



For Immediate Release

CIBC Caribbean Shows Appreciation to Customers

Bridgetown, Barbados. 27 February 2024 - Valentine's Day with its expressions of love and appreciation was extended to customers of CIBC Caribbean who made February 15th their date to visit the bank's branches.

They met top executives led by Chief Executive Officer (CEO) Mark St. Hill who left the Head Office and joined tellers and managers at the various branches to give customers that special embrace of appreciation - listening caringly to their concerns and offering gifts.

St. Hill joined Director Personal and Business Banking Channels, Michelle Whitelaw and Branch Manager Francine Arthur, as they helped customers especially those in the ATM lounge who spoke about their experiences with the new technology.

Among the customers were clients with CIBC true love stories. An example was Helen Dumont, who was over at the Wildey Branch. The 74-year-old who became a customer when she was about 17 or 18 years old said it was because of the bank that she found the love of her life. A glowing, Mrs. Dumont said that she would not have met him, had he not been transferred from his home country, Grenada to work at a branch here in Barbados. Her story was such that the Customer Service Rep alerted the CEO who was working behind the counter and his greeting crowned her day at the bank.

But it was not only the current generation of customers that got a taste of the bank's appreciation. A future generation also received that opportunity. Ten children from the nearby Great Kids Elementary School, dressed to celebrate African Awareness Month, who were visiting the Wildey Branch to entertain its clients with their youthful joyous singing also felt its love. They were rewarded not only with kid-size information about banking from the Customer Service Rep but they also received a 'fatherly' meet-and-chat with the CEO who gave each of them a starter account of \$100.

At all the branches, CIBC Caribbean greeted its customers in Valentine's Day fashion. At Sheraton, they were serenaded by singer and trumpeter, Sonny Meraki, as branch manager Therese Clarke shared gifts -cake and special tokens- and later waited for the 'next customer' to walk through the door to surprise them with a special thank-you gift. That lucky person was Shawna Adams, a regular and loyal customer.

The Speightstown branch also had its long-time loyal customers who were in to do their business on that day. Maureen Griffith and Nick Vieira were among them. Ms Griffith who was with branch since the 1970s when it was under the Barclay's brand said the high quality of service, she experienced years ago from employees such as Ms Harvey, Ms. Jones and Ms Simmons had continued and contributed to her lasting relationship with the bank. Vieira, owner of the Orange Street Grocer was also full of praise for the branch.

While the bank set out to show how much they appreciated their customers, the feeling also came from the other side as customers welcomed the opportunity to meet and share their opinions with staff members who usually worked away from the direct customer areas and the officials described the sharing as fulfilling their goals.

For the Director of Organisational Development, Liza Bynoe the experience was rewarding. She said it was good to hear how clients felt about the bank's operations as well as to help them. A highlight for her was speaking with customers about using the technology, especially the elderly ones who expressed fears.

"I gave them my perspective and from their remarks I knew they appreciated it, but we have to wait to see how that translates into their use. However, having them see another side was worthwhile", she said.

As to the CEO, he left his branch visits satisfied. St. Hill who joined the bank as a teller and spent some moments of the Customer Appreciation Day behind the counter in that role, recognised it was a far cry from his day when ledgers were used while today it is posting electronically, so he had added reason to understand why technology was among the concerns of the older generations.

However, he said he welcomed hearing about the challenges faced by a wide variety of the bank's clients as well as being able to share with them some of the improvements. Overall, he described the day as fantastic and added that the bank has an excellent staff who is giving of their best.

"Meeting customers reinforced that and having good staff is all I can ask for," he concluded.

Ends



Chief Executive Officer Mark St. Hill presenting a gift to a client at Sheraton Branch.



Executive Director Personal and Business Banking Deepa Boucaud presenting a client with a special gift.

About 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 twelve (12) 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.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

Media contact:

Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados Head Office
Telephone: 246 367 2248; Fax: 246 421 7148 and Email: debra.king@cibcfib.com