



EQUITY

Bank • Your Listening, Caring Partner

MARKET

Equity Group Holdings Plc was founded in 1984 as Equity Building Society (EBS). The Vision of the Group is to Champion the Social Economic Prosperity of the People of Africa. Its mission is to offer inclusive financial, customer focused services that socially and economically empower clients and other stakeholders. The Group has banking subsidiaries in Kenya, Uganda, South Sudan, Rwanda, Tanzania and the Democratic Republic of Congo. It has several non-banking subsidiaries which include the Equity Group Foundation, Equity Insurance Agency Ltd, Equity Investment Bank, and Finserve Africa Ltd.

Equity as a one-stop financial institution offers a full range of solutions from savings, credit, payments, insurance to investment with an inclusive business model that targets both individuals and businesses across all social economic profiles. This model has attracted both local and international recognition as the solutions provided cater for those at the bottom of the pyramid to the high net worth. It caters for Micro, Small and Medium Enterprises, corporates, government institutions, salaried employees, youths, farmers, women as well as Africans in the Diaspora.

Equity Bank has 278 branches and nearly 30,000 agents across the countries of operation which have been key in customer acquisition and financial inclusion in the region. The Bank has nearly 12 million accounts, making it the largest bank in Sub Sahara Africa in terms of customer base.

With the adoption of digital channels such as Equitel and the Eazzy Banking suite of products, the Bank branches have become centres for supporting SMEs and Corporates. Individuals are opting to use self-service channels as they are able to bank from anywhere and at any time. Although majority of the borrowers are individuals, SMEs are the main holders of the loan portfolio at over 60%.

The Bank is a key player in corporate banking given its large balance sheet which is currently over half a trillion shillings in total assets at over KES 518.2 Billion (US\$ 5.18 Billion) and the single obligor lending limit is massive at KES 22.5 Billion (US\$ 225 Million). Equity Custodial Services has the largest market share of CDSC accounts at the Nairobi Securities Exchange, and Equity Bank is currently the most valuable bank listed on the Nairobi Securities Exchange with a market capitalisation of over KES. 150 billion and is cross listed in the Uganda and Rwanda Securities Exchanges.

The Bank's core value on effective corporate governance drives strong ethical leadership and integrity, shared prosperity, social-environmental responsibility and determination of the Group strategy.

The Bank complies with regulations of the Central Banks of Kenya, Uganda, South Sudan, Rwanda, Tanzania, and DR Congo plus the Capital Markets Authority and Nairobi Securities Exchange.

Equity Bank's credit rating by Moody's of B1 for

Global Local Currency Deposit Ratings is at the level of sovereigns, the National Deposit Ratings is at Aa1.ke/KE-1 while Global Credit Rating has maintained Equity's investment grade at AA- on long term and A1+ short term with a stable outlook. The Banker Top 1000 World Banks 2017 ranked Equity Bank 37th in soundness (Capital to Assets), 45th in Return on Capital and 11th on Return on Assets globally.

Equity Group collaborates with many likeminded



partners including IFC, World Bank, European Investment Bank, USAID, EIB, UKAID, AFB, KfW, and The MasterCard Foundation to support and promote the livelihoods of communities.

ACHIEVEMENTS

Equity Bank has been championing democratisation of access to finance and wealth creation in East and Central Africa.

2016

- Launched Eazzy Banking suite of digital banking solutions under Equity 3.0 Strategy as the bank trail blazes Digital Financial Services globally

2015

- Launched Equitel Mobile Virtual Network Operator
- Acquired Pro-Credit Bank Congo
- Norfund and other investors bought Helios stake in the largest Private Equity deal in Africa

2014

- Restructured the Group by creating Equity Group Holdings Limited

2012

- Started banking operations in Tanzania

2011

- Started banking operations in Rwanda

2010

- Launched Agency Banking

2009

- Greenfield entry to South Sudan

- MasterCard Foundation became a partner in Equity Group Foundation

2008

- Entry to Uganda via acquisition of UML

2007

- US\$185 million capital injection by Helios (largest single investment to a Kenyan Bank)
- Launched Equity Custodial Services
- Launched Bancassurance

2006

- Listed on Nairobi Stock Exchange in 2006
- Launched Visa Debit Cards

2004

- Equity Building Society converted into a bank

AWARDS

Equity Bank has embodied a culture of creativity and innovation making it the most awarded Bank in Kenya both locally and globally.

