



2024 NEWSLETTER

EMPOWERING FINANCIAL GROWTH TOGETHER





MESSAGE FROM THE CEO

Dear Team and Partners,

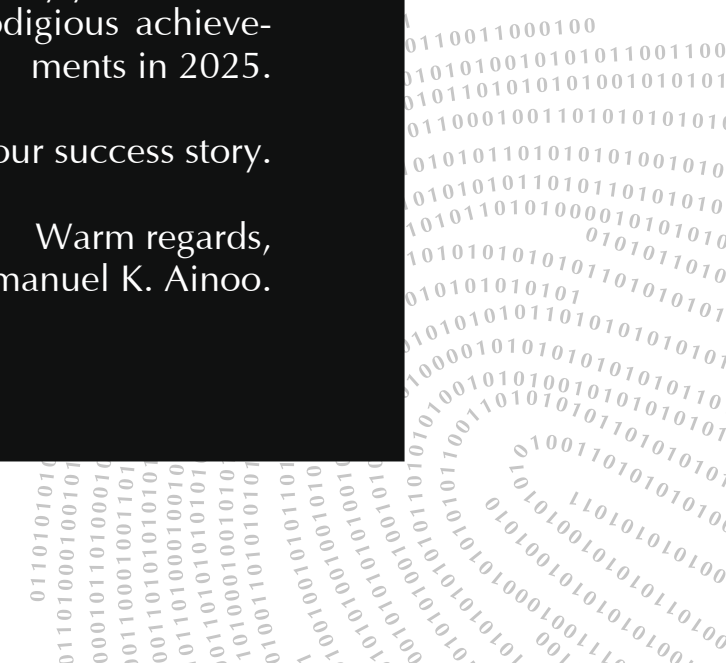
As we close out 2024, I feel deeply obliged to extend my heartfelt gratitude to you all for your unwavering commitment to Blue's mission of empowering financial growth for our beneficiaries.

Without doubt, the year was challenging, however, it goes down in our annals as the year in which we registered remarkable milestones including a 13-year highest annual credit sales, 340% growth in deposit mobilization, award of the coveted ISO/IEC 27001:2022 certification and Bank of Ghana approval for our cutting-edge digital business platform.

Together, we have navigated challenges, celebrated successes, and importantly, laid a robust foundation to anchor a transformative 2025. Under God, I am confident, that backed by your dedication and passion, Blue can look forward to prodigious achievements in 2025.

Thank you for your voice in our success story.

Warm regards,
Emmanuel K. Ainoo.



A YEAR OF ACHIEVING GREAT MILESTONES

1

BUSINESS GROWTH

Our company achieved 300% growth in Fixed Deposit, 126% increase in Credit and 28% increase in customer acquisition.

2

NEW PRODUCTS

We proudly promoted the Scheduled Investment Box (SIB) product. This innovative financial solution is tailored to meet the evolving needs of our customers.

3

ISO CERTIFICATION

BLUEFS proudly earned the prestigious ISO/IEC 27001:2022 certification, reflecting our commitment to the highest standards of information security and management. This achievement underscores our dedication to safeguarding customer data and enhancing operational excellence.

4

MOBILE APP APPROVAL

We successfully secured regulatory approval for our highly anticipated mobile app, iFinance App, a significant step toward enhancing digital engagement and delivering seamless financial services to our customers.



MESSAGES FROM HODS

Dear Team, Colleagues, and Valued Partners,

As we reflect on the remarkable progress made in 2024, it is evident that this year has been nothing short of extraordinary. However, our journey is far from over, it is just beginning. Together, we have set a new benchmark for excellence and laid the groundwork for even greater achievements in the year ahead.

