Edition 1

The WHEEL

...Reaching New Horizons

In this edition, you'll find:

01 A Note From MD

02 Q3 2025 Financials

03 OmniBSIC In Focus

04 2025 Global Customer Service Week

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A Note From MD

It is with great pleasure that I introduce **THE WHEEL,** our exclusive monthly newsletter crafted with you, our cherished partner, in mind. This marks an exciting milestone in our shared journey of transformation, transparency, and collaboration.

At OmniBSIC Bank, we believe banking should be more than transactions; it is about relationships, relevance, and results. That is why we have embraced our bold new tagline and brand promise: ***"...Not Just Another Bank."*** This is not just a slogan; it is our commitment to delivering exceptional banking experiences that make you feel valued at every step. Our goal is to redefine banking through innovative products and personalised services.

Whether you are a corporate entity, an entrepreneur, a professional, a high-net-worth individual, or planning your family's future, **THE WHEEL** is your gateway to unlocking the full benefits of banking with us. Each edition will bring you:

- Exclusive updates on products and services tailored for you.
- Practical tips to enhance your financial growth.
- Inspiring success stories from partners like you.
- Special offers are designed to support your goals.

We are excited about the future, and even more thrilled to have you with us on this journey.

Thank you for choosing OmniBSIC Bank. To us, you are "Not Just Another Customer;" you are our cherished partner, and the reason we are ***"...Not Just Another Bank."***

Happy reading... thank you so very much.

Warm regards,

Daniel Asiedu
Managing Director, OmniBSIC Bank

China premier says economy to surpass $23.9tr in 5 years

Chinese Premier Li Qiang suggested his country's economy will maintain its current growth pace, touting China as an attractive market for global companies as Beijing seeks to mitigate concerns over its trade imbalances. Li said GDP is expected to surpass CH¥70tr ($23.9tr) in 5 years, implying an average annual growth rate of about 4% through 2030 without adjusting for price changes.

(www.bloomberg.com 05/11/25)

US economy is at risk of wobble as lower income consumers get squeezed

The US consumer's durability as a prop for the economy may be tested in coming weeks as family budgets, particularly among the less affluent, are stressed by rising healthcare costs, the potential loss of federal food benefits, and a wobbly job market outlook that is already taking a toll on earnings. November is typically the start of a buoyant shopping and travel season.

(www.reuters.com 03/11/25)

Euro zone manufacturing stagnates in October amid weak demand

PMI shows Euro zone manufacturing activity stagnated in October as new orders flatlined and headcount fell, despite production continuing to edge higher for an eighth consecutive month, a survey showed. The final HCOB Eurozone Manufacturing Purchasing Managers' Index (PMI), compiled by S&P Global, registered 50.0 in October.

(www.reuters.com 03/11/25)

World Bank's investment arm to boost local currency lending in Africa

The International Finance Corporation, the World Bank's private investment arm, is expanding its local-currency lending and direct investments into companies across Africa to help projects reach the scale required to attract major global funds, Managing Director Makhtar Diop told the Africa Financial Summit in Casablanca.

(www.reuters.com 03/11/25)

IMF extends its mission to Senegal by several days

The IMF has extended its mission to Senegal by several days, a spokesperson said on Tuesday [04/11]. The West African country started talks on a new programme last month and an IMF team has been in Dakar since October 22.

(www.reuters.com 04/11/25)

Australia keeps interest rate unchanged

The Reserve Bank of Australia maintained its key interest rate as the full effects of earlier rate cuts are yet to be felt and policymakers became cautious after data showed evidence of more persistent inflation. The policy board governed by Michele Bullock decided to hold the cash rate at 3.60%, as widely expected on Tuesday [04/11].

(www.rttnews.com 04/11/25)

Nigeria's bonds slip after Trump threat of military action

Nigeria's sovereign bonds slipped on Monday [03/11] after US President Donald Trump threatened military action in the country if it did not take action to protect Christians, but veteran investors said the fallout was likely to be limited. Longer-dated bonds fell the most, with the 2051 issue falling roughly 0.5 cents before retracing some of the losses to bid at just under 92 cents on the dollar.

(www.reuters.com 03/11/25)

Spain unemployment increases sharply

Spain's unemployment increased sharply in October, the Labour Ministry reported. The number of registered unemployment increased 22,101 in October from the previous month. This was much bigger than the expected increase of 5,200. However, unemployment totalled 2.44m.

(www.rttnews.com 04/11/25)

DISCLAIMER: This information has been compiled by the Communications Department of Bank of Ghana for general reference purposes only. While every effort is made to ensure that the information is accurate, the Bank of Ghana does not guarantee nor does it accept any responsibility or liability for the accuracy or completeness of the content or for any loss which may arise from reliance on information contained in this document.

Inside Ghana

TENTH MONTH OF FALLING PRICES: GHANA'S INFLATION HITS EIGHT PER CENT

Ghana's inflation rate dropped to 8.0% in October 2025, marking the tenth consecutive month of decline and the lowest level since June 2021. The fall from 9.4% in September reflects widespread easing in food and non-food prices, underscoring the impact of recent fiscal and monetary policies. (www.graphic.com.gh/ 05/11/25)

NON-INTEREST BANKING TO ENSURE SECULAR INTEGRITY, MARKET NEUTRALITY – PROF. GATSI

Professor John Gatsi, Advisor to the Bank of Ghana Governor on Non-Interest Banking, disclosed the bank's upcoming framework for non-interest finance designed to uphold Ghana's secular identity and ensure market neutrality. Planned regulations prohibit religious branding, apply Act 930 standards, and launch in phases with separate licences for non-interest windows and full-fledged banks. (www.thebftonline.com 05/11/25)

DOMESTIC REVENUE MOBILISATION BOOST: GRA TARGETS ADDITION OF 8 MILLION NEW TAXPAYERS

The Ghana Revenue Authority (GRA) is targeting the registration of 8 million new taxpayers (on top of the existing 19 million) through two key initiatives: the Sustained Tax Education Programme and the Modified Taxation Scheme (MTS), aimed at generating an additional GH¢40 billion in domestic revenue and reducing foreign aid dependence. (www.norvanreports.com 05/11/25)

