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NATIONAL BANK OF ETHIOPIA
ADDIS ABABA

FIS/BSD/127/16

February 02, 2016

All Banks
Addis Ababa

Dear Sir;

Subject: - **Circular No. BSD/11/2016**

The National Bank of Ethiopia has a responsibility to ensure that all advertisements by banks and their technology service providers are fair and free from misleading statements or omissions. To this end, you are expected to submit hard and electronic copies of all your current or live advertisements on television, magazine, newspaper, radio, website, poster, or otherwise to the National Bank of Ethiopia, by February 8, 2016 at the latest. Likewise, all future advertisements have to be submitted to the National Bank of Ethiopia for follow-up and comments (if any).

Sincerely yours,

Solomon Desta
Director, Banking Supervision Directorate



cc.

- H.E. The Governor
- The V/Governor, Financial Institutions Supervision
- Legal Services Directorate

National Bank of Ethiopia