Looking forward to 2025, our focus will be on optimizing operational processes, ensuring that both loan disbursements and investment returns are processed and paid within an ambitious timeframe of just 4 hours. Additionally, we will turn customer complaints into opportunities, striving to transform them into compliments through exceptional service delivery. By introducing innovative products tailored to exceed customer expectations and surpassing our sales and operational targets, we will continue to elevate our performance and redefine customer satisfaction. The incredible dedication and teamwork demonstrated by this department have been the cornerstone of our success. With the same energy, passion, and collaboration, I am confident we will continue to raise the bar and achieve even greater milestones. To my team, your relentless pursuit of excellence has propelled us to achieve the highest sales in 13 years and surpass our Fixed Deposit targets by over 100%. You have shown resilience and ingenuity, streamlining our operational processes to reduce Turnaround Time (TAT) to just 48 hours and contributing significantly to securing the prestigious ISO 2022 certification. These accomplishments are a testament to your hard work and innovative spirit. To the entire staff, your commitment to excellence and collaboration across departments have fueled these achievements.

Thank you for being part of this success story. To our partners, your trust and support inspire us to keep pushing boundaries. Together, we have turned challenges into opportunities and created remarkable value for our customers. As we embark on 2025, let's continue to harness the power of teamwork, innovation, and resilience. Together, we will deliver exceptional customer satisfaction and achieve even greater success.

Thank you for your trust, hard work, and unwavering commitment throughout 2024. I am excited to continue this journey with all of you as we take bold steps into the future.

Every Step With You, Trust In Blue!

EBENEZER BENTIL
Head of Sales and Operations



MESSAGES FROM HODS

Dear Team, Staff, and Valued Partners,

As we reflect on the year 2024, I am immensely proud of the strides the Finance Department has made in contributing to the success of Blue Financial Services Ghana Limited Company. This year, our team excelled in optimizing operational budgets, achieving significant cost savings that directly impacted our profitability. Through diligence and unwavering commitment, we ensured seamless financial planning and reporting, laying a solid foundation for sustainable growth.

To my dedicated account and collection team, your tireless efforts, innovative problem-solving, and attention to detail have been nothing short of remarkable. You demonstrated resilience and collaboration, delivering results that exceeded expectations. I am honored to work alongside such talented professionals who embody the spirit of excellence.

To the entire staff, thank you for your cooperation and support. Your commitment to prudent resource management and alignment with our financial objectives made these achievements possible. Together, we have demonstrated the power of teamwork and shared purpose.

To our partners, your trust and collaboration remain critical to our success. We appreciate your confidence in us and are committed to maintaining transparency, integrity, and financial stewardship in all our engagements. As we step into 2025, I look forward to building on this momentum, driving financial innovation, and contributing even more to the collective success of our company. Together, we will continue to achieve greatness.

Thank you all for making 2024 a truly remarkable year.

FELIX NYALEMEGBE
Head of Finance



MESSAGES FROM HODS

Dear Team and Valued Partners,

As we close the chapter on 2024, I am filled with pride and gratitude for the significant milestones achieved under the leadership of my predecessor. This year has been a testament to the collective dedication, innovation, and resilience of everyone in the company.

In the Risk and Compliance Department, we successfully submitted over 30 policies for approval, demonstrating our commitment to strengthening governance frameworks. We developed an enhanced risk register that aligns with best standards, providing a solid foundation for effective risk management. Additionally, we introduced a comprehensive risk universe assessment, ensuring a holistic and forward-looking approach to identifying and mitigating potential threats. During the year, we also resolved all regulatory issues, reinforcing our reputation as a compliant and dependable financial services provider.

These achievements were made possible through the collaboration and support of all departments. Your engagement with our processes and adherence to compliance requirements have been critical to these successes. As we look ahead to 2025, we are energized to build on these accomplishments. Together, we will continue to uphold the highest standards of risk management, embrace innovation, and ensure Blue Financial Services thrives in a competitive and dynamic industry.

Thank you all for your hard work and dedication. Let us make the upcoming year even more remarkable.