TRUST IN CEDI CRUCIAL FOR ECONOMIC STABILITY — VEEP

Ghana's Vice President, Prof. Naana Jane Opoku-Agyemang, stressed that trust in the cedi is vital for economic stability, urging fiscal discipline and transparency. She highlighted the currency's recovery from the world's weakest in 2022 to one of the strongest attributing the turnaround to increased reserves, sound policies, and improved investor confidence. (www.graphic.com.gh 03/11/25)

BoG SEEKS GLOBAL COMPETITIVENESS IN NEXT PHASE OF DIGITAL TRANSFORMATION

The Bank of Ghana is advancing into a new phase of digital transformation, aiming to make Ghana's payment systems globally competitive. With enhanced digital infrastructure, open-banking frameworks and improved interoperability, the central bank targets increased financial inclusion and efficiency. The initiative also addresses cybersecurity and regulatory risks, positioning Ghana as a resilient, innovative participant in the digital economy. (www.ghanaweb.com 05/11/25)

ILLICIT FINANCIAL FLOWS TRAPPING AFRICAN ECONOMIES IN A 'DOOM LOOP' – DEPUTY FINANCE MINISTER WARNS

Deputy Finance Minister Thomas Nyarko Ampem warned that illicit financial flows, including money laundering and smuggling, are trapping African economies in a "doom loop" of weak regulation, capital flight, and revenue loss. He urged stronger regional cooperation and financial intelligence to curb these practices and support economic recovery.(www.citinewsroom.com 04/11/25)

Your **Finances,** One **Tap Away:** Manage Your Finances with the **OmniBSIC Mobile App**

Let's face it: managing your money shouldn't feel like a chore. That is why we have reimagined banking to fit your lifestyle with the **OmniBSIC Mobile App,** your always-on, always-ready financial management tool.

Whatever transaction you want to perform, the **OmniBSIC Mobile App** makes it convenient and seamless, putting control right in your hands. That is why we say it is *"Appsolutely Seamless."*

With just a few taps, you can securely connect to all your OmniBSIC accounts 24/7, gaining real time insights and full control over your finances anytime, anywhere. Just like you want it. No queues. No paperwork. No waiting.

Why Join Thousands of Happy Users?

Banking should be smarter, faster, and safer.

Here's how we deliver:

- Bank with confidence: with advanced security features, including biometric and facial recognition, your money and data are protected so you never have to worry about fraud. Just remember never to share your PIN or passwords.
- Perform all your transactions without the wait.
- Simple, intuitive, and built for you. The **OmniBSIC Mobile App** works perfectly whether you are tech-savvy or just starting out.
- Stay connected with us anytime, no waiting, just instant access to the Bank 24/7.

Download in Seconds. Use for a Lifetime.

Getting started is easy! Whether you are an existing customer or just discovering us, the **OmniBSIC Mobile App** is free and available on both Android and iOS.

Download **Now**

GET IT ON Google Play

Download on the App Store

Appsolutely Seamless

Q3 Unaudited 2025 Financials

UNAUDITED SUMMARY FINANCIAL STATEMENTS FOR THE PERIOD ENDED 30 SEPT. 2025

UNAUDITED SUMMARY STATEMENT OF COMPREHENSIVE INCOME

(All amounts are expressed in thousands of Ghana cedis)

	SEPT 2025	SEPT 2024
Interest income	**1,845,125**	819,375
Interest expense	**(936,218)**	(446,797)
Net Interest Income	**908,907**	372,579
Fee and commission income	**78,338**	54,296
Fee and commission expense	**(15,470)**	(5,586)
Net fee and commission income	**62,868**	48,710
Net trading income	**94,428**	74,557
Other income	**4,509**	4,399
Operating income	**1,070,713**	500,244
Net impairment release/(charge)	**(28,500)**	(21,300)
Personnel expenses	**(152,775)**	(97,255)
Depreciation and amortisation expense	**(66,579)**	(43,622)
Other operating expenses	**(271,858)**	(156,481)
Profit before tax	**551,001**	181,587
Income tax expense	**(167,780)**	(48,839)
Profit after tax	**383,222**	132,748
Other comprehensive income	**-**	-
Total comprehensive income	**383,222**	132,748

UNAUDITED SUMMARY STATEMENT OF FINANCIAL POSITION

(All amounts are expressed in thousands of Ghana cedis)

	SEPT 2025	SEPT 2024
Assets		
Cash and balances with banks	**3,862,680**	1,573,169
Investments	**10,549,676**	5,592,489
Loans and advances to customers	**1,300,639**	821,574
Current tax assets	**-**	3,564
Non-current asset held for sale	**4,694**	4,891
Other assets	**685,073**	59,406
Right-of-use assets	**74,416**	62,941
Intangible assets	**41,976**	48,833
Property Plant and equipment	**256,324**	177,791
Total assets	**16,775,478**	8,344,661
Liabilities		
Deposits from banks and other financial institutions	**534,225**	181,230
Deposits from customers	**14,879,504**	7,428,273
Other liabilities	**240,624**	53,145
Lease liabilities	**47,039**	57,654
Total liabilities	**15,701,392**	7,720,304
Equity		
Stated capital	**921,948**	921,947
Statutory reserve	**355,728**	64,490
Credit risk reserve	**150,456**	135,745
Retained earnings - (deficit)	**(354,045)**	(497,826)
Total equity	**1,074,086**	624,357
Total liabilities and equity	**16,775,478**	8,344,661

UNAUDITED SUMMARY STATEMENT OF CASH FLOWS

(All amounts are expressed in thousands of Ghana cedis)

