

## **Clients strengthen Banco Atlántida as number 1 in deposits**

**Results at the end of 2020 registered 91,678 million lempiras in deposit balance, which is equivalent to 21.3% of the total portfolio**

**Tegucigalpa, February 10, 2021.-** Banco Atlántida today celebrates 108 years of operation as the financial institution with Honduran capital in which companies and people trust the most for the care of their money.

This is reflected in the December 2020 deposit ranking of the country's commercial banking system, reporting a balance of 91,678 million lempiras and a share of 21.3% of the total portfolio of 430,676 million.

In relation to the balance of 2019, when the deposits of that financial institution totaled 75,138 million lempiras (20.8% of the total), Banco Atlántida observed a nominal interannual growth of 16,540 million.

Of the 69.576 million lempiras that private banking deposits grew the previous year, Atlántida contributed 23.4% of the 14 commercial banks that operate in Honduras. The difference with the second place in the deposit ranking is 18,908 million lempiras and 4.4 percentage points.

Carlos Girón, Executive Vice President of Retail Banking, Marketing and Communications at Banco Atlántida, states that despite the effects of the coronavirus pandemic on the national economy and the damage from hurricanes Eta and Iota in the country, the results achieved in 2020 were still flattering on deposits, exceeding the expectations that had been drawn before the health crisis and natural phenomena.

He adds that small, medium and large savers confirmed last year their confidence in Banco Atlántida in the management of their deposits. "We celebrate 108 years with more than 90,000 million lempiras in deposits and for us each lempira in deposits is a high responsibility in order to return interest to our savers," the executive stressed.

He also expressed, "for us it is important to continue communicating the trust of the Honduran people in this banking institution that has served the people for 108 years."

Girón says that despite how difficult 2020 was for the national financial system due to the negative effects of the health crisis and the hurricanes on the finances of companies and individuals, commercial banks such as Atlántida did not stop paying interest to their depositors.

## **Deposits**

The deposit portfolio of Banco Atlántida experienced a historic result the previous year. The Vice President of Retail Banking says in the previous year more than 40,000 savings accounts were opened through cell phones. In total, the number of new depositors reached 87,724, the best result in recent years, with an average of 240 daily accounts.

Carlos Girón explains that to achieve this figure, the support of technological tools was imperative, such as tutorials in order to teach clients how to open a savings account from a cell phone, to which is added a human team of more than 2,200 employees committed to the bank and with the depositors. He states that to the foregoing must be added a team of bankers who help the clients who visit our agencies to enable their digital services and carry out their transactions from their cell phone or computer.

Of the 91,678 million lempiras in deposits as of December 31, 2020 in Banco Atlántida, savings accounts report 45,291 million in balance, certificates of deposits with 32,333 million, checking accounts with 13,869 million and 107 million in other deposits.

According to Banco Atlántida's executive vice president of Personal Banking, Marketing and Communications, the challenge for 2021 is to continue leading the deposits ranking and adding more account holders to its client portfolio.

"Banco Atlántida continues to be the bank of Hondurans and in which they trust," says Carlos Girón, adding that the numbers for the close of 2020 confirm the preference of savers when trusting their money in that financial institution.

## **Millionaire promotion**

To reward the trust of its account holders, Banco Atlántida launches a savings promotion consisting of 108 cash prizes, up to 100,000 lempiras, in commemoration of its 108th anniversary.

Participation is easy and simple: for every 1,000 lempiras of increase in your average balance or ma new savings account that the client opens and makes the first deposit, they accumulate an electronic ticket to participate in the draw for the 108 prizes.

Banco Atlántida, which is part of Grupo Financiero Atlántida, was founded on February 10, 1913 in La Ceiba, Atlántida and later began its expansion process in the country to cover the 18 departments of Honduras.

Currently, it includes 188 offices in the national territory, 24 autobancos, more than 800 Atlántida agents and 58 Multi ATM that are part of the physical infrastructure to serve its clients in the 18 departments of the country, to which is added a new and updated technological platform for digital banking called Atlántida Online and its Atlántida Móvil

application so that its customers can self-serve by carrying out more than 400 transactions from their cell phone or computer.