

Capitec recognised as SA's strongest brand

Capitec Bank has been recognised as the strongest brand in South Africa, in the new *Brand Finance South Africa 100 2022* [report](#).



Source: Supplied.

Earlier this year, the bank was also recognised by *Brand Finance* as the second strongest banking brand in the world.

Francois Viviers, executive of marketing and communications at Capitec, says, "It's fantastic to see the Capitec brand [recognised](#) as the strongest brand in SA.

"We were agile in our response to the challenges Covid-19 imposed, and we used the pandemic as an opportunity to respond with innovations in digital banking that help our clients bank better.

"The *Brand Finance* result just confirms that our relentless focus on the needs of our clients is the driving force behind the Capitec movement."