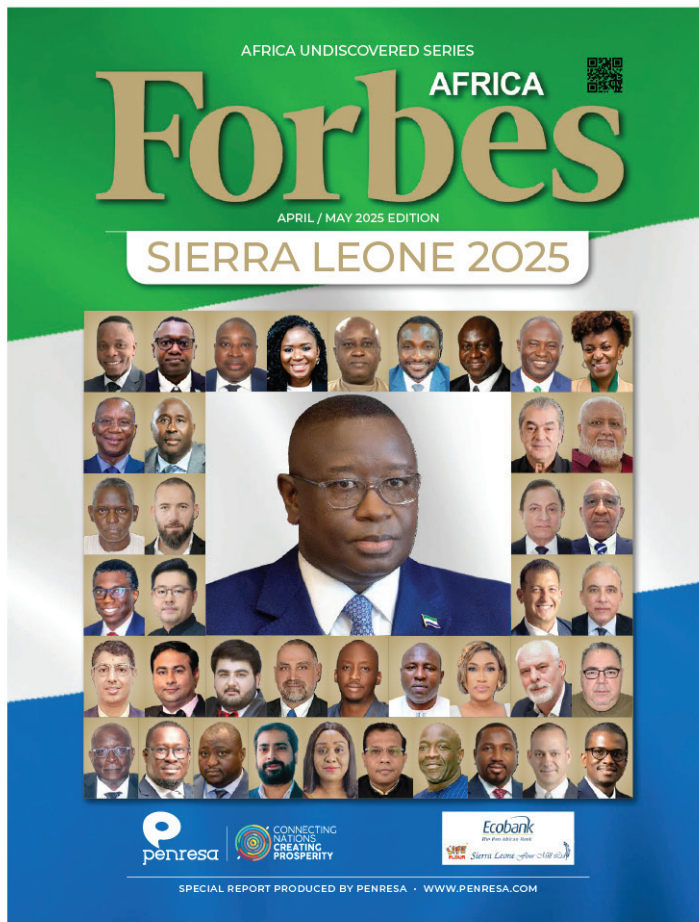


This impactful event underscores our unwavering commitment to supporting education and fostering the development of young talent in Sierra Leone. By providing platforms for creative expression, the bank aims to empower students and contribute to the growth of a vibrant and intellectually engaged community.





## MD Featured in Forbes & Africa Economy Magazine – UBA SL's Trailblazer



### UNITED BANK FOR AFRICA (UBA)

#### Pioneering Next-Level Banking Experiences

Leading the way with digital banking, SME financing, and investments in agriculture, energy, and infrastructure.

United Bank for Africa (UBA) has solidified its position as a major force in Sierra Leone's banking industry by demonstrating outstanding expansion, creative financial solutions, and a dedication to economic prosperity. The bank has seen exponential growth and established itself as a pioneer in the financial sector.

With the help of cutting-edge solutions like the AI-powered chatbot Leo, UBA Sierra Leone has embraced digital banking and guarantees flawless client experiences. Mohamed Alhajie Samoura, Managing Director and CEO of UBA Sierra Leone says, "Leo is an interactive virtual banker that customers can use on Facebook, Instagram, and WhatsApp to conduct banking transactions with ease." The bank also provides individual and business online banking options and a mobile app.

Card issuance has also been a top emphasis, with over 35,000 Visa and MasterCard-compatible cards distributed. Recognizing the need for growth in this area, UBA has introduced a USD prepaid card for overseas transactions. "We want to meet local banking needs while offering top-notch financial services," says Samoura.

UBA has played a significant role in supporting Sierra Leone's primary economic sectors, with a focus on agriculture, renewable energy, and logistics. The bank's US\$50 million SME Working Capital Facility is designed to help small and medium-sized enterprises in those crucial industries. Samoura pointed out, "We are prioritizing financing solutions across the entire agricultural value chain because agriculture contributes significantly to the economy."

Beyond conventional banking, UBA is dedicated to financial inclusion. Since the introduction of the Pan-African Payment and Settlement System (PAPSS), cross-border transactions have been transformed. Samoura clarifies, "PAPSS removes dependence on the US dollar, enabling smooth intra-African trade." This program promotes regional commerce and strengthens economic integration throughout the continent.

