

17th November 2009

PRESS STATEMENT
BY
BSP CHIEF EXECUTIVE OFFICER - IAN CLYNE

BSP LAUNCHES - LOVE YOUR BANK CAMPAIGN

When we re-branded Bank South Pacific to the New BSP we wanted to make the bank Bright, Energetic and Modern.

We wanted to change it for the better and make it different. BSP wants to help people be successful in "Your Life, Your, Your Dreams, Your Career, Your Business."

Our new campaign is about the Positive Role BSP plays in your life and the development of your community and this country.

I am sure many people never really consider what a positive role BSP play and how important we are to your community.

I am also sure people don't; think of BSP in a loving way.

We all love PNG, its our home and an amazing place, but Not Perfect. We all have Sport, but often our team are definitely not perfect.

We have our family and friends even when they are far from perfect. These are relationships to be valued.

They involve "Care" "Pride" "Love." The Communities relationship with BSP is also something that should be valued.

BSP "Your Bank" plays an extremely important role in your everyday life.

We are deeply involved in helping people, businesses and communities in PNG grow develop and prosper.

Whether its providing saving account, school loans or business loans or helping rebuild schools and hospitals.

BSP everyday is making a difference. We love helping PNG become more successful. BSP is the local PNG Bank, smallest new biggest with Colonial Fiji we will become the leading bank in the South Pacific.

Like PNG we are still growing and we have plenty of potential.

Like PNG, BSP "Your Bank" is actually something to be proud of even though we are both not perfect.

Despite our success, we want to be the bank serving the people and the communities of PNG.

We are working hard to deliver real value to the communities in which we operate and expand banking services to the new communities in PNG.

We want our bank and staff to be very much involved in your daily life.

I highlighted early this year – BSP needed to become more Social Responsible and throughout this year all of our branches have worked to successfully deliver on our promise.

BSP is now one of the largest sponsor of community and sport programmes around PNG.

We are very passionate about our commitment to PNG and the role we play in the future of this country.

WE are a bank that is different because we are PNG owned and proud of it.

Banking is a serious business, it's an enormous responsibility. We manage K9 billion in shareholder Funds, Savings Deposits and TD's but, why cant we also have some fun? "Hug a Banker" is about fun and giving back to the community through our charity program

SMS Banking competition – 10 weekly winners of K500
- 5 winners of K5,000 prize in grand prize draw

BSP is different to our competitions because the commitment we have to PNG is very much different and very much greater.

We all want a little loving in our lives

BSP Love Your Bank is your Community Bank.

After the launch of - Love your Bank, BSP announced the establishment of the BSP Children Foundation with K100,000.00 for this year.

End/