JOSEPHINE AMAKI AMARTEY-VONDEE
Head of Risk and Compliance



MESSAGES FROM HODS

Dear Esteemed Members of the Board, Executive Committee, Management, and Employees,

As we close another successful year, I wish to express my heartfelt gratitude to each of you for your unwavering support and cooperation throughout 2024. Your commitment to excellence has been instrumental in driving the success of Blue Financial Services Ghana Limited.

The Internal Audit Unit plays a vital role in ensuring transparency, integrity, and efficient resource management across the company. This year, your collaborative efforts and dedication to upholding our shared values have greatly enhanced our ability to fulfill this mandate. Your responsiveness, professionalism, and openness to our processes have been key to the improvements we have collectively achieved.

To the Board, your strategic guidance and trust have provided the foundation for our work. To the Executive Committee, your steadfast support in fostering a culture of accountability and control has been invaluable. To Management and all employees, your willingness to embrace audit recommendations and implement constructive feedback has significantly strengthened our operations and practices.

Looking ahead to 2025, the Internal Audit Unit remains committed to delivering quality audits, identifying opportunities for improvement, and safeguarding the future of our organization. Together, we will continue to uphold the highest standards of governance and operational excellence.

NICODEMUS S. DERY
Head of Internal Audit



MESSAGES FROM HODS

Dear Team and Partners,

As we reflect on the year 2024, I am filled with pride and gratitude for the unwavering commitment and competence of our staff, who continue to be the formidable pillar of Blue Financial Services' achievements. This year has been both eventful and successful, and it is all thanks to your hard work and dedication.

To the HR & Admin team, it has been a privilege to lead such an incredible group of professionals. I see and deeply appreciate everything you do for the department and the company as a whole. Your efforts have been instrumental in driving key initiatives and creating a positive impact across the organization.

This year, we successfully led the transformation of employee mindsets and attitudes, fostering a culture of collaboration and innovation that is reshaping the way we work together. The department played a central role in driving the internal sales campaign, which generated over GHC10 million in deposits, a testament to the power of teamwork and initiative. We also championed resource optimization and cost efficiency by automating routine HR and administrative processes, reducing paper use, and advancing our sustainability goals.

As we approach the holiday season, I encourage all staff to take a well-deserved breather. May this festive season bring you joy and refreshment as we gear up for another remarkable year.

Thank you for all you do. Wishing you and your loved ones a Merry Christmas and a prosperous New Year.

JESSIE ADINKRAH ODURO KWARTENG

Head of HR and Administration



MESSAGES FROM HODS

Dear Team, Staff, and Valued Partners,

As we close 2024, I am incredibly proud of the outstanding achievements we have made together. The Marketing and Customer Service teams have worked tirelessly to promote our brand and deliver exceptional customer experiences, and the results speak volumes. This year, we successfully increased social media engagement by 50%, boosted website traffic and online conversions through effective SEO strategies, and launched the Scheduled Investment Box campaign, which contributed to a 20% increase in sales in the second quarter.

Our customer service initiatives have also been transformative, with a 60% increase in customer satisfaction ratings, reduced complaints, and the expansion of support channels to better serve our customers. Additionally, we invested in training programs for our Customer X'perience Officers, resulting in more effective customer engagement and higher employee satisfaction.

These achievements are a testament to your dedication, innovation, and hard work. To our partners, thank you for your trust and collaboration, which continue to fuel our success. As we look ahead to 2025, I am confident that with your continued efforts and teamwork, we will exceed expectations and achieve even greater milestones.

Thank you for making 2024 an extraordinary year. Let's keep building on this momentum together.
Every Step With You, Trust In Blue!

Head of Marketing and Customer Service



CUSTOMER SUCCESS STORIES



Cynthia Azasu
Government Employee

Blue Financial Services has been a lifesaver! As a government worker, I needed a loan urgently for a family emergency, and within 24 hours, my application was approved, and the funds were disbursed. Their team was professional and supportive throughout the process. I highly recommend their services to anyone in need of quick and reliable financial assistance.



