



Africanbank Strengthens Brand Reputation as a Top 10 Most Impactful Brands in Africa

Africanbank is thrilled to announce its inclusion in the prestigious Brand Africa 100 list, recognised as one of the Top 10 Most Impactful Brands in Africa. This accolade demonstrates the bank's commitment to its strategic roadmap, Excelerate25, emphasizing customer-centricity, innovation, and operational excellence.

By placing customers at the heart of everything we do, Africanbank has cultivated stronger relationships and deepened trust. This success is reflected in the significant growth of our loyalty program, Audacious Rewards, which now boasts over 500,000 satisfied subscribers.

Recently, Africanbank underwent a brand refresh, reinforcing its commitment to a modern and progressive image. This updated visual identity aligns perfectly with Africanbank's mission to empower consumers in achieving their financial goals. The introduction of renowned brand ambassador Nomzamo Mbatha has further enhanced brand awareness and positive association. Additionally, the recent merger of Grindrod Bank and UBank underscores our strength and growth.

Africanbank is dedicated to sustaining this momentum. The recent brand refresh and ambassadorship launch are part of ongoing efforts to enhance brand perception and reputation. By remaining true to our core values and continually innovating to meet customer needs, Africanbank is confident in its ability to solidify its position as a leading and impactful brand in Africa.

This recognition as one of Africa's Top 10 Most Impactful Brands is a testament to Africanbank's commitment to its vision, strategic initiatives, and exceeding customer expectations. We are proud to be recognised as a key player in the African financial landscape and remain committed to driving positive change and empowering individuals and businesses across the continent.

"This accolade signifies a significant shift in market perception, directly resulting from the successful implementation of our strategic plan and recent brand refresh



initiatives," said Sbu Kumalo, Africanbank Chief Marketing Officer. "We are honored to be recognised as one of Africa's Top 10 Most Impactful Brands. This achievement reflects our dedication to customers and our ongoing efforts to innovate and excel. We look forward to building on this success and continuing to serve our communities with dedication and excellence."

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