The Bank was named Africa's Best Retail Bank for the Year 2017 during the African Banker Awards.

In June this year, Equity's efforts were celebrated by it featuring in the World Bank's book "Developing Africa's Financial Services" – The Importance of High-Impact Entrepreneurship - as one of the best practice case studies in Africa.

For the last 5 consecutive years, Equity has won the award for the 'Best Bank in Kenya' in the annual Think Business Banking Awards because of its remarkable performance, product offering, great customer service and reach.

Euromoney Awards of excellence also named Equity as Africa's Best Bank in 2016 and Kenya's Best SME Bank.

Going forward the Group aims to focus on enhancing an agile balance sheet with strong liquidity and improved asset quality, brand investment and visibility as well as digitisation and innovation for increased efficiency and customer convenience.

HISTORY

Equity Bank was founded as Equity Building Society (EBS) in October 1984 and was originally a provider of mortgage finance products for customers in parts of Central Province in Kenya. The building society's logo, a modest house with a brown roof, resonated with its mission to help low-income people strive to



Equity Bank won 19 Awards out of its 24 entries in the Think Business Banking Awards 2017

make a better life of financial security and fulfilment of their dreams and aspirations.

Equity Bank recognised that the vast majority of Kenyans were excluded from the formal banking system and decided to provide financial services to low income people as tools they could use to take advantage of opportunities in their environment. The Bank's main goal was to enhance financial inclusion by eliminating barriers like high fees, lack of reach and access so as to demystify the notion that banking was a preserve of the rich.

Equity Bank was making losses for the first eleven years of its existence making the Central Bank of Kenya declare EBS technically insolvent in 1993. From 1994, the Bank implemented a brilliant turnaround strategy that transformed its fortunes from the number 66 Bank in Kenya to the biggest bank in East and Central Africa in number of customers – 12 million and market capitalisation – over Kshs 150bn.

PRODUCT

Equity Bank offers all types of products and solutions for deposit, credit, payments, trade finance, treasury, insurance and investment and is a market leader in all these categories.

At the heart of East & Central Africa's opportunities

We have spread our footprint across 6 countries and leveraged technology to innovate banking services to become closer, more convenient and solution-oriented to every one of our over 11 million customers.

Supporting regional business with integrated banking services.

Contact any of our offices, we are regionally integrated and we will be glad to be of assistance.

Equity Bank Uganda: info@equitybank.co.ug	Equity Bank Rwanda: info-rwanda@equitybank.co.rw
Equity Bank Tanzania: info@equitybank.co.tz	Equity Bank South Sudan: info-southsudan@equitybank.co.ke
Equity Bank Kenya: info@equitybank.co.ke	Pro-Credit Bank (DRC): mail@procreditbank.cd

EQUITY
Bank Your Learning, Caring Partner

Equity Bank (Kenya) Limited is regulated by the Central Bank of Kenya

RECENT DEVELOPMENTS

In 2015, Equity Bank launched Equitel, an MVNO that allows customers to access banking via sim tool kit (STK) and telecom services like voice, data, SMS.

Equitel's banking services include sending and receiving money, withdrawing cash from ATMs or Agents using the mobile phone, accessing loans and viewing account status.

Equity Bank also launched the Eazzy Banking suite of digital banking products in 2016. These solutions are aimed at transforming the Bank to suit the lifestyle of today's customers by giving them freedom, choice and control while transforming our society from being cash based to cash-lite or cashless. The products include;

EazzyBanking App: a mobile banking app available for download on Google Play and Apple Store.

EazzyPay: an interoperable payment platform that allows you to pay for bills, goods and services from merchants

EazzyLoan: a mobile based loan product accessed via EazzyBanking App or Equitel



EazzyChama: a solution to help Chamas, investment clubs and groups manage their joint finances and investments. This online solution helps maintain transparency and accessibility among all group members.

EazzyNet: an individual internet banking system where customers can manage their bank accounts.

