



Governors Forum 2023

FirstBank's Value Proposition to State Governments

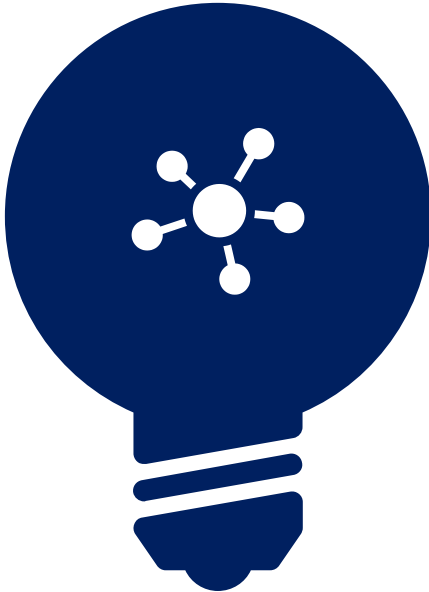




Current Context



Our Value Proposition



Why FirstBank



Our Partnership
Advantage and
Commitments

The sustainable economic prosperity of the 36 states of the federation is hinged on the following:

Current Context

Our Value Proposition

Why FirstBank

Our Partnership Advantage
and Commitments

First Bank
Advanced the
sum of
£3Million to the
Colonial
Government in
1947, funding
the massive
1945-1955
Nigerian
National
Development
Plan.

Economic
Development



Security



Potable
Water



Healthcare



Local
Government
Autonomy



Youth
Empowerment



Education



Agricultural
Development



Infrastructural
Development



However, delivery of the respective Governor's vision will depend significantly on their State's ability to improve internal revenue generation capacity beyond present levels