	SEPT 2025	SEPT 2024
Cash flows from operating activities		
Profit before tax	**551,001**	181,587
Adjustments for:		
Depreciation and amortization expense	**66,579**	43,622
Net impairment charge/(release)	**28,500**	21,300
Gain from disposal of Asset	**(686)**	(98)
Interest charged on finance lease	**8,091**	11,339
Tax paid	**(167,780)**	(48,839)
Changes in operating assets and liabilities		
Restricted funds	**(2,133,313)**	(2,485,323)
Loans and advances to customers	**273,935**	(241,629)
Non-trading assets (maturing over 91 days)	**(6,169,390)**	(1,138,627)
Other assets	**101,952**	10,987
Non-current assets held-for-sale	**4,694**	1,118
Deposits from customers	**6,625,505**	2,550,574
Deposits from banks and other financial institutions	**390,306**	23,931
Net cash (used in)/from operating activities	**(420,606)**	(1,070,058)
Cash flows from investing activities		
Purchase of intangible assets	**(8,866)**	(11,437)
Purchase of property and equipment	**(127,563)**	(60,212)
Proceeds from disposal of property and equipment	**686**	98
Net cash (used in)/from investing activities	**(135,743)**	(71,551)
Cash flows from financing activities		
Finance lease payments	**(8,091)**	(11,339)
Net cash from/(used in) financing activities	**(8,091)**	(11,339)
Increase in cash and cash equivalents	**(564,439)**	(1,152,948)
Cash and cash equivalents at 1 January	**4,427,119**	2,726,117
Cash and cash equivalents at 30 September	**3,862,680**	1,573,169

UNAUDITED SUMMARY STATEMENT OF CHANGES IN EQUITY

(All amounts are expressed in thousands of Ghana cedis)

Period ended 30 Sept. 2025	**Stated Capital**	**Statutory Reserve**	**Credit Risk Reserve**	**Retained Earnings**	**Total**
At 1 January 2025	921,948	164,117	150,456	(545,656)	**690,864**
Profit for the Period ended	-	-	-	383,222	383,222
Other comprehensive income,	-				
net tax	-	-	-	-	-
Total comprehensive income	-	-	-	383,222	383,222
Transfer to Statutory reserve	-	191,611		(191,611)	-
At 30 September 2025	-	-	-	-	-
	921,948	**355,728**	**150,456**	**(354,045)**	**1,074,086**

NOTES TO THE UNAUDITED SUMMARY FINANCIAL STATEMENTS FOR THE PERIOD ENDED 30TH SEPTEMBER 2025

Basis of accounting

The Bank's financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) as issued by the International Accounting Standards Board (IASB) and adopted by the Institute of Chartered Accountants Ghana (ICAG) and in the manner required by the Companies Act, 2019 (Act 992) and the Banks and Specialized Deposits - Taking Institutions Act, 2016 (Act 930).

Quantitative disclosures

	SEPT 2025	SEPT 2024
(a) Capital Adequacy Ratio	**14.65%**	17.04%
(b) Non-performing Loan Ratio	**16.02%**	32.54%
(c) Liquid Ratio	**102.38%**	100.46%

Qualitative disclosures

The Board of Directors have overall responsibility for the establishment and oversight of the Bank's Risk Management Framework. The Bank has exposure to credit, liquidity, operational and market risks due to the nature of its business. The Risk Management Framework enjoins each member of the Bank's Management Team to play a role in the identification and management of the Bank's risks through measures integrated with planned procedures as enshrined in the principles established in the Bank's Risk Management policy. The Risk Management Strategy adopted for the period ended 30th September 2025 are consistent with those followed for the year ended 31st December 2024.

Default in statutory liquidity and accompanying sanctions

	SEPT 2025	SEPT 2024
(a) Default in statutory liquidity (times)	Nil	Nil
(b) Sanctions (GHS)	Nil	Nil

The financial statements do not contain untrue, misleading or omitted material facts to the best of our knowledge.

Daniel Asiedu
Managing Director

Teresa Effie Cooke
Board Chair

Q3 Unaudited 2025 Financials: Strong Growth, Greater Confidence, Better Banking for You

At **OmniBSIC** Bank, we have always said we are '***...Not Just Another Bank***,' and now our numbers confirm it too.

As we share our unaudited financial results for the third quarter of 2025, we begin with deep **gratitude to our cherished customers, partners, and staff.** To our customers, thank you for trusting us with your financial goals, your businesses, and your dreams. To our dedicated staff, thank you for the commitment, resilience, and innovation you bring to every task, every day.

This performance is not just a reflection of strategy and structure; it is a shared achievement made possible by your loyalty and our collective drive to build a bank that truly makes a difference.

Resilient Profitability, Responsible Growth

We posted a profit before tax of **GHS 551 million,** up from GHS 181 million in Sept 2024, an 204% year-on-year growth. This exceptional result was fueled by the smart deployment of capital, strong credit growth, and improved digital income channels.

- **Interest Income** more than doubled to **GHS 1.85 billion** from GHS 819 million in September 2024, reflecting strong demand and efficient risk pricing.
- **Net Operating Income** crossed **GHS1.07 billion,** more than doubling last year's performance.
- **Net Interest Income** surged to **GHS 908.9 million**, affirming a healthy spread and effective treasury management.
- But what makes this growth exciting is what we are doing with it. We are reinvesting in the platforms, systems, and skills to give you **a smarter, faster, more seamless banking experience.**

