



Message from the CEO

September 2015



Dear clients:

As we are now firmly into the second half of the year, with each day seeming to pass by so quickly, I think it's time for another update.

Databank has been working hard on a number of initiatives over the past few months to help improve financial literacy in Ghana and to continue to make it easier for you to do business with us.

Databank launches Thought Leadership Series

In our mission to educate Ghanaians on the importance of investing, we launched the Databank Thought Leadership Series (DTLS) on September 15, 2015. DTLS is a think forum created by Databank that brings together leading minds in our industry at least two times each year to discuss and debate topics affecting the ability of Ghanaians to achieve financial independence. The theme for our first event was "The Role of Institutions in Retirement Planning." In a room that was filled to capacity, we had a mix of CEOs, Heads of HR departments, Finance Directors and other key executives discussing what institutions are doing to promote the concept of retirement planning, how receptive employees are to this concept and what we can collectively do to push the agenda of retirement planning for those in the formal and informal sector. It was a lively discussion and I believe it became a real wake-up call for those in the room to start planning for themselves and helping their staff to do the same. The full audio recording and pictures of the event are available on our website at www.databankgroup.com.



Databank Investment Fair coming soon

As part of our 25-year celebration, we are launching an annual investment fair in the fourth quarter of 2015 to educate Ghanaians (young and old) on the importance of investing in their future. We want to demystify investment concepts, showcase the various investment solutions available to Ghanaians and get everyone taking greater responsibility for their own financial independence. The investment fair will be comprised of an outdoor investment fair as well as a series of 30-minute indoor seminars that cover topics such as investing in shares and treasury bills, investing in mutual funds, retirement planning and investing in your children's education. Stay tuned for more details.

Online investments and balance checking now available

I am thrilled to be able to let you know that investing with Databank keeps getting easier and easier. Earlier this year, we partnered with GTBank to launch six partner locations to give you more places to open accounts or top up your investments. You can now visit the Online Services section at www.databankgroup.com will be also able to top up your investments in Epack, MFund, BFund, ArkFund and EdiFund from the comfort of your home or office. All you need is your Visa or Mastercard. In addition, you will be able to check your balance any day, any time and also stay up-to-date by viewing the last 10 transactions made on your account – whether online or in person. I encourage you to let your family and friends, especially those in the diaspora, know that they can also invest with Databank wherever they are.

EdiFund celebrates one - year anniversary

We're also celebrating an anniversary. On September 11, 2014, Databank launched its fifth mutual fund, Databank Educational Investment Fund (otherwise known as EdiFund). It was a first for Databank and the investment industry at large, as EdiFund is the only mutual fund in Ghana that offers investors a two-tiered structure to meet both their short and long-term investment needs, AND includes an inbuilt insurance policy to protect their investment. With your help, EdiFund has surpassed our expectations and boasts more than 5600 subscribers in only one year. In its first year, EdiFund has also returned 18.02% for Tier 1 and 16.27% for Tier 2. The cost of education keeps rising each year, so it's critical that you put your money in the investment vehicles that are designed to help you take care of those financial needs.

Databank Foundation

The Databank Foundation continues to work with its partners in our leadership and mentoring programs. We still commit resources to our program at the children's ward of the Accra Psychiatric Hospital and in the coming months we hope to raise our advocacy level on the state of mental health in Ghana.


At Databank, we remain committed to helping you to achieve financial independence. I am proud of the team that is working tirelessly to serve you daily – even though we may not always get it right. I thank you for your continued support as an investor and look forward to continuing on this journey with you. Until next time...

Your Chief Servant.



Kojo Addae-Mensah
Group CEO

Ask the CEO



Do you have a question for the CEO of Databank? He would love to hear it! Send your questions to ceo@databankgroup.com. We will post his answers on our website as well as in upcoming letters from the CEO.