Current Context

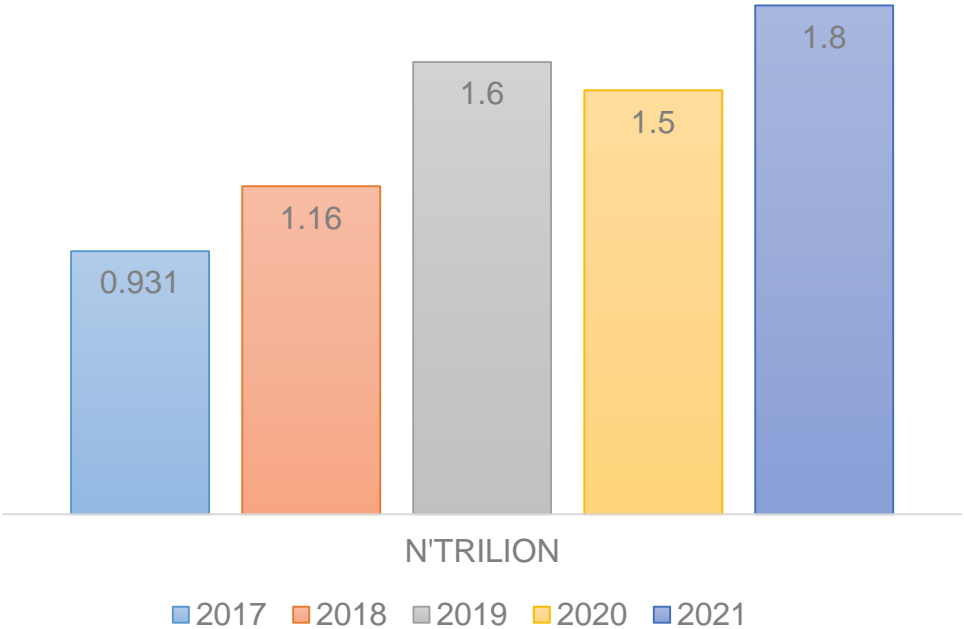
Our Value Proposition

Why FirstBank

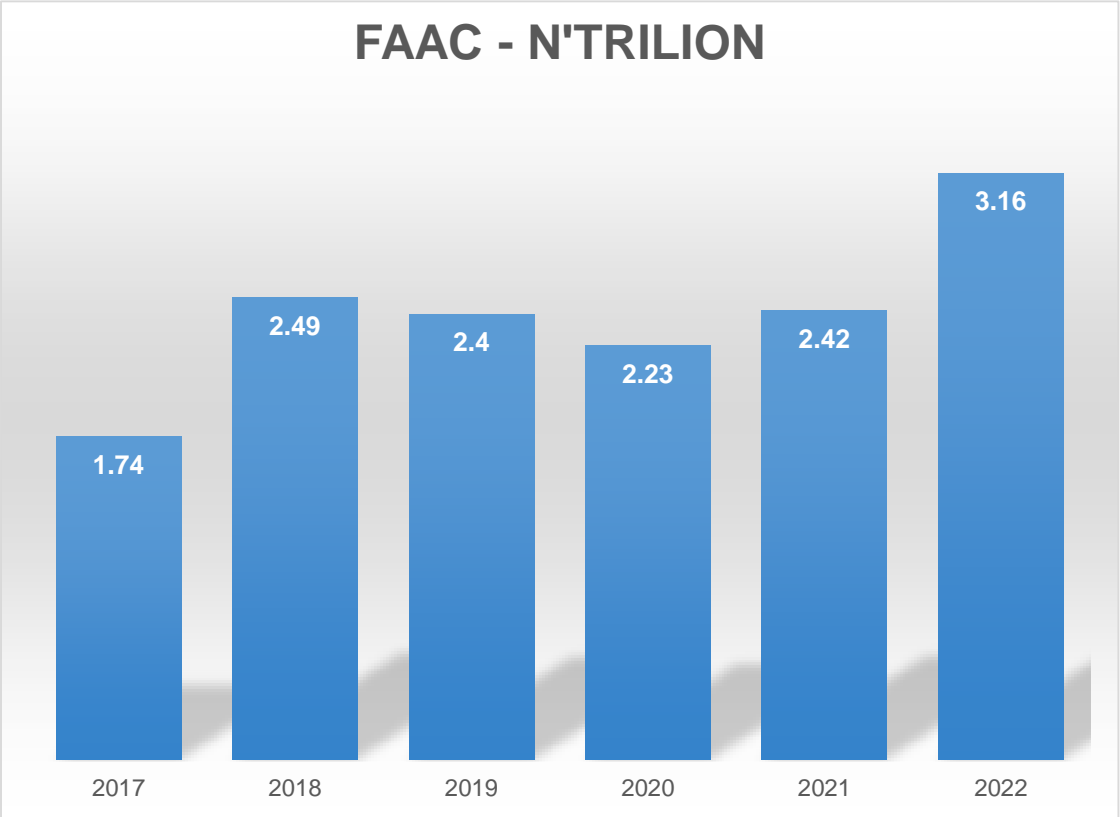
Our Partnership Advantage and Commitments

While there has been improvement in IGR year on year in some states, there remains a huge room for improvement in most states.

States Internally Generated Revenue



FAAC - N'TRILION



Source: National Bureau of Statistics

For over 129 years, FirstBank has remained a strong and supportive development partner to State Governors



Overview

Our Value Proposition

Why FirstBank

Our Partnership Advantage and Commitments

IGR Collections

We leverage our unmatched national reach to deliver industry-leading collections platforms that have helped many states to increase the tax net and efficiency.

Secure Payments & HR-Payroll Banking Platform

FirstBank helps state governments to do more with less through a secure payments and HR-payroll platform that reduces wastages (e.g ghost workers) and meets the operational needs of MDAs

Infrastructure Financing

FirstBank provides financing to states to meet its infrastructural development needs