Precious Dzifa Akoto
Fixed Deposit Investor

I have been investing with Blue Financial Services for two years, and their fixed deposit products have given me peace of mind and excellent returns. Their team is always available to provide advice and ensure my funds are secure. I'm confident my money is working for me while being handled by a trusted partner.



Raymond Boateng
Business Owner

As a business owner, securing a loan from Blue Financial Services helped me streamline my finances and manage my loan commitments with ease. Their flexible repayment plans and competitive interest rates made a significant difference. I appreciate their customer-focused approach, providing tailored financial solutions that truly meet my needs. With their continued support, I feel empowered to grow my business confidently.



EMPLOYEE ACHIEVEMENTS

SPECIAL RECOGNITION



- CYBER SECURITY & OPERATIONAL EXCELLENCE**

Ebenezer Bentil (Head of Sales and Operations) and Felix Achina (IT Officer) were recognized for their outstanding leadership in championing our attainment of the ISO/IEC 27001:2022 certification, a milestone that reinforces our commitment to excellence.



FELIX ACHINA
IT Officer



EBENEZER BENTIL
Head of Sales and Operations

- CREATIVE CONTRIBUTIONS**

Princess Bonsu (Customer X'perience Officer) was celebrated for her innovative idea in naming the "iBox" product, which has become a cornerstone of our new offerings.



PRINCESS OSEI BONSU
Customer X'perience Officer

- DIGITAL EXCELLENCE**

We recognized Theophilus Bonney (Digital Content Officer), for his exceptional work in elevating our social media presence and engagement.



THEOPHILUS BONNEY
Digital Content Officer

- MD SPECIAL AWARD**

James Duodo Owusu was recognized for his dedicated service in man guarding and unwavering support for other related institutional activities, reflecting his steadfast commitment to the organization.



JAMES DUODO OWUSU
Man Guarding



EMPLOYEE ACHIEVEMENTS

EXCELLENCE AWARDS



- CUSTOMER SERVICE AWARD**

Mercy Opare was honored for consistently going above and beyond to deliver excellent service to both internal and external customers, exemplifying the spirit of customer-centricity.



MERCY OPARE
Customer X'perience Officer

- EXCEPTIONAL LEADERSHIP AWARD**

Gideon Ankrah received recognition for his exemplary leadership skills, motivating and inspiring others to achieve success and foster a collaborative environment.



GIDEON ANKRAH
Collections Manager

- TEAM PLAYER AWARD**

Selorm Doku was acknowledged for continuously demonstrating exceptional teamwork skills, collaborating effectively with colleagues to achieve shared goals and contribute to organizational success



SELORM DOKU
Team Lead: Sales



EMPLOYEE ACHIEVEMENTS

POSITIVE CONDUCT AWARD



- MULTI-TASKING MASTER AWARD**

Selorm Doku was recognized for his exceptional ability to manage multiple projects and tasks seamlessly, demonstrating outstanding efficiency and organizational skills.



SELORM DOKU
Team Lead: Sales

- HAPPY CAMPER AWARD**

Selorm Doku was honored for consistently demonstrating a positive attitude toward work, no matter the challenges. His cheerful demeanor and optimistic outlook have been a source of inspiration to his team morale.



SELORM DOKU
Team Lead: Sales

- THE OFFICE FASHIONISTA AWARD**

Princess Osei Bonsu was celebrated for her impeccable fashion sense and consistently elevating her style, making her a standout presence in the workplace.



PRINCESS OSEI BONSU
Customer X'perience Officer



LONG SERVING PERSONNEL

Special recognition for employees who have been with the company over the last decade.



