

Media Release

For Immediate Release

Republic Bank (Ghana) PLC Unveils Bold Integrated Marketing Campaign 'Republic Verse: Big Up – Unleash your Potential!'

Accra, Friday, 31st October 2025: In a historic move to amplify its market presence and redefine customer experience, Republic Bank (Ghana) PLC has unveiled its new integrated marketing campaign themed **"Republic Verse: Big Up – Unleash Your Potential"**. This innovative campaign is deeply aligned with the Bank's Five-Year Strategic Plan, which focuses on delivering unparalleled value across Retail and Commercial, SME, Corporate Banking, Mortgage, Wealth and Pensions, and Digitization.

Designed to inspire, connect, and elevate customers into new realms of possibility, the Republic Verse campaign represents a universe of opportunities where individuals, businesses, and communities can grow, thrive, and achieve their dreams, all powered by Republic Bank's trusted financial solutions.

A Campaign that Resonates with the Future

Using cutting-edge marketing tactics, from television, radio, social media, and influencer partnerships to on-the-ground experiential events, Republic Bank is charting a new course in how the bank engages with customers. The campaign invites everyone to step into a new dimension of banking where innovative products, personalized services, and transformative experiences converge.

Speaking about the launch, Dr. Benjamin Dzoboku, Managing Director of Republic Bank (Ghana) PLC, emphasized the Bank's staunch commitment to transforming lives and businesses: "The Republic Verse is more than a campaign; it is a movement. A movement that embodies the dreams, aspirations, and potential of every Ghanaian and every business we serve. In a world where possibilities are endless, we are creating a parallel world where our customers' ambitions meet the power of Republic Bank to make them real. Whether you are an SME, a Corporate giant, a homeowner in the making, or someone dreaming of building wealth for generations, the Republic Verse is here to elevate you."

"Our five-year strategic plan has set the roadmap for how we will serve our customers better with sharper focus, deeper insights, and greater efficiency. The Republic Verse brings this to life in ways never seen before in Ghana's banking landscape. We are not just asking you to bank with us; we are asking you to dream big, and let Republic Bank be the partner that makes it happen, every time, any time." Dr. Dzoboku added.

Call to Action: Step Into the Republic Verse

Republic Bank is inviting Ghanaians from all walks of life, individuals, entrepreneurs, corporate entities, and investors to step boldly into the Republic Verse, where their financial needs are met with tailored solutions and exceptional service. Whether it's accessing innovative mortgages, SME financing, corporate advisory, or wealth-building opportunities, Republic Bank is the bridge to transformative possibilities.

As part of the campaign rollout, customers and prospects will experience engaging social media interactions, captivating commercials, live events, and stories of real people who are thriving in their "Republic Verse" journeys.

For more company news, visit www.republicghana.com. **End //**

About Republic Bank (Ghana) PLC:

Republic Bank (Ghana) PLC, a subsidiary of Republic Financial Holdings Limited (RFHL) of Trinidad and Tobago, is the largest and most profitable independent bank in the Caribbean. Republic Bank Ghana is Ghana's leading Universal Banking institution and the most diversified financial institution with a strong reputation for innovation and excellence. The bank is committed to providing market-leading solutions that drive growth and financial empowerment in Ghana and beyond. As a one-stop financial institution, the Bank's services include Corporate, Commercial, and Retail Banking, Investment Banking, Trustee Services, Mortgage Banking, Visa Credit and Debit Cards, and Microfinance.

The Bank's parent company, RFHL, is the largest and most profitable independent Bank in the English-speaking Caribbean, having served the region for over 187 years with a total Asset base of over USD 19.5 billion at the end of June 2025. The Bank focuses on four SDG goals – Good Health and Well-being, Quality Education, Clean Water and Sanitation and Climate Action as part of its Corporate Social Responsibility under its umbrella initiative Power to Make a Difference (PMAD).