The bank also offers adaptable financial options designed for government contractors and corporations. "Our clients can execute projects without delays because our bid security and guarantee facilities are processed faster than the competition," Samoura says.



www.uba.com.sl

PATH TO PROSPERITY - SIERRA LEONE

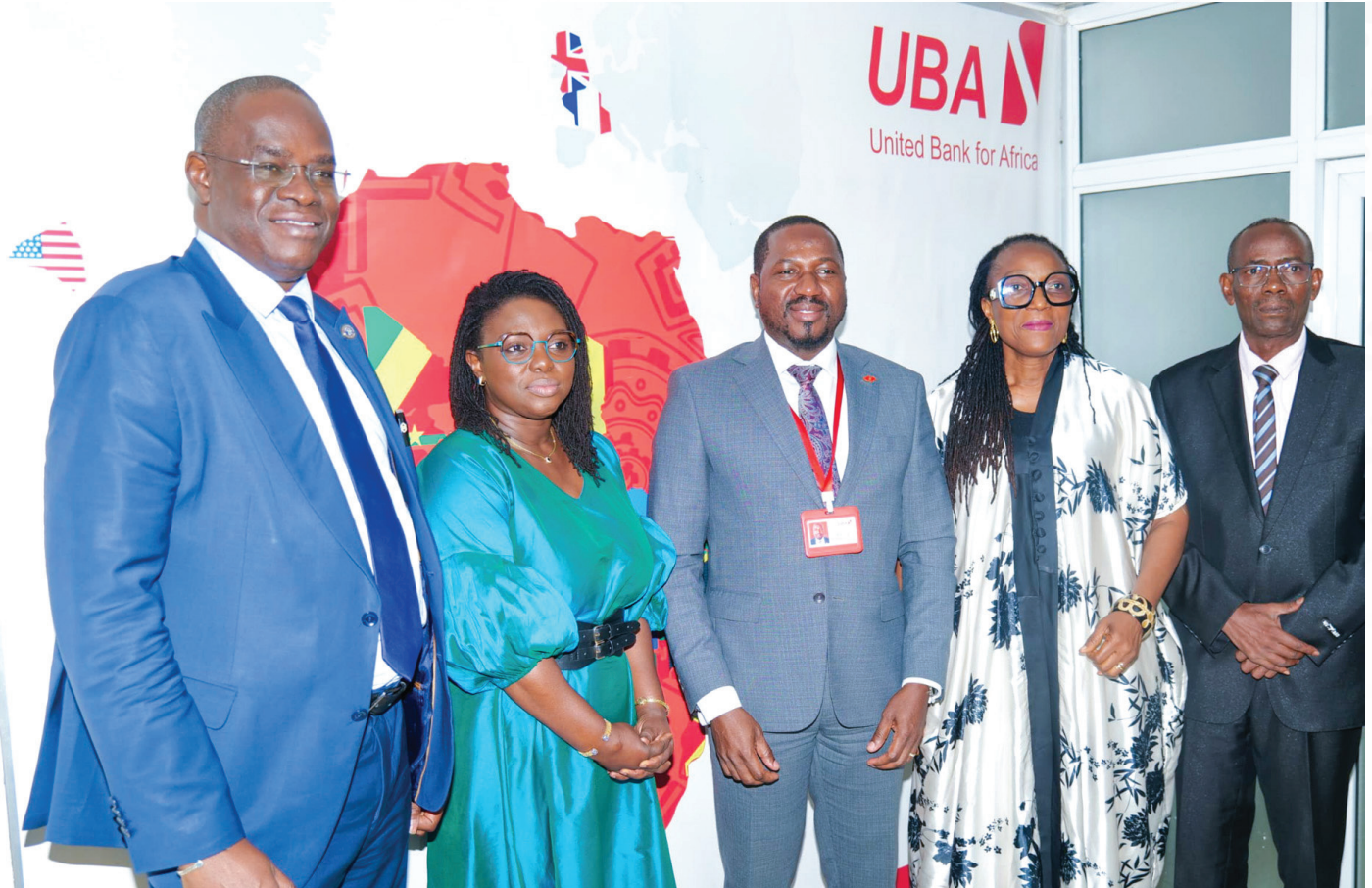
United Bank for Africa Sierra Leone (UBA) Continues to set the pace in redefining modern banking across Sierra Leone and the continent at large. At the heart of this transformation is, Mohamed Alhajie Samoura, Managing Director and CEO of UBA Sierra Leone, who was recently featured on page 18 of Forbes Africa magazine.