Women Empowerment

We have tailored products and services aimed at empowering women

Specialized Funding Structures

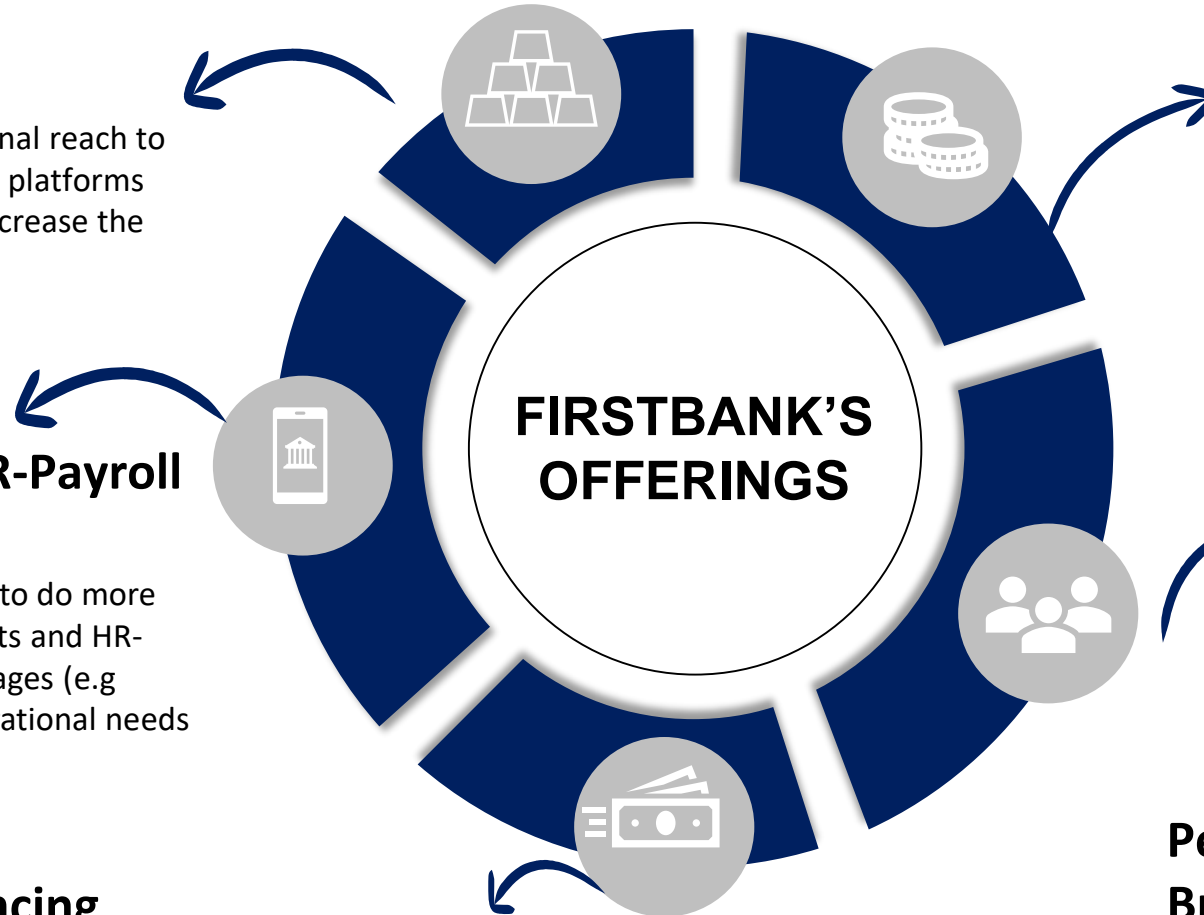
FirstBank has shown immense capacity to fund critical state government's projects while recognizing each state's unique revenue realities and developmental aspirations through the capital market

Value Added Employee Banking Offerings

Our suite of consumer and wealth management products (e.g PLAS, Mortgages, Asset loans etc.) have helped state governments improve goodwill and public sector productivity via enhanced civil servants' welfare

Pension Custodian and Insurance Brokerage Services

Our Pension Custodian and Insurance Broker's team are available to meet your pension and Insurance needs



FirstBank's robust IGR Lifecycle management system will improve tax management efficiency, expand the tax net and boost states revenues position

Current Context

Our Value Proposition

Why FirstBank

Our Partnership Advantage and Commitments

Our Key Contacts



TAX ASSESSMENT

- A simple and objective way of assessing the tax liabilities in States through the Identity Management, Tax Payer Registration module/tool.



TAX COLLECTION

- Ease of collection of taxes to plug the loopholes in the current process. The tax revenue/payment and collection module ensures the process is seamless.



TAX REMITTANCE

- Revenue assurance and accurate online Real-time remittance of taxes collected to states Government using designated IGR accounts for various classes of IGR.



MONITORING AND ENFORCEMENT

- Automation makes it easy to monitor the process and enforce the collection of taxes through the Tax/Revenue Monitoring and Enforcement module/tools.

- FirstBank's IGR Lifecycle Management System delivers convenient and secured service experience to the paying public

Our robust cash management platform (known as FirstDirect) guarantees efficient liquidity and cashflow management practices, thus helping the States Government to do more with less

Current Context

Our Value Proposition

Why FirstBank

Our Partnership Advantage
and Commitments



Robust Payments & HR-Payroll Banking Platform

- HR-payroll solutions with biometric capabilities to combat leakages e.g ghost workers
- Seamless payments and collections to and from state MDAs, vendors, and other contractors



Bespoke Project Funding Structures and Offering

- Advance Term Loans discounted and repayable from revenue sources (e.g FAAC/JAAC & IGR)
- Partner with the States Government to source concessionary international funds for the development of the various capital projects.
- Explore syndicated financing options.



Value-added Employee Banking Offerings

Personal Loans Against Salary: Designed to meet employees' personal needs. The loan is accessible to all state government employees

Salary Overdraft: Salary overdraft is designed to meet the financial needs of employees until salaries are paid.

