

LET'S TALK MONEY

Issue 22



Ipeelee: Your Innovative, Long-term Savings Companion

Bank Gaborone's Ipeelee Savings Account combines competitive interest rates with the benefit of funeral cover.

First in Botswana: A Savings Account with powerful funeral cover.

At Bank Gaborone, we know that the difference between ordinary and extraordinary is that little bit extra, we're striving to give our clients a banking experience that they simply can't get anywhere else. That's why we've added on a truly unique benefit to the Ipeelee Savings Account: funeral cover. We know that funeral cover is a financial necessity that many people either can't afford, or would prefer not to think about – until it's too late. So, with Ipeelee, as long as long as the account holder maintains a balance of P1000 for six consecutive months, we give them that security. It's automatic. You don't have to think about it again. We're very proud of this innovation.

Gaining Popularity

We've been overwhelmed with the market's response for Ipeelee Savings Account. The most interest has come from middle income earners and young people typically in their first stable employment. They're looking for a financial partner they can grow with, and they're particularly interested in the funeral cover that Ipeelee gives its clients. The response we are receiving from clients is a strong indication that clients have been craving this kind of service for some time now.

Why Ipeelee Savings Account matters

A savings account is the cornerstone of an individual's financial wellbeing. We are not looking to come up with products and services that make people accumulate unhealthy debt. We know that the real, sustainable value comes when you give someone a platform to save at a competitive rate of interest. That's meaningful for us. Our clients' balances will grow rapidly and provide for a substantial financial goal – far off in the future. We want the Ipeelee Savings Account to play a role in the creation of wealth for the whole nation.

Open an Ipeelee Savings Account for your children

Learning about money at an early age is empowering: it teaches your children to make goals, to feel in control and to set themselves up for the challenges of adulthood. Basically, what you really want is for your children to learn how to plan their spending in advance, instead of having a cash reserve that keeps getting smaller with every impulse buy. A savings account with attractive rates of interest, just like Ipeelee, is the perfect vehicle to show your children how savings work and why they matter in the real world.

For more information on Ipeelee Savings Account or any of our other products and services please contact one of our branches at:

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Growing together.