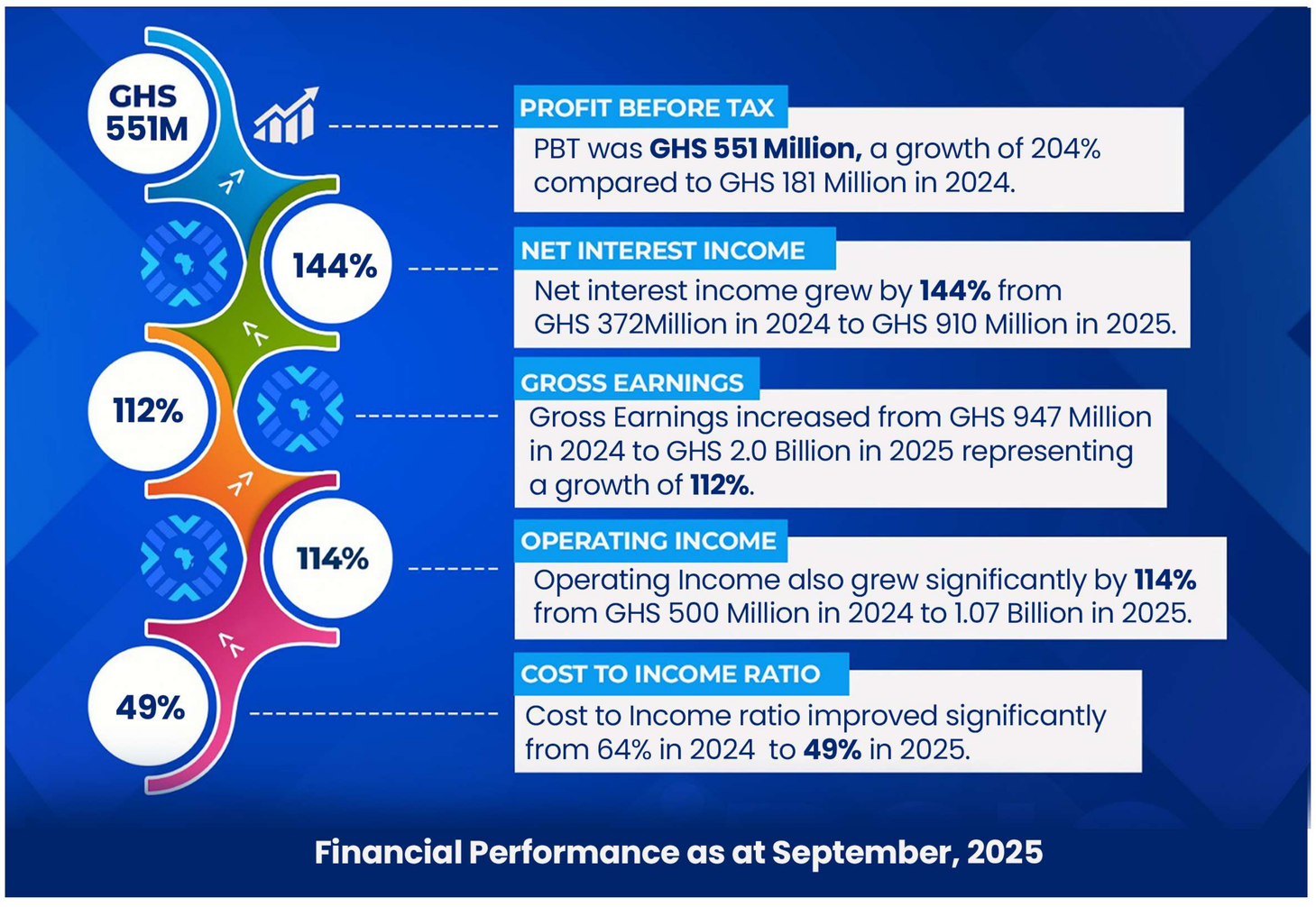
Stronger, Smarter Liquidity and Capital Position

With a **Capital Adequacy Ratio of 14.65 percent** and a **Liquidity Ratio of 102.38 percent**, our financial position remains solid and well-positioned for the future. These ratios are not just compliance indicators. They are signals of **stability you can trust** and **agility that supports your evolving financial needs.**

What is more, the Bank recorded **no breaches of statutory liquidity** and maintained a clean regulatory record. This is proof that **sound governance and intelligent risk-taking** remain core to our growth model.

Our Assets Are Growing, So Is Our Capacity to Serve You

We have grown our balance sheet from **GHS 8.34 billion in Sept 2024 to GHS 16.789 billion in Sept 2025,** a remarkable **101% increase.** This growth is not random. It is **strategic, data-driven,** and aligned to our customers' needs.



Customer deposits also rose to **GHS 14.88 billion** compared to GHS 7.4 billion in 2024 (an increase of 101.1%), showing enhanced confidence in our digital channels and support. **Loans and advances** expanded to GHS 1.3 billion, underpinned by risk modeling and credit scoring tools tailored to support responsible lending. **Investments grew to GHS 10.55 billion,** strengthening our earnings base and market competitiveness.

This means we now have **more capacity than ever to support your business,** your home, your projects, and your dreams.

How This Delivers Value to You

As a customer-focused bank, we are not just celebrating internal milestones. We are unlocking new value for you.

- **Digital First Experience:** From secure mobile banking to instant alerts, smart bill payments, and real-time transaction updates, we are putting technology at the heart of your everyday banking. Our upgraded platforms and user-friendly interfaces are designed to make your experience smoother, faster, and more intuitive: whether you are banking from your phone, your office, or at a branch.

- **Better Pricing, More Innovative Products:** Our performance empowers us to offer more competitive rates, roll out tailored digital products, and develop AI-driven solutions for SMEs and individuals alike.

