

For Immediate Release

CIBC FIRSTCARIBBEAN HOSTS PRIMARY AND SECONDARY STUDENTS DURING GLOBAL MONEY WEEK

Tortola, British Virgin Islands, 27 March, 2023. CIBC FirstCaribbean participated in Global Money Week organised by BVI Money Matters by hosting primary and secondary students at the bank on March 20 and 22.

Ten students from Enis Adams Primary School were the first group to be welcomed to the bank by Mr. Fabian Devonish, Acting Country Head and by Ms. Roslyn McMillan, Platinum Banking Associate. The group of engaged young pupils brought with them some basic knowledge about banking and left with a better understanding of the purposes and activities of CIBC FirstCaribbean.

Through an interactive session, which included a quiz on banking services, the 8-9-year-old visitors learned the functions of the financial institute for both individuals and businesses and were provided an introduction to internet and mobile banking. The visit was wrapped up with a demonstration on how an Automatic Teller Machine (ATM) provides convenient services to customers, enabling to conduct transactions outside of the banking hall.

An older group, comprising 11 students from year one of the Seventh Day Adventist Secondary School, attended the visit day at the bank midweek. Their hosts were Ms. McMillian and Mrs. Gracia Strough Ashton, Customer Services Manager.

While the program followed the same format as for the primary students hosted earlier in the week, the discussions on banking services took a practical turn as students referenced their own savings accounts and experiences of both personal and business banking through their insights to their parental transactions. The conversation also delved deeper into the realms of Artificial Intelligence (AI) and harnessing the benefits of transitioning from in-person transactions to internet and mobile banking and ATM services.

Asked what three things the senior students took away from their session with the bankers, the answers included the concept of deposits and servicing loans, the importance of keeping a positive balance and the benefits of online and automated banking.

"CIBC FirstCaribbean was pleased to have been involved in the Global Money Week educational visits," said Mr. Devonish.

"I believe that having the opportunity to speak to the students provided a benefit to us as bankers as well as to our young guests. We hope that some of the insights we were able to share will not only give them a better sense of the role of banking institutions in our community from both a personal and business perspective, but that some of the information on online and automated banking also will make it back to their parents as the way of the future," he added.

The bank is involved with other initiatives organised by BVI Money Matters aimed at educating young minds on financial institutes and matters to include the upcoming Piggy Bank Pageant.

Ends



Mr. Fabian Devonish, Acting Country Head of CIBC FirstCaribbean meeting engaging students of the Enis Adams Primary School.

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 54 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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