His astute leadership is not only elevating the bank's presence but also shaping the future of banking through innovation, inclusion, and impactful investment. From championing digital advancements like the AI powered Chabot, Leo, to championing access to finance for SMES, and supporting key sectors such as agriculture, energy, and infrastructure, Mohamed Alhajie Samoura is leading a new era of growth and service excellence.

# Pioneering Next-Level Banking Experience.



## Courtesy Visit from UN Women



Strengthening partnerships for gender inclusion, UN Women paid a courtesy visit to our MD, aligning on shared values of empowerment and progress.

President of the Sierra Leone Association of Commercial Banks Meets UN Women and ASF to Advance Women and Youth Empowerment and Business in Sierra Leone Mohamed Alhajie Samoura, President of the Sierra Leone Association of Commercial Banks (SLACB) and the MD/CEO UBA Sierra Leone held a strategic meeting on Thursday 10th April, 2025 at UBA Headquarters in Freetown, with key representatives from UN Women and the Africa Solidarity Fund (ASF). Attendees included Setcheme Jeronime M. Mongbo, UN Women Country Head in Sierra Leone;

Aly Guindo, ASF Country Manager; Mame Khary Diene, UN Women International Consultant; and Mohamed Kargbo, UN Women Communications Officer.





**One Brand**  
**Partnering**  
*for* **Progress**

**UBA**   
United Bank for Africa

**75**  




## ***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.

Benin  
Burkina Faso  
Cameroon  
Côte D'ivoire  
Congo Brazzaville  
Congo DRC  
Gabon

Ghana  
Guinea  
Kenya  
Liberia  
Mozambique  
Mali  
Nigeria

Senegal  
Sierra Leone  
Tanzania  
Tchad  
Uganda  
Zambia



**One Brand  
Partnering  
for Progress**

**UBA**  
United Bank for Africa



# Empower Your Spending with UBA Prepaid Card

Shop Online | Pay Bills | Withdraw Cash  
Travel Conveniently | Manage Expenses

**UBA**, Africa's Global Bank



## Didiana Awarded By WABA



WABA Award of Excellence: UBA staff was honoured for outstanding contributions to the banking sector. “Employee of the Year 2023 UBA Sierra Leone” at the West Africa Bankers’ Awards held on 1st February, 2025.

represents banking and financial institutions across West Africa. WABA supports the West African Clearing House (WACH) and fosters regional trade liberalization through enhanced banking cooperation.

Didiana has been an exceptional sales staff with the highest and most profitable cabal for the year 2024. She won the Bank’s C1st (Customer first) Star of the year for 2024 for her excellent customer service delivery. She is composed, focused and dedicated in her work and willing to serve customers at all times. The West Africa Bankers’ Association (WABA), established on 10th August, 1981,





## Daily Internal News Briefs – Catching up with daily happenings in the world

# NEWS BRIEF

## UBA SIERRA LEONE



## Send & Receive Money Worldwide

With our fast, secure, and stress-free money transfer services.

**AfriCash**  
Cash transfers across Africa

**U - Connect**

**Western Union**



**MoneyGram**  
money transfer



**ria** Money Transfer

## UBA News



### Tony Elumelu Meeting with H.E Alassane Ouattara

Our Group Chair, Tony Elumelu, meeting with H.E. President Alassane Ouattara further affirm UBA's commitment economic growth across Africa.