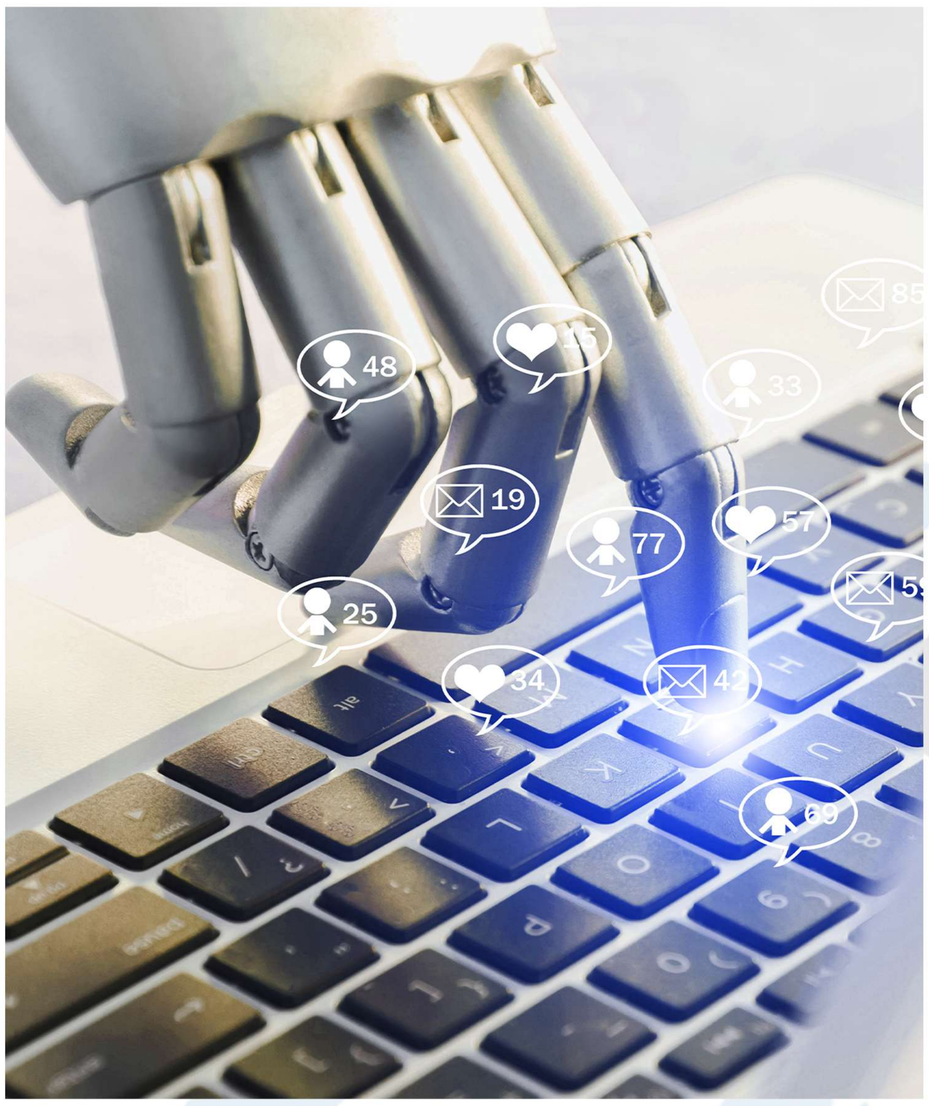
- **Proactive Support, Real Time Service:** With upgraded infrastructure and automated customer engagement tools, we can now anticipate your needs, not just respond to them. Because you deserve more than a bank. You deserve a partner in progress.

- **Stability That Builds Confidence:** Our strong capital base and liquidity mean you can trust us to be here, in good times and tough times, ready to protect, grow, and support your finances.

We Are Evolving with You

Every cedi in profit, every new customer onboarded, every new product launched are all guided by our bold promise to be ***...Not Just Another Bank***, but a bank that leads with innovation, builds with technology, and listens through data.

Our continued transformation is rooted in your belief in us. We are growing, yes: but more importantly, we are growing with purpose, with precision, and with you at the center.



Looking Ahead

The journey continues, and the future looks brighter than ever. Join us as we evolve, grow, and deliver smarter financial possibilities tailored to you.

Always remember, we are ...Not Just Another Bank.; we are your bank, built for the future.

Our 2025 Laurels

Thank You Our Cherished Customers! We Owe It To You.

- **Outstanding Banking Brand of the Year**
  Brands Review Magazine Awards, 2025
- **Best Consumer Service Provider Africa**
  International Banker, 2025
- **Excellence in Consumer Banking**
  Innovative and Excellence Awards, 2025
- **Corporate Affairs Team of the Year**
  2025 Ghana Executive Awards, 2025
- **Mobile App of the Year**
  Digital Innovation Award, 2025
- **Fastest Growing Digital Bank of the Year**
  Digital Innovation Award, 2025
- **Best Corporate Bank Ghana**
  Global Banking and Finanace Review, 2025
- **CIMG CUSTOMER SATISFACTION AWARDS - 5 STAR RATINGS, 2025**
  * 2nd Runner-Up in Service Quality and Net Promoter Score
  * 1st Runner up in Customer Satisfaction
- **Most Improved Bank for Customer Service Engagement**
  Africa Bank 4.0 Awards, 2025
- **Outstanding Communication Team of the Year**
  Ghana Corporate Finance Awards and Gala Dinner, 2025
- **Outstanding Transformative Bank of the Year**
  Ghana Corporate Finance Awards and Gala Dinner, 2025
- **Best Transformative Bank of the Year**
  Entrepreneur Foundation of Ghana, 2025
- **Excellence in Corporate Banking**
  Connected Banking West Africa, 2025

The Lighter Side 😂

A CHAT BETWEEN 2 STUDENTS

KWAME: Results are out, come let's go and see...
YAW: I'm with my dad, if you see mine pls message me...
If it is bad, say "Good morning to you"
If it is very bad, then say "Good morning to you and your dad"

LATER...
KWAME: "Good morning to you, your dad, your family and your whole village" 😂😂

SCRAMBLED WORDS:

Rearrange the words below:

a. TCCUANO
b. TDEPISO
c. OLAN
d. HSAC
e. TNITVSMENE
f. LCREK
g. SLABNCEA
h. PITACAL
i. EGDLRE

You'll Know He/She Is a Ghanaian When...

- They say "I'm almost there" but they're still scrubbing their back in the bathroom.
- Their auntie pulls her slit all the way up at a funeral — that's when you know she didn't come to play.
- Every ice cream container in their fridge is holding soup, stew or jollof.
- All toothpaste is called Pepsodent. Even when it's not.
- They say "I'm coming"... then you don't hear from them till next week.

