

Draft Press Release

CIBC FIRSTCARIBBEAN, CCRP, TAKE DIGITAL BANKING TO SENIORS

Kingston, May 29, 2023 - CIBC FirstCaribbean senior customers and members of the Caribbean Community of Retired Persons (CCRP) recently participated in “Tech It Easy”, a virtual webinar hosted by the bank to educate and sensitize persons 55 years and over on the benefits of using its digital banking channels.

The webinar, explored a range of topics including cyber security, online banking and mobile Apps, Smart ABMs capabilities and special benefits such as the CIBC FirstCaribbean Seniors Savings which offers interest rates on all credit balances above the threshold and a range of free services including transactions at Instant Tellers and no monthly service charges.

Owen Francis, Director Retail Banking Channels, CIBC FirstCaribbean, told participants that the bank was particularly appreciative of the opportunity to speak directly to its senior customers and CCRP members to apprise them of the very special products and services curated especially for them.

He said that “CIBC FirstCaribbean prides itself on giving seniors the privileges they deserve including secure banking, low fees and competitive interest rates. Our customers know that we offer quality customer service, flexibility and accessibility and they benefit too from our excellent brand reputation”.

Mr. Francis said that “Tech It Easy” was part of the bank’s efforts to help Seniors to strengthen their financial literacy and enhance their financial well-being.

“We are intent on increasing your knowledge, skills and confidence to make responsible financial decisions as you manage your financial affairs and this webinar will improve your understanding of benefits offered by our bank and ensure you know how to access resources and support appropriate to your circumstances”, he told participants.

Pointing to changing needs of older customers Mr Francis said that “it is clear to CIBC FirstCaribbean that with Jamaicans living longer and having greater responsibility for funding their retirement, saving and building a personal ‘nest egg’ for the future is now more important than ever.”

Expanding, Mr Francis said “Our senior population in Jamaica is diverse - at different ages, income levels, education, health, personal and family circumstances.

So clearly, our bank’s approach is not one size fits all. What we know from our experience and research is that everyone needs and appreciates financial education support, hence this very important webinar.”

Ends



Four lucky attendees of the CIBC FirstCaribbean and Caribbean Community of Retired Persons (CCRP) “Tech It Easy” Digital Banking Channels webinar, were presented with tokens of appreciation for their participation during a visit to the bank’s Knutsford Boulevard, Kingston headquarters on May 25, 2023. Here Owen Francis (centre), Director Retail Banking Channels, CIBC FirstCaribbean is flanked by (l-r) Dwyneth McLaughlin, Ina Crooks, Marcia Dean and Janeita Townsend.

About CIBC FirstCaribbean

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in thirteen (13) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 49 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC FirstCaribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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