[Read more](#)



The daily news brief is initiated to keep all staff abreast on daily happenings cut across the world while at work on areas like business, Environmental stories, Health, Education and Human Interest Stories

## UBA Brand promotion at the 2025 Miss Sierra Leone Beauty Pageant



UBA partnered with the Miss Sierra Leone Beauty Pageant, the Bank believes in empowering women and youths to showcase their talent. As part of the bank's partnership with Miss Sierra Leone 2025, a cross section of staff from United Bank for Africa Sierra Leone (UBA) on Saturday 26th April, paid a courtesy visit to the contestants at their camp ahead of the grand event scheduled for Monday 28th April. The visit focused on introducing UBA's products and services, with special emphasis on the UBA Prepaid Card. The contestants expressed their excitement and appreciation for the visit, noting that the knowledge shared, especially about the UBA

Prepaid Card, was significant and timely. UBA remains committed to empowering young talents and creating seamless banking experiences across Sierra Leone and Africa.



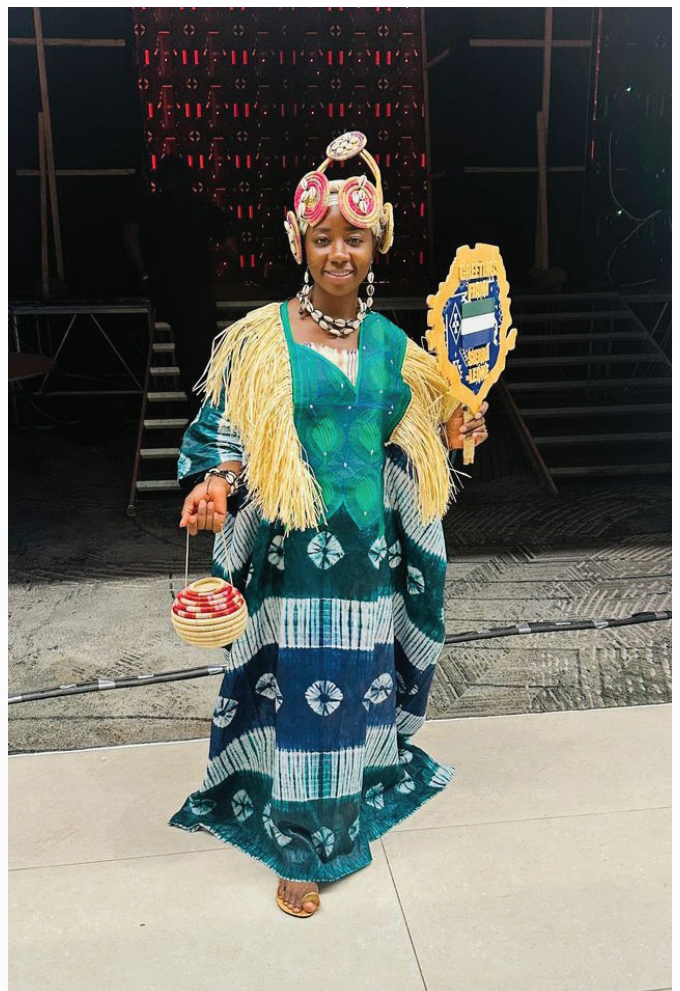


## UBA Sierra Leone's Head of Customer Service Flaunts in Traditional Wear at UBA Group's 75th Anniversary Dinner.



MCC published a write up of Kumba Foday-Ngongou, Head of Customer Service UBA Sierra Leone, who proudly represented the country at the UBA Group's 75th anniversary dinner held in Nigeria.

The outfit, reflecting Sierra Leone's green, white, and blue colours, was completed with accessories made from palm raffia and beads highlighting the nation's heritage and resourcefulness. Kumba's display was more than fashion, it was a proud celebration of Sierra Leone's beauty, history, and cultural identity.





