

For Immediate Release

CIBC FIRSTCARIBBEAN NAMED “BEST DIGITAL TRANSFORMATION BANK 2022”

Bank hailed for its great strides in offering digital banking, e-products and services

Bridgetown, Barbados, 27 January 2023. CIBC FirstCaribbean has copped another prestigious award for the great strides the regional bank has made in the digital banking space.

In naming the bank “**Best Digital Transformation Bank 2022**”, The *European*, a London based global financial publication, said the decision was based on the “bank’s efforts and strides made in digital banking, e-products, internet banking services, and the corporate banking products and made based on a set of global standards as well as the opinion of a select panel of reputable analysts.”

It added that “CIBC FirstCaribbean has rendered the latest digital banking solutions allowing customers to perform their banking transactions seamlessly and securely meaning that people can do their banking where, when, and how they want, it also ensures that they give customers new ways to better understand their finances and data in such a way that adds values to their lives.”

The bank’s Executive Director, Retail and Business Banking Deepa Boucaud expressed delight at the latest award noting that it was “testimony to the hard work and commitment to client-excellence on a bank-wide level”.

She said the bank was committed to its digital transformation journey ensuring that clients have at their fingertips all of the products and services to make their banking, personalised and easy.

“We will continue to lead the way with modern, innovative products and services that simplifies the everyday banking experience for our clients by providing them with new digital capabilities across all our service delivery channels,” Mrs. Boucaud said.

“Digital is the future of banking, and we are continuously enhancing our digital channels to provide innovative solutions to meet your unique and changing banking needs,” she added.

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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 fifteen (15) countries around the Caribbean, providing the banking services through approximately 2,800 employees in 64 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\$1.3 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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