FirstBank has transformed from a Domestic Bank to become a Leading “Global” Bank with presence in three continents - Africa, Europe and Asia



Current Context

Our Value Proposition

Why FirstBank

Our Partnership Advantage and Commitments

Nigeria 

Name
FBN Holdings Plc.
Type
Licensed financial holding company
Established
2012 (formerly First Bank of Nigeria Plc. Established 1894)
Products / Services
Commercial Banking, Merchant Banking & Asset Management, Insurance

France 


Name
FBNBank UK Ltd.
Type
Representative Office
Established
2008
Products / Services
Commercial Banking, International Banking

Ghana 

Name
FBNBank Ghana
Type
Licensed Bank
Established
1996
Products / Services
Commercial Banking

Guinea 

Name
FBNBank Guinea
Type
Licensed Bank
Established
1996
Products / Services
Commercial Banking

Nigeria 

Name
First Bank of Nigeria Ltd. (formerly First Bank of Nigeria Plc.)
Type
Licensed bank
Established
2012
Products / Services
Commercial Banking

Demoratic Republic of Congo 

Name
FBNBank DRC
Type
Licensed Bank
Established
1994
Products / Services
Commercial Banking

The Gambia 

Name
FBNBank The Gambia
Type
Licensed Bank
Established
2004
Products / Services
Commercial Banking

UK 

Name
FBNBank UK Ltd.
Type
Licensed bank
Established
2002
Products / Services
International Banking and Trade Services

Senegal 

Name
FBNBank Senegal
Type
Licensed Bank
Established
2006
Products / Services
Commercial Banking

Sierra Leone 

Name
FBNBank Sierra Leone
Type
Licensed Bank
Established
2004
Products / Services
Commercial Banking

Representative Offices 

Name
FBNBank China (2009)
Products / Services
Banking Services



As the most-enduring financial institution in Nigeria, FirstBank is strategically positioned to provide diversified financial services support for your development agenda



Overview

Our Value Proposition

Why FirstBank

Our Partnership Advantage and Commitments

Rich Heritage

Nigeria's Biggest and Indigenous Financial Institution with 128 years in Commercial Banking Services



Business Locations



\$15.0bn

Total Deposits



>3,200 ATMs
>18,000 POS

Largest distribution of alternative channels and touch points



Only Bank to have carried out 100 million transaction per month on the main switch network in Nigeria

Recognitions

Our Brand remains strong in the industry as we achieved several awards and global recognition across our Operating Entities



African Bank of the Year
Best Digital Bank in Nigeria
Best Retail Bank in Nigeria
Awarded to First Bank Nigeria Ltd



Best Mobile Banking App Award by Global Finance



First to issue over 12 million cards in the Nigerian Banking Industry.

Market Leader

Sustained Market Leader with increasing revenue momentum and capital base



\$1.6bn

One of the Largest Financial Institution in Gross Earnings



\$326m

One of the Largest Financial Institution in PBT



\$2.0bn

One of the Largest Financial Institution in Total Equity

Competitive Stance

We have remained competitive across our Businesses within the Industry with strong performance among Peers

~22%

Market share of electronic banking transactions in the Nigerian Banking Industry

~18%

Market share in Deposits and Total Assets [Market share on Loan and advances circa 11%]



>39 million

Customer Accounts

>200,000 *894#

Agent Banking Locations
Covering 772 of 774 Local Government Areas in Nigeria,

Fast growing USSD banking service with over 14.5 million subscribers

₦ 20m

One of the largest Digital Banks in Nigeria with over 20 million users on digital platforms

FirstBank's Partnership Advantage is hinged on her experience, capabilities and extensive track record of value delivery



Current Context	Our Value Proposition	Why FirstBank	Our Partnership Advantage and Commitments
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- 1 Innovative Solutions:** We will collaborate with you to deliver bespoke solutions that cater to your needs.
- 2 Industry Knowledge:** We bring deep Industry expertise gained from countless hands-on experiences spanning functions, sectors, and geographies.
- 3 We Listen:** We put our Customers at the heart of everything we do. We listen and respond to their needs as we constantly strive to Improve our products and services
- 4 A trusted advisor.** We are more than just a bank; we aim to become your Trusted Advisor as we partner in accomplishing your goals.
- 5 Customer Centric:** We continuously aim to provide a unique experience for every Customer.
- 6 Long Term Commitment.** We play a leading role in the success of our clients' businesses. It's about what you need and how we respond.

“First Bank of Nigeria Limited has consistently put Clients at the heart of her Business for over 129 years”