OmniBSIC BANK IN FOCUS:

Time Iconic names Daniel Asiedu among 2025's Top 10 Visionary Bankers

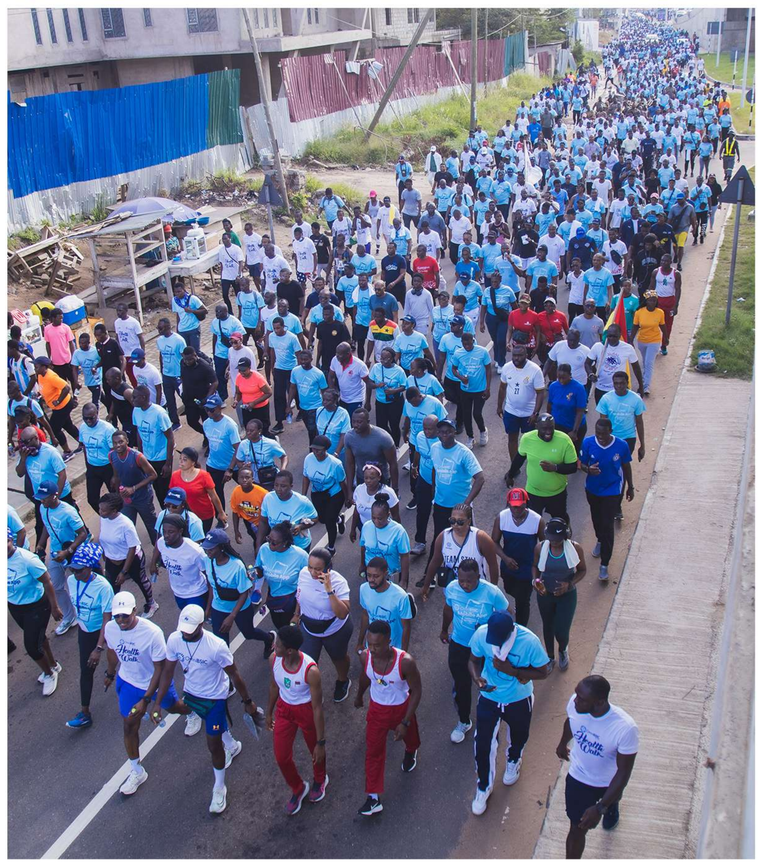
Time Iconic Magazine has selected Daniel Asiedu, Managing Director of OmniBSIC Bank Ghana, as one of its Top 10 Visionary Bankers for 2025, recognising his leadership in transforming the institution into one of Ghana's most resilient banks and advancing a model of banking grounded in ethics, efficiency and inclusion.

The recognition forms part of Time Iconic's Visionaries in Finance series, which highlights global banking executives whose strategies combine innovation, integrity and long-term value creation. For Mr. Asiedu, the accolade highlights a leadership journey defined by measured reform and moral clarity.

When he assumed the helm at OmniBSIC Bank in the wake of the banking-sector restructuring, the merged entity he inherited was burdened by legacy inefficiencies and diminished public trust. Under his watch, the bank has stabilised operations, restored governance discipline and repositioned the business around sustainable growth and customer confidence.

OmniBSIC BANK IN FOCUS:

9th Edition Health Walk: OmniBSIC Bank walks its talk on wellness



OmniBSIC Bank has successfully concluded the ninth edition of its quarterly Health Walk, covering a total of 102 kilometres since inception. What began as an internal wellness initiative has grown into one of Ghana's most consistent corporate wellness and community engagement platforms, drawing thousands of participants from across the country. Besides promoting physical health, the event now features vendor exhibitions and networking opportunities, transforming it into a vibrant community fair. Organisers say this evolution demonstrates the bank's commitment to wellness, corporate citizenship and client engagement.

Braille-Assisted Services Launched

OmniBSIC Bank Ghana Ltd has taken a groundbreaking step toward financial inclusion with the launch of its Braille-Assisted Services initiative, empowering visually impaired customers to bank independently, securely, and with dignity.

Unveiled under the Bank's Limitless Banking strategy, the service provides Braille versions of key banking documents, breaking long-standing barriers that limit access to financial information for persons with visual impairment.

Speaking on the initiative, Daniel Asiedu, Managing Director and CEO of OmniBSIC Bank, reaffirmed that accessibility is a right, not a privilege. "We believe banking should be for everyone, everywhere," he stated.

The launch formed part of activities marking the 2025 Global Customer Service Week, where OmniBSIC engaged students of the University of Ghana's Assistive Technology Lab to explore inclusive financial solutions. The Bank emphasized its commitment to listening, learning, and co-creating products that serve all customers regardless of income, gender, or ability.

With over 1.2 million Ghanaians living with some form of visual impairment, OmniBSIC's initiative reflects its drive to make banking more inclusive, in alignment with Sustainable Development Goal 10 and the Bank of Ghana's Financial Inclusion Directive.

Through continued collaboration with academia and advocacy groups, OmniBSIC is leading the charge in building a truly accessible banking system, one where no one is left behind.

THE GHANAIAN BANKING SYSTEM IS RIPE FOR DISRUPTION

With **Johnson** Olakunmi

In the quiet convergence of finance and philosophy, the idea of isomorphism quietly asserts itself. Rooted in the Greek words isos (equal) and morphe (form), it describes a subtle but profound phenomenon about the tendency of organizations within a system to increasingly resemble each other over time. Though it might seem a theoretical abstraction, isomorphism is subtly or covertly patterned in the fabric of Ghana's banking system. It shapes not only the structure of institutions, their product portfolios and customer segments but also their strategic behavior, operational models, and customer engagement styles. What emerges is a banking landscape that values standardisation and stability, but yet often sacrifices differentiation, agility, and the courage to invent.

This is particularly evident in the fact that most major product innovations of the past decade namely mobile money, agent networks, digital lending etc did not originate from traditional banks. Instead, they were driven by non-bank actors such as telecommunication companies, whose speed, customer orientation, and freedom from legacy constraints enabled them to fill market gaps that banks had long ignored or underserved. In response, many banks adopted these innovations only after they had been validated, demonstrating what is best described as mimetic isomorphism which is the tendency to imitate successful competitors rather than to lead change.

This characteristic is not merely a question of market trends or best practices. At a deeper level, it reflects an institutional impulse to conform, a philosophical inclination to imitate rather than to imagine. The forces driving this are complex. On one hand, banks face regulatory expectations that naturally push them toward safe, compliant operations. On another, there is the mimetic instinct to follow what appears successful. In a volatile environment where failure can mean loss of license or public trust, banks find refuge in sameness. But this refuge may also become a prison.

