

Popular presents a new corporate image and ad campaign

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Since 1981, Banco Popular has provided financial services in the Virgin Islands while also fostering strong community relationships. Now, continuing its commitment to the region, the financial institution will operate as 'Popular'.

"Customers' financial needs have evolved over time, driving to expand our range of products and services, from banking to financial services. Our corporate name has evolved accordingly from Banco Popular to Popular", said Denise Draper, Senior Vice President and Division Manager of Marketing and Customer Knowledge for Popular.

In March, all nine branches throughout the Islands and main offices will have new 'Popular' signage. Popular will also introduce a new advertising campaign, "My Bank is Open 24/7". The campaign focuses on the convenience and innovation available to Popular's customers, highlighting features such as Mobile Withdrawal, Mobile Easy Deposit, Mi Banco Alerts, and ATH Móvil.

"For the past 37 years, we have supported the economic and social development of the Virgin Islands. This evolution provides an opportunity for us to offer a wider range of financial services including our digital solutions under 'Popular'. We look forward to continue fostering the social and economic well-being of the Virgin Islands. The name 'Popular', as well as our new campaign, reflect our commitment to our customers and communities," added Oran C. Bowry, Senior Vice President and Region Manager for Popular.

About Popular

Popular Virgin Islands is one of the leading financial institutions in the area, with a network of nine branches located in St. Thomas (5), St. Croix (3) and Tortola (1), as well as an Easy Deposit Center in St. John. In addition to three credit centers and three mortgage centers, it has online banking services available through its webpage www.popular.com/vi [8] and TeleBanco by calling 1-888-724-3655. The financial institution also has a mobile app for iPhone®, iPod touch®, iPad®, and Android™ devices called Mi Banco Mobile.

Language:English

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