



## For Immediate Release

### CIBC Caribbean Avatar visits AnimeKon

**Bridgetown, Barbados, September 9, 2024** – Several people were impressed, and many were ‘unaware that a financial institution was dabbling in so many immersive experiences.’

That is the feedback which banking officials of CIBC Caribbean received from visitors to their booth at the recently concluded AnimeKon 2024, that was held at the Garfield Sobers Gymnasium.

The event, for which the bank was a platinum sponsor, was entitled, ‘Clash of the Titans’ and featured pop-culture and entertainment including anime, comics, gaming, film, television and cosplay with a Caribbean flair.

The bank’s booth fitted aptly, with its immersive game and very interactive avatar, Tiffany. She held conversations with visitors about banking, finance and investment but she was also ready to make friends, chit chatting about her hobbies and so on, throwing in a few Bajan sayings and dialect.

Some patrons who were keen on gaming, donned the CIBC Caribbean’s special head set and entered the metaverse where they tried to win, as they traversed different worlds.

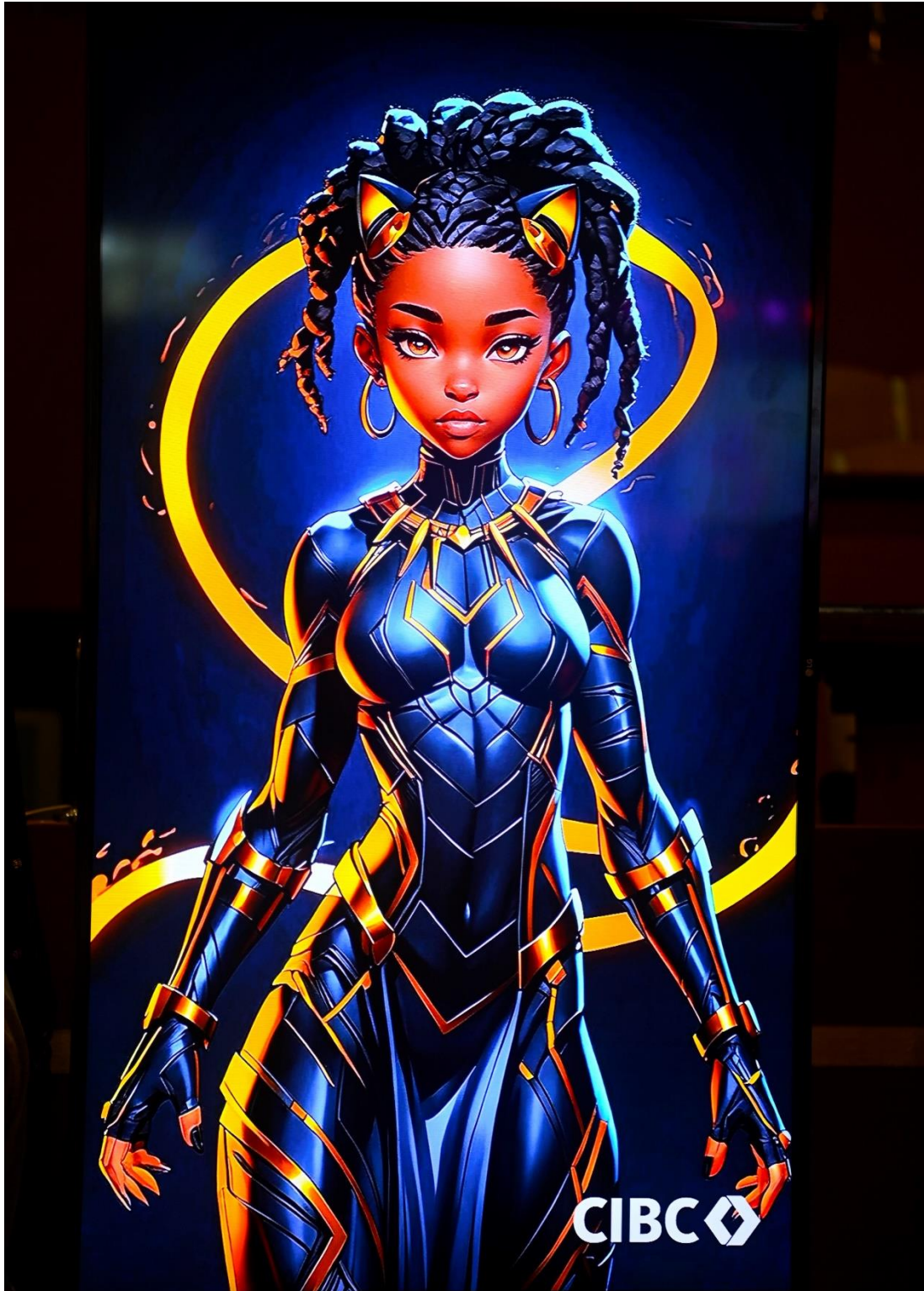
Shane Prescott is one of the bank’s senior analysts, and a member of the bank’s innovation network TIFF, a forum that aims to create value through innovation as a practice, behaviour and identity throughout the bank. The name of the bank’s avatar, Tiffany, was coined from the name of this network. Shane., explained that the game was aimed at driving awareness around the 17 United Nations Sustainable Development Goals, therefore, while it was entertaining, it was also educational as players moved into the various areas, collecting items of each goal as they progressed, to try and win the game.

In addition to the banking tips which patrons got from Tiffany, they also got the opportunity to see how the LoanStore app worked. For example, it allowed one to check on the type and size of loan for which one would qualify, and they also learned that a loan can be obtained in 10 mins or less via the app.

Overall, Prescott said the booth showcased how the bank drove innovation with respect to its products and services. It also highlighted the fact that the bank was positively responding to changing times and continued to look for new ways to make its daily functioning and processes simple and efficient for its customers.

*-end-*

**Captions:**



*Tiffany, the friendly avatar, fit aptly into the ambience, as she greeted guests with light-hearted conversation as well as spoke expertly on other subjects.*



*The CIBC Booth at AnimeKon with staffers of the bank awaiting visitors.*

## **CIBC Caribbean**

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 45 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 Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC Caribbean 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 Caribbean, visit [www.cibfcib.com](http://www.cibfcib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

### **Media contact:**

Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados, Email: [debra.king@cibfcib.com](mailto:debra.king@cibfcib.com)