When all banking institutions are structured in the same way, using similar tools to solve similar problems, there is little room for the unique solutions that Ghana's diverse economy demands. Informal markets, youth-led enterprises, and rural value chains often require tailored financial services and not repackaged urban banking models. Yet innovation in these areas is scarce, in part because the system gives priority to safe replication over bold exploration. True leadership, both institutional and intellectual, begins where imitation ends.

Encouragingly a new narrative is emerging, one that challenges the default posture of conformity. A key example of this emerging story is **OmniBSIC Bank Ghana,** a bank that is deliberately choosing to disrupt itself rather than wait to be disrupted. In a bold and clear commitment captured in its strategic mantra: ***"Not Just Another Bank."*** This is not a marketing cliché, but a deliberate declaration of intent, a philosophy anchored in customer-centricity, digital transformation, and solution -based banking.

Continued on page 13

Continued from page 12

This level of intentionality sets OmniBSIC apart from the pack. As the financial services landscape evolves rapidly with the emergence of virtual assets, tokenisation, digital wallets, artificial intelligence, eCedi, payment APIs, and digitally-native challenger banks, OmniBSIC is not merely adapting; it is preparing to lead. Its willingness to invest in technological originality, its openness to intelligent use of big data and AI, and its embrace of fail-fast innovation models signal a break from the passive conformity that dominates much of the industry. The bank understands that being future-ready requires not just tools, but a culture of experimentation, agility, and listening.

OmniBSIC's posture is a blueprint. For Ghanaian banks to thrive in a rapidly evolving digital era, they must go beyond standardisation and embrace co-creation by working with fintechs, startups, established brands, creative entrepreneurs and innovators etc. Hiring must expand beyond banking veterans to include data scientists, technologists, art and behavioral scientists. Banking technology stack must be modular, agile, and API-driven. Above all, product innovation must be de-risked through fail-fast models, iterative testing, and feedback loops.

Fortunately, the broader ecosystem is becoming more supportive. The Bank of Ghana's posture on innovation is exemplary, marked by regulatory sandboxes targeting real world issues, a dedicated Fintech and Innovation Office, and progressive frameworks for onboarding non-bank players. Its explorative discussions around blockchain applications, digital banks, virtual assets, and open banking reflect an institution deeply invested in financial transformation. However, there is still room for improvement, particularly in the product authorization and approval process, which remains a bottleneck for time-sensitive innovation.

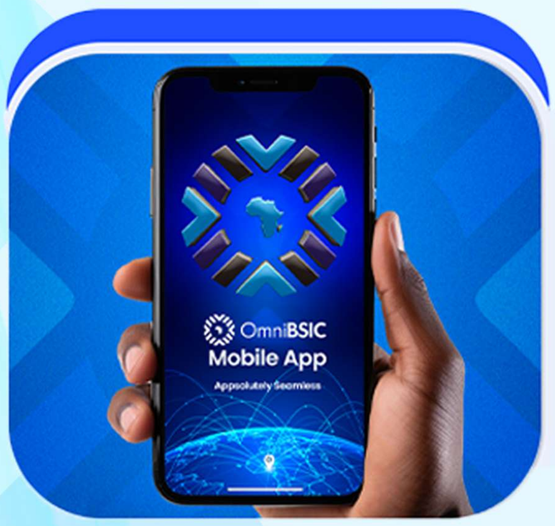
OmniBSIC's journey is not just promising; it is emblematic of what Ghanaian banking can become when institutions move beyond isomorphism and begin to think, build, and serve differently. The bank's positioning is clear: for anyone looking for a banking partner to journey into the future whether as a person, a startup, or a growing enterprise - OmniBSIC is ready. It is "Not Just Another Bank."

Ultimately, Ghana's banking future does not lie in perfect or quasi symmetry, but in purposeful divergence. To truly serve, banks must rediscover their purpose, reimagine their identity, and craft offerings not just because others do but because their customers need them. Transformation begins not with imitation but with the leadership courage to be different.

Written by: Consultant Johnson Olakunmi, A Renowed Digital Banking Specialist

One Bank,

Seamless Digital Services



MOBILE APP

VISA CARDS

POS

INTERNET BANKING

USSD (*788#)

ATM

Bank Anytime, Anywhere!

GLOBAL CUSTOMER SERVICE Week 2025

Through The Lens

This year's Customer Service Week was nothing short of epic! Under the theme **"Mission Possible,"** our teams showed that with heart and teamwork, service excellence is always within reach!

