

# News Release

November 2021

---

## **A mobile banking facility for communities**

From Gauteng to Western Cape and KwaZulu, African Bank is expanding its branch network structure and getting mobile with the roll out of a fleet of seven new mobile branches intended to take banking to the people.

Sbusiso Kumalo, Chief Marketing Officer for African Bank, says the launch of the new mobile fleet forms part of the Bank's new 2025 strategy to take the lead in new markets by reaching out to existing and potential customers closer to where they live. "We're offering full service banking out of these vehicles as a valuable service to support and empower rural communities who traditionally have no, or only limited access, to banking facilities," he says.

The mobile branches are an ideal solution for these communities, as fixed based branches are often situated far away from where these communities live. The mobile branches offer free WIFI to anyone wanting to transact on the spot complementing the Bank's existing branch network and digital and telephony offerings.

Kumalo says the mobile branch busses will function very much like a fully-fledged branch, with plans to extend the offering depending on demand. "Feedback from the community has been really positive so far, particularly from customers who enjoy the flexibility of the offering and are able to visit the mobile branch outside of standard banking hours. We will use all this feedback from our seven test vehicles to expand our offering with more vehicles, kiosks and pods in the coming months," he concludes.

Visit the African Bank [website](#) or like them on [Facebook](#), [Twitter](#) and [LinkedIn](#)

**ENDS**

PREPARED ON BEHALF OF AFRICAN BANK BY CATHY FINDLEY PR. CONTACT JACQUI MOLOI ON [JACQUI@FINDLEYPR.CO.ZA](mailto:JACQUI@FINDLEYPR.CO.ZA) OR 0717648233 WITH ANY CONSUMER PR QUERIES.