

## BCB Featured on ABC World Business Report

When we received a letter from Premier Paula Cox requesting our participation in an upcoming production of ABC's World Business Report focusing on Bermuda's business and tourism sectors, we were pleased to participate in the opportunity to showcase the Bank and Bermuda. With the recent success of the Bank, BCB has been excited to share some of the positive aspects and stories coming out of the currently fickle economic climate. Although the economic projections are still relatively unclear, there are businesses striving to grow regardless of the unstable economy and Bermuda Commercial Bank is one them.

In March 2011, BCB reported earnings of more than \$1.35 million for the six months ending March 31, 2011; this equating to fully diluted earnings per share of \$0.20. The total revenue for the period was \$5.74 million compared to \$2.45 million in the prior period. With continued turmoil in the global markets it is pleasing to see that BCB was able to maintain a solid growth level



The agenda of ABC's World Business Report is to focus on the positives of the Bermudian business sector and how the island will be able to persevere through the rocky roads ahead. Horst Finkbeiner, BCB's COO, commented that it was our island's versatility and strength that will aid us through in upcoming years.

The interviewers, Lynn Graham and Lorenzo Jooris, were impressed by their stay thus far on the island. The message was positive across the board from all of their previous interviews and they were very complimentary about the strength of the financial sector and pool of talent that was evident on our small island.

Mr. Jooris had many questions for Horst. Mr. Finkbeiner discussed that it was the Bank's smaller size and innovative ideas and concepts, as well as its attention to customer service and flexibility that has brought new customers on board. "Higher net worth individuals demand a high level of service and BCB has been able to provide them with what they need. It is this commitment to our clients that make the Bank a desirable place to hold their most important assets. We seek excellence in our staff and it is for this reason that we have employees and clients that have been with the Bank for over 30 years." Mr. Finkbeiner went on to say that, "Bermuda is good for international business because we have a strong regulatory and legal environment and a truly international focus. We are the world's top re-insurance jurisdiction, and because we are constantly changing and evolving with the times, Bermuda is better able to adapt to changes in the world economy than many other countries."

BCB is proud to be a part of this innovative programme focusing on the success of our island business community amidst a chaotic and unstable financial environment. We are excited about our competitive multi-currency deposit products and the new products that we have in the pipeline including a new banking system, the introduction of credit cards, and recent acquisitions that will continue to keep BCB in the forefront and current in Bermuda's financial arena. Bermuda Commercial Bank is looking towards the future both locally and globally and is excited to share these new products, programmes, and services with our current and future clients.

Be sure to look for us on World Business Report 360° airing in the next few months in major US Cities on ABC.

**2.10% BMD/USD**  
**Interest for 48 months**

### LETTER FROM CEO

August 17, 2011

Dear BCB Friends, Clients, and Colleagues,

I wanted to personally thank you for your support and patronage to Bermuda Commercial Bank. We have seen a continuation of the difficult global economy. The recent announcement by the US Federal Reserve of continued low Fed rates, the uncertainty in European markets and the downgrade of the US credit rating has created more turmoil. Our clients take comfort in times like these from BCB's conservative approach and strong balance sheet.

It is this conservative approach to banking that allows us to offer the most competitive deposit rates in our market. We have also been focused on developing our core business this past year and are excited that you have been a part of it. We continue to focus on what we do best which is delivering top tier service to our clients, and are working on expanding our suite of products to better accommodate the constantly changing marketplace. There is a lot to look forward to in the upcoming months and the Bank is working to create new products and tailor our existing financial solutions to remain current and competitive.

We will be sending out monthly market updates, quarterly eNewsletters, and general Banking news to those of you who have signed up to be on BCB's email subscription list. Please feel free to forward the information to anyone who you think might also be interested in keeping up with current market trends and changes in the financial industry. I am looking forward to working with you in the future and continuing to nurture our business relationships. I welcome your questions, comments and ideas, please do not hesitate to contact me directly.



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COO and Director BCB  
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BREAKING NEWS

## Private Banker Tasha Jones Joins the BCB Team

Bermuda Commercial Bank is excited to welcome Tasha Jones as our new Private Banker. Tasha joined the Bank in July 2011, formally with Butterfield Bank Private Banking as a Vice President. Tasha brings with her over twenty years of experience within the financial sector in both Bermuda and North America. Originally from Bermuda, Tasha worked in New York and California at Barclays Capital and at Capmark Financial (formerly GMAC Commercial Mortgage). Tasha holds a Bachelor of Science Degree in Finance.

Tasha currently serves on the Board of Directors at Raleigh Bermuda and volunteers as a Big Sister for Big Brothers Big Sisters of Bermuda. She has also participated in a wildlife expedition in Kenya and volunteered at a Wildlife Reserve in South Africa. Tasha enjoys helping those in the community by donating time, money, and intellectual capital to organizations that strive to make a difference.

An avid sports enthusiast, you can usually find Tasha on the tennis courts or out on the water during her down time. Also known as a bit of a social butterfly and cultural explorer; Tasha enjoys meeting new people, travelling, and discussing her latest find in literature with her book club. Please feel free to contact Tasha directly for any of your private banking needs.

Tasha Jones | Private Banker | Phone: 441.299.2877 | [tjones@bcb.bm](mailto:tjones@bcb.bm)

As part of our plan aimed at expanding the suite of products and services that we offer, and for the purpose of providing more abundant and convenient services to you, we will be installing a bespoke IT platform that will form the core of our new banking system. Although we are still working on the system changeover, we wanted to make you aware of the process.

We will be providing additional information to you prior to the go-live date, and are available to answer any of your queries.



## BCB Welcomes Tasha Jones

We are excited to welcome Private Banker Tasha Jones to BCB. Tasha brings with her over 20 years of experience within the Financial Services Industry, including Private Banking in Bermuda and Real Estate Finance in California and New York. Please feel free to contact Tasha directly at 299-2877 or [tjones@bcb.bm](mailto:tjones@bcb.bm)



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