



Lagos, January 4, 2019

Sterling Bank Brand Refresh - Introducing our Brand Evolution

We write to notify you that the symbol of the Bank's identity will be refreshed on January 7, 2019 and the Board is pleased to share the news with you. This evolution of identity from "aiming for the moon" to "The Rising Sun" is to align the brand with the current strategic positioning of the Bank.

The refreshed identity is simpler, sophisticated and more dynamic in look; it reflects the Bank's progression from old school banking into a new and agile force that delivers forward-moving disruptive financial solutions.

Sterling Bank journeyed from being Nigeria's first Merchant bank in 1960, to one of the fastest growing full-service commercial banks in 2018. Over the course of the Bank's history, the Bank embraced technology and has indeed delivered some of the most innovative and market-disrupting solutions such as **Spectra** -Nigeria's fastest consumer lending platform, **FarePay** -Africa's 1st Contactless Transport Card and **I-Invest** -World's 1st Mobile Treasury Bills App among others.

The Bank's brand has never been stronger and more relevant than it is today and the Bank is in a good position to roll out more innovative services and strengthen its corporate identity in order to occupy an even greater share of space in consumers' minds.

The new identity remains a reflection of the Bank's unstoppable drive to always go further and in its continued commitment to the Nigerian financial services industry.

JUSTINA LEWA

Company Secretary & Chief Legal Counsel

Board of Directors

Chairman
Mr Asue Ighodalo

MD/CEO
Mr. Abubakar Suleiman

Executive Directors
Mr. Grama Narasimhan
Mr. Yemi Odubiyi
Mr. Emmanuel Emeffienim

Non-Executive Directors
Mr. Olaitan Kajero
Mrs. Tairat Tijani
Mr. Michael Jituboh
Mrs. Folasade Kilaso
Mr. Sujit Varma

Independent Directors
Dr. (Mrs.) Omolara Akanji
Mr. Michael Ajukwu

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The Past



The Future



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