14
years

JANET APOSUK

Internal Sales Officer



14
years

ANITA ANNAN

Branch Operations Manager



13
years

FELIX NYALEMEGBE

Head of Finance



13
years

DOREEN OSEI

Lead Verification Officer



13
years

EMMANUEL AINOO

Chief Executive Officer



10
years

MERCY OPARE

Customer X'perience Officer



13
years

FELIX ACHINA

IT Officer



12
years

**JESSIE
ODURO-KWARTENG**

Head of Human Resource & Admin



12
years

LYDIA AZASOO

Internal Sales Officer



12
years

GIDEON ANKRAH

Collections Manager



11
years

NICODEMUS DERY

Head of Internal Audit

EMPLOYEE MOVEMENTS

● NEW RECRUITS

We welcomed five (5) new team members to the Blue Family. Their valuable expertise and experience have augmented the human capacity in the Company.



ABIGAIL ADDAI
Executive Assistant



FELIX YEBOAH
Loan Recovery Officer



RENATHA AMANYO
Verification Officer



EMMANUEL SAKYI
Verification Officer



JOSEPHINE A. AMARTEY-VONDEE
Head of Risk and Compliance

● REASSIGNMENTS

In line with the business succession plan and talent retention programs, two (2) employees embraced exciting new challenges through internal reassignments, ensuring their skills and experiences contribute to our strategic goals.



EBENEZER BENTIL
From Head of Risk and Compliance
To Head of Sales and Operations



LYDIA AZASOO
From Recovery Officer
To Sales Officer

● RESIGNATIONS

We bid farewell to six (6) of our employees who were an integral part of our journey. We were proud of their achievements whilst they were with us and extend our gratitude for their contributions and wish them success in their future endeavors.

● WELCOMING NEW TALENT

We welcomed three (3) National Service Personnel who are embarking on their professional journey with us. Their enthusiasm and eagerness to learn have brought renewed energy to our workplace.



MICHEAL AHIADORME



DANIEL OMARE



KWAME OKYERE ADDO

● INTERNS

In 2024, we engaged three interns, Emmanuel Sakyi, Jessica Korankye and Jonathan Golightly, who brought fresh perspectives and enthusiasm to our organization. Their contributions were impactful.

SPONSORSHIP AND CSR INITIATIVES

As part of our commitment to community development, Blue Financial Services has donated to Medeama Football Club towards the construction of a football pitch. This initiative aims to promote sports and youth empowerment by providing a dedicated space for training and competition. We are proud to support projects that create opportunities and foster growth in our communities.

Donation of Air conditioners to the Ghana Armed Forces Pay Regiment to deepen our social footprints with our partners in the security services.



EVENT HIGHLIGHTS

WORKERS DAY CELEBRATIONS

The annual worker's day was celebrated to recognize and commemorate our employee's achievements and contributions. It also brought employees together for a day of collaboration and fun games.



LIFE EVENTS

This year, we came together as a family to celebrate life's precious moments such as weddings and child naming ceremonies. With great sadness, we respectfully remember the passing of the loved ones of our. These gatherings reminded us of the strength of our community.



CELEBRATING SALES EXCELLENCE: RECOGNIZING OUTSTANDING PERFORMERS AND TEAMS

This year's sales campaign was a resounding success, driven by the dedication, innovation, and teamwork of our exceptional staff. We proudly recognize the individuals and teams who went above and beyond to achieve remarkable results, surpassing targets, and contributing significantly to the company's growth. Through your collective efforts we achieved a total sales of Ghc19,834,306.61. Your hard work and commitment to excellence have set new benchmarks for success. Congratulations to all our awardees for their outstanding performance!

INDIVIDUAL REWARD



WINNER
**JESSIE ADINKRAH
ODURO KWARTENG**
Head of HR and Administration



1ST RUNNER UP
DOREEN OSEI
Lead Verification Officer



2ND RUNNER UP
EBENEZER BENTIL
Head of Sales and Operations

TEAMS REWARD



WINNERS
TEAM 3



1ST RUNNER UP
TEAM 2



2ND RUNNER UP
DRIVERS 2

EMPLOYEE VOICES

Joining Blue Financial Services has been an incredible experience over the past few months. From my first day, I was warmly welcomed by a team of talented and supportive individuals.

