



## **Simplii Financial officially opens for business – offering Canadians straightforward, no-fee daily banking and great rates**

*Canada's first direct banking brand to offer unlimited free Interac e-Transfer® transactions*

TORONTO, ON – Nov. 1, 2017 – Simplii Financial™, Canada's newest direct banking brand, opened its virtual doors today offering straightforward banking for the growing number of Canadians who prefer to bank online, on mobile devices or by phone. Simplii's no-fee daily banking offer includes sending and receiving free unlimited Interac e-transfer transactions, as well as great interest rates.

"With Simplii, we are bringing a straightforward approach with no-fee daily banking and great rates," said Mike Boluch, Executive Vice-President, Direct Banking, Innovation & Payments, CIBC. "We're excited to add even more value for clients by offering free unlimited e-transfers out of the gate and we will continue to introduce enhanced digital banking services that meet the rapidly evolving needs of Canadians. We know it's what our clients expect and we will deliver."

For Canadians who want simple and easy banking - whenever and wherever they want - Simplii offers:

- No-fee daily banking
- Sending and receiving free unlimited Interac e-Transfer transactions
- High interest rates on savings
- Great mortgage and loan solutions
- Banking on the go online and via our Simplii mobile app available on [Android](#) and [iOS](#)
- 24/7 access to Personal Banking Representatives by telephone
- Client support via email and click to chat with live agents 7 days a week
- Free access to 3,400 CIBC ATMs across Canada

"We are thrilled to welcome clients to the Simplii brand and we will be actively listening and looking for ways to evolve our offering as we continue to innovate and create a great banking experience for our clients," added Boluch. "We look forward to launching enhanced products and services in the near future."

Learn more about Simplii's no-fee daily banking and great interest rates at [www.simplii.com](http://www.simplii.com).

### **About Simplii Financial™**

Simplii Financial is committed to delivering simple, straightforward banking. With a fully mobile experience clients enjoy no-fee daily banking with no minimum balance and high interest savings rates. Offering 24/7 access to online, mobile and telephone banking as well as access to a national network of over 3,400 CIBC ABMs, Simplii Financial delivers a simple and easy way to bank. Life's busy. Bank Simplii™. For more information about Simplii Financial please visit [www.simplii.com](http://www.simplii.com) or by following on Twitter [@SimpliiFin](#) or on [Facebook](#).

For further information: Olga Petrycki, Public Relations | 416-306-9760 | [olga.petrycki@simplii.com](mailto:olga.petrycki@simplii.com)