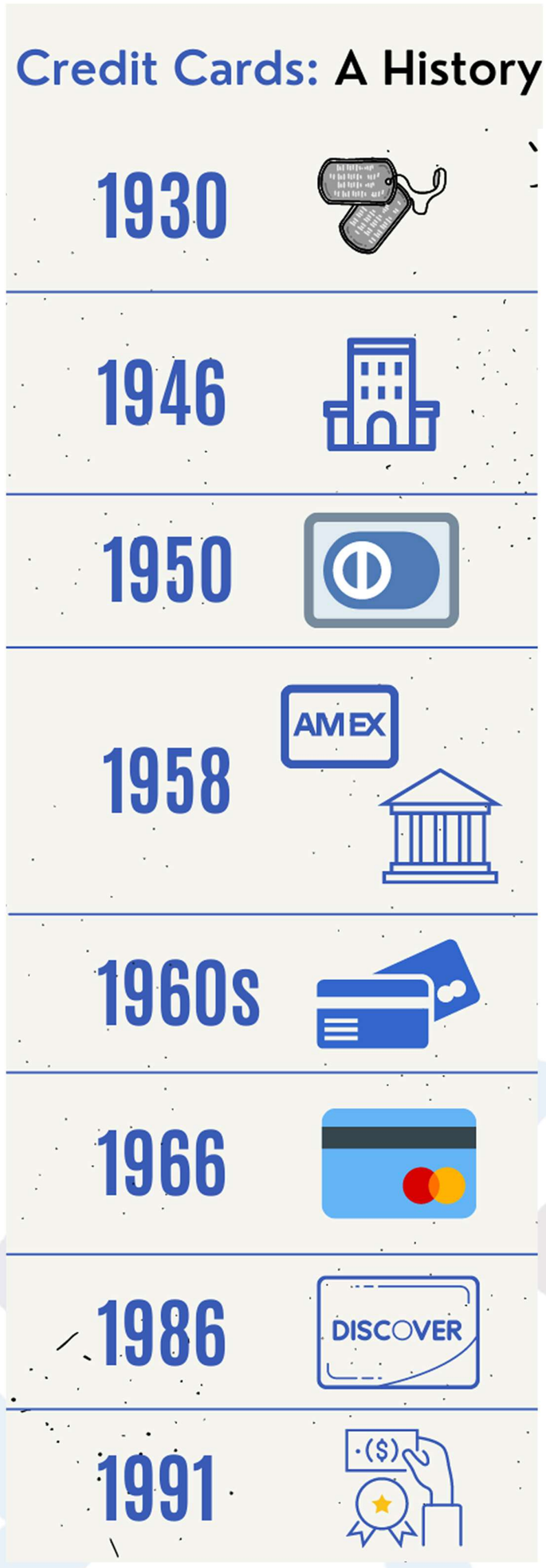
Did You Know?

History Of Credit Cards: When Were Credit Cards Invented?

From its original incarnation as a cardboard Diners Club card to today's heavy metal chip-embedded varieties, the fundamental premise behind a credit card has remained the same: A credit card is a method to buy now and pay later.

There are hundred types of plastic and metal credit cards as well as ones we can store virtually on our smartphones. These range from charge cards (which must be paid in full at the end of every month) to revolving credit cards (which allows you to carry a balance from month to month) to those offering other features.

Credit card transactions have also rapidly evolved in the last few decades, from taking a card's physical imprint to swiping, dipping, tapping or waving your information at a payment terminal.



The Invention of Credit Cards

The concept of credit can be said to date back thousands of years to ancient Mesopotamia. Inscriptions on clay tablets from that period show a record of transactions between Mesopotamian and neighboring merchants from Harappa and are among the earliest known examples of an agreement to buy something in the moment but pay for it later.

Thousands of years later, these ancient I.O.U.s eventually gave way to the earliest versions of store cards. Merchants in the Old West would issue goods to farmers and ranchers who didn't have money to buy supplies. The merchants issued metal coins or small plates as a receipt of the loan.

As the farmers harvested their crops and ranchers sold their livestock, they would repay the merchant.

Over time, these placeholders for payment-in-full evolved in the U.S. into versions that more closely resemble the cards we know today.

Credit:
https://www.forbes.com/advisor/credit-cards/history-of-credit-cards/#the-invention-of-credit-cards

Unlock a World of Opportunities with the

OmniBSIC Visa Classic Cards

Sign Up Today!

#PinkPowerMonth: We Paused to Honour Fighters and Survivors 💖✨

In the month of October, our Bank turned pink with purpose as we joined the world to mark Breast Cancer Awareness Month, a time to honour the brave fighters, celebrate survivors, and encourage regular checks.

Through our Pink Power Month activities, we united as one family in the fight against breast cancer. We picked a day to show our collective support, with staff across branches and departments proudly donning shades of pink and wearing the Breast Cancer Awareness lapel pins throughout the month.

Beyond the show of solidarity, we took proactive steps toward wellness. Staff were given the opportunity to undergo free breast cancer screening, reinforcing the importance of early detection. We also held a virtual pep talk session, where health professionals educated staff on breast health, preventive care, and the power of regular checks.

Together, we reaffirmed our commitment to spreading awareness and supporting one another — because every effort counts in the fight against breast cancer. 🎀

SHINE YOUR EYES (Security Tips)

How To Avoid A Scam

Four Signs That It's A Scam

Scammers **PRETEND** To Be From An Organization You Know

Scammers often pretend to be contacting you on behalf of the government. They might use a real name, like the FTC, Social Security Administration, IRS, or Medicare, or make up a name that sounds official. Some pretend to be from a business you know, like a utility company, a tech company, or even a charity asking for donations. They use technology to change the phone number that appears on your caller ID. So the name and number you see might not be real.

Scammers Say There's A **PROBLEM** Or A **PRIZE**

They might say you're in trouble with the government. Or you owe money. Or someone in your family had an emergency. Or that there's a virus on your computer. Some scammers say there's a problem with one of your accounts and that you need to verify some information. Others will lie and say you won money in a lottery or sweepstakes but have to pay a fee to get it.

Scammers **PRESSURE** You To Act Immediately

Scammers want you to act before you have time to think. If you're on the phone, they might tell you not to hang up so you can't check out their story. They might threaten to arrest you, sue you, take away your driver's or business license, or deport you. They might say your computer is about to be corrupted, all in a bid to get you to act without thinking it through.

Scammers Tell You To **PAY** In A Specifc Way

They often insist that you can only pay by using cryptocurrency, wiring money through a company like MoneyGram or Western Union, using a payment app, or putting money on a gift card and then giving them the numbers on the back of the card. Some will send you a check (that will later turn out to be fake), then tell you to deposit it and send them money.

How to Avoid A Scam

Block unwanted calls and text messages.

Take steps to block unwanted calls and to filter unwanted text messages.

Resist the pressure to act immediately.

Honest businesses will give you time to make a decision. Anyone who pressures you to pay or give them your personal information is a scammer.

Know how scammers tell you to pay.

Never pay someone who insists that you can only pay with cryptocurrency, a wire transfer service like Western Union or MoneyGram, a payment app, or a gift card. And never deposit a check and send money back to someone.

Stop and talk to someone you trust.

Before you do anything else, tell someone — a friend, a family member, a neighbor — what happened. Talking about it could help you realize it's a scam.

Source: https://consumer.ftc.gov

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