The work ethics here are great, with everyone making efforts towards excellence and professionalism. There's a sense of accountability, and it's inspiring to see how dedicated the team is to delivering quality results for our clients.

One of the standout aspects of Blue Financial Services is its focus on team building and collaboration. This culture has not only strengthened our working relationships but also fostered a sense of belonging and mutual respect.

The company culture emphasizes productivity while maintaining a healthy work-life balance. It's a place where innovation is encouraged, efforts are recognized, and personal growth is supported.

I'm grateful to be part of an organization that sets such commendable standards for both its staff and its work. I look forward to contributing to and growing with Blue Financial Services.

I initially came across an internship opportunity as a Customer Experience Officer at Blue Financial Services. Despite some of my colleagues questioning why I would choose to intern instead of focusing on finding a full-time job, I decided to send in my CV. For me, the decision was simple: internships are an opportunity to learn, grow, and gain valuable experience.

Coming from an accounting background but lacking experience in the financial sector, I saw this as a chance to develop professionally and better understand the financial world. The first month was challenging, but I was determined to stay and make the most of the opportunity.

My internship, which began in May 2024, was originally for three months. After this period, my contract was extended for an additional two months. During this time, a job vacancy for a Verification Officer was announced. Encouraged by the skills and knowledge I had gained; I decided to apply for the role. By God's grace, I was selected, and I am now a proud Verification Officer at Blue Financial Services.

Looking back, I can see how much I have grown. This journey has been one of continuous learning and self-improvement. I am deeply grateful to the management of Blue Financial Services for believing in me and giving me the opportunity to contribute as part of the team. So far, my experience with the company has been nothing short of fulfilling, and I am excited to continue this journey.

JOSEPHINE AMAKI AMARTEY-VONDEE
Head of Risk and Compliance



EMMANUEL SAKYI
Verification Officer





INTERACTIVE SECTION



TRIVIA

Question

What new product did Blue Financial Services Ghana Limited introduce this year?

Answer

(To be revealed in the next edition!)



FAQS

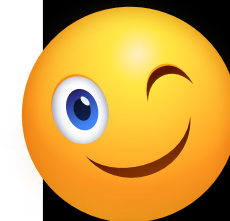
Question

Who is eligible for loan services?



Answer

All government workers and private salaried workers on payroll.



LOOKING AHEAD

2025

● EXECUTION PRIORITIES

Market and Product Diversification

Introduce new products, payrolls and penetrate new markets.

Consolidation of the growth of the current business

Grow the balance sheet, loan asset book and deposits.

Business Transformation

The use of manpower and technology to sustain growth and diversification plans.

● BUSINESS TARGETS

As we prepare for an exciting year ahead, we are committed to achieving the following strategic growth targets:

Grow the loan book by 160%

Increase investment portfolios by 110%

Boost profitability by 370%

Expand total assets by 87%

Enhance shareholder value with an 18% growth in shareholders' funds

● UPCOMING EVENTS ●

Staff Retreat

Aimed at fostering collaboration and aligning teams with 2025 goals.

Launch of Mobile App

Introducing the iFinance App, a milestone in our digital transformation journey.

May Day Celebration

Appreciating staff efforts and contributions to the Company.

Midyear Celebrations

A reflection of achievements and recalibration of objectives.

Company Anniversary Celebrations

Marking another year of growth and success.

The background image shows the entrance of a building with a large sign that reads 'blue' and 'Blue Financial Services Gh. Ltd'. The building has a red-tiled roof and white columns. A flag is visible on the right side. The text is overlaid on the image.

blue[®]

Blue Financial Services Gh. Ltd

Thank you for being part of Blue Financial Service Ghana Limited's journey this year. Together, let's make 2025 even more remarkable. We look forward to continuing to serve and grow with you.

Every Step with you, Trust in Blue

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FINANCIAL SERVICES GH. LTD. CO.