EazzyBiz: a cash and liquidity management solution for SMEs and corporates. It gives the user a global view of their cash position, enabling them to make payments, manage cash flow and balances across multiple currencies and locations.

EazzyAPIs: an API platform that enables 3rd parties and developers to integrate their systems to banking, mobile wallets and transactional services.

EazzyCheckout: a mobile and e-commerce platform that allows a business to accept card and mobile online payments from anywhere in the world.

PROMOTION

Equity Bank's strongest means of promotion is advocacy. Through a strong culture of building an emotional bond with its customers, the Bank has created a long-lasting relationship with customers who in turn have become advocates of the bank, inviting more people to join the bank, and using their own testimonies of social economic empowerment to build believability among their circles of influence. It is this strong advocacy level that evolved to customers calling themselves Members. Internally, each member of staff is empowered to build relationship with customers through respect, humility and passion for the customer.

In addition, the Bank promotes itself by sending out relevant and timely content about the Bank.

The Bank's promotions and campaigns are targeted at retention of existing customers and acquisition of new bank customers. Through balance of traditional media, social media, product launches and sponsorship events and word of mouth that has remained the strongest form of advocacy, the Bank has been able to reach everyone regardless of their economic standing or location. The 'Mimi ni Member' campaign was extremely successful and led to Equity Bank being classified a social movement of 'Members'.

BRAND VALUES

Equity Bank aims at developing a unique emotional and economic bond with its customers across the entire income spectrum. Equity Bank is passionate about transforming lives and the livelihoods of the people of Africa, giving dignity and expanding opportunities. The Bank is a people friendly, warm brand guided by several brand pillars including dignity, simplicity, humility, inclusivity, dependability, flexibility and is a great inspiration to those with aspirations to make their lives and those of others better.

SOCIAL IMPACT INVESTMENTS

Established in 2008, Equity Group Foundation (EGF) champions the social and economic transformation of the people of Africa. Born out of Equity Bank's commitment to servicing the underprivileged as part of its core business model and through its long-standing corporate social responsibility initiatives, EGF designs and delivers

high-impact social development programmes across seven strategic pillars: Education and Leadership Development, Financial Inclusion and Literacy, Innovation, Entrepreneurship, Agriculture, Health and Environment.

www.equitybankgroup.com

Things you didn't know about Equity Bank

- Equity Bank was the first Bank to launch a Mobile Virtual Network Operator (Equitel) in Kenya and it now accounts for over 26% of the mobile money transfer market share barely two years since its launch in 2015. Equity mobile lending has so far hit lending KES 57 Billion.
- Equity Bank's EazzyPay processed transactions worth 228 Billion for the April - June 2017 period and now accounts for 33% of the mobile commerce market share in Kenya.
- Equity Bank's EazzyBanking App is the most downloaded banking app in Kenya on both Google Play and Apple App stores.
- The Wings to Fly programme has benefitted 14,168 scholars at a cost of KES 14Bn. It is the largest comprehensive secondary school education scholarship and leadership program in Africa.
- Equity Leaders Programme (ELP) has reached 5,060 university students, this includes 406 scholars attending/alumni of global universities.
- Equity Group Foundation (EGF) has trained 1,455,759 Kenyan women and youths in financial education. These women and youth have subsequently been able to access USD 680m in credit and mobilised USD 27m in savings.
- EGF holds financial literacy entrepreneurship training programmes which has seen 25,303 entrepreneurs receive a three-year entrepreneurship training so as to increase business stability, performance and productivity.
- Equity Bank's Kilimo Biashara program has helped more than 500,000 small-scale peasant farmers transform into agribusiness entrepreneurs with 2,616 of them being medium-sized farmers.
- Equity is keen on promoting the use of Clean Energy and conserving the environment with over 16,000 households (an estimated 70,400 individuals) having benefitted from access to Equity Bank financing for products like solar power and improved cook stoves.
- Equity Bank CEO Dr. James Mwangi won the 2012 Ernst & Young World Entrepreneur of the Year, becoming the first business leader from Sub Saharan Africa to win this prestigious award. He was also among the finalists who were inducted to the Entrepreneur of the Year Hall of Fame and the World Entrepreneurship Academy.