## Meet Aiah Tambayama Gbakima – The First Sierra Leonean GMAP Graduate!



From topping the nation in the 2019 WASCE to being crowned AWOL Young Achiever of the Year, Aiah has consistently shattered expectations. His brilliance led him to graduate as the best student in his faculty at Fourah Bay College, but he didn't stop there. Against all odds, he became the first Sierra Leonean EVER to pass the highly competitive Graduate Management Acceleration Program (GMAP) entrance exam a feat that no one before him had accomplished in the country! Aiah is more than a scholar he is a trailblazer, a pioneer, and a symbol of what's possible for young Sierra Leoneans. His journey proves that with grit, determination,

and vision, no dream is too big! Graduate Management Accelerated Program (GMAP) at UBA started in 2023 aims at inspiring young professionals to discover themselves and their inherent potentials after graduation. The Program is designed to select, develop, and build a pipeline of Next Generation leaders and bankers who will be trained to drive the Bank's vision to be the undisputed leading and dominant financial services institution in Africa. With world-class training, mentorship, and real-world exposure, we are investing in Africa's youth and strengthening the economy of tomorrow.





Hi Leo



# Rainy Days Shouldn't Stop Your Banking

Stay warm, stay dry and let Leo handle your transactions on WhatsApp. Chat with Leo on WhatsApp on **+23279919919** and do your banking in seconds anytime, anywhere.

**UBA**, Africa's Global Bank



Leo is available on:



[www.ubasierraleone.com](http://www.ubasierraleone.com) | Africa, USA, UK, France, UAE

Africa's Global Bank

# 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.

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Cash transfers across Africa

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## 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

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## 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






UBA United Bank for Africa 75

“  
Fraud has no chance when we all work together to protect our money. Stay vigilant, stay secure, and remember, at UBA, you are in safe hands.”

Mohamed Alhajie Samoura  
MD/CEO



UBA United Bank for Africa

“  
In today's digital Sierra Leone, saving smart means saving digitally. With just a few taps, you can take control of your future anytime, anywhere. Let's build wealth with wisdom

Mohamed Alhajie Samoura  
MD/CEO UBA Sierra Leone



UBA United Bank for Africa 75

“  
Money is a tool, not a goal. Use it to create opportunities, empower businesses, and uplift communities. The best investment is one that brings value beyond profits!”

Mohamed Alhajie Samoura  
MD/CEO UBA Sierra Leone

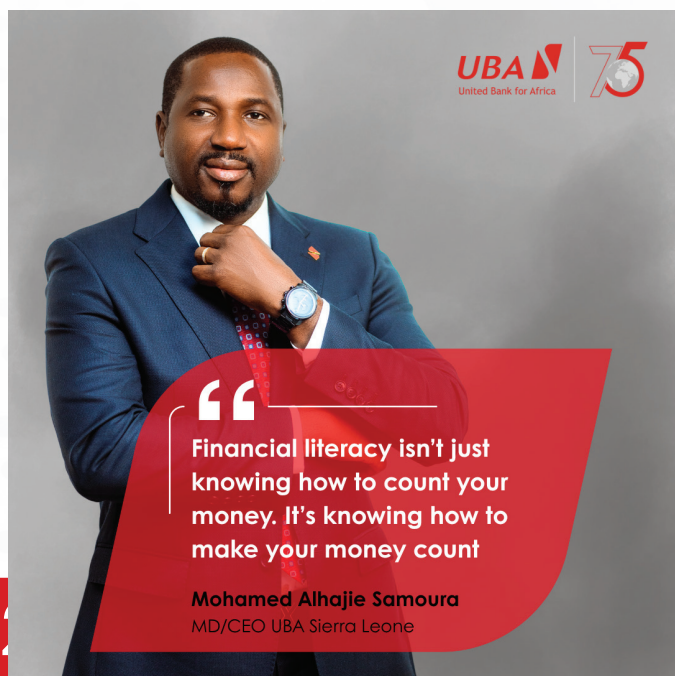


Welcome July

UBA United Bank for Africa

“  
Half the year is gone and that's okay. What matters now is how you show up for the next half.

Mohamed Alhajie Samoura  
MD/CEO UBA Sierra Leone



UBA United Bank for Africa 75

“  
Financial literacy isn't just knowing how to count your money. It's knowing how to make your money count

Mohamed Alhajie Samoura  
MD/CEO UBA Sierra Leone



UBA United Bank for Africa

“  
When you save with a plan, you save with power

Mohamed Alhajie Samoura  
MD/CEO



United Bank for Africa

UBA Sierra Leone



MCC Department, 2025