

THE ABC VISION

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Money Transfer helps me invest back home



Ezra Wangai Wanjiku

In this highly dynamic world, money transfer has made it easier for people living abroad to send money to their beneficiaries and also invest in their home country. This has greatly benefited many Kenyans living and working in foreign countries.

One such person is Ezra Wangai Wanjiku, a heavy equipment operator based in Afghanistan. "Due to the tight work schedules and security concerns, our movement is limited. This money transfer services helps me ensure my family is provided for regardless of the challenges," he says.

Ezra has been an ABC Bank customer since 2010 and frequently uses swift transfers, Western Union services and now internet banking. "Most times I use the western union service and I must say I am happy with it. My beneficiaries receive the funds on the same day and in a matter of hours," says Mr. Wangai.

Other than speed, the accessibility of the funds has made it very convenient for the beneficiaries. "At first when I did not understand, it took me two days to send the funds home, however once I got the paper work filling procedures right, it has been as easy as ABC and my beneficiaries are happy too."

Now that many camps are closing in Afghanistan, he plans to continue investing back home and run his own business to continue providing for his family. He also plans to invest in property and shares on the Nairobi Securities Exchange.



ABC GLOBAL - PRODUCTS

- Current and Savings Account
- Construction loans and Land purchase
- Mortgages
- Diaspora Insurance and Stock Trading

Our Group
of Companies



Greetings to you esteemed ABC Bank customers!

It is always a pleasure updating you on what we have been up to since the last issue of this newsletter. I am excited to inform you that the past quarter has been a significant one for us.

We strive to keep you, our customer, at the centre of our core business and to offer you a fulfilling banking experience regardless of where you are. For this reason, we keep improving our existing products even as we develop new ones that serve your needs in a dynamic environment.

We have also successfully moved closer to you especially in Canada, the United Kingdom and the United Arab Emirates. This will no doubt make it easier for you to access our services more conveniently and therefore give you a more enhanced banking experience.

I am glad to inform you that we have also launched various products to give you a seamless banking experience. These include ABC Global products which offer competitive rates and are available in major world currencies. They comprise Global Current Account, Global Savings Account and Global Young Star Account, all of which are available in Kes and all foreign currencies.

We have also upgraded our internet banking platform to assure you of the safety of your online transactions. The new 2nd Level Authentication is a superior security feature, an additional layer of security to protect you from any possible fraudulent activities when you transact online.

We have in the past received feedback from most of you expressing interest in investing back in the country. We have highlighted some of the potentially viable investment areas of the Kenyan economy in to which you can put your money in. However, there are many more areas that would be worth venturing in. You can always talk to us for more strategic and sound investment advice provided by our experts at ABC Capital.

We appreciate your continued support in business and we are dedicated to continue serving you. Wishing you well,

Shamaz

Shamaz Savani, Group Managing Director.

ABC Bank brings Madaraka Day to Kenyans in Qatar

It was pomp and colour as Kenyans living in Qatar celebrated their Madaraka Day away from home for the first time. The ABC Bank sponsored event was coordinated by the Kenyan Embassy in Qatar and Instant Cash Money Remittance Company.

Held at the Regency Hall in Doha, the event attracted over 1,000 Kenyans. ABC Bank used the opportunity to interact and strengthen relationships with its existing customers there as well as meet new ones. The Deputy Ambassador to Qatar, Mr. James Omosa, said ABC Bank's gesture was highly welcome and hoped for more such partnerships in future.

According to the Kenyan Embassy's statistics, there are about 8,500 Kenyans living and working in Qatar and the number is expected to triple by the year 2022. ABC's participation was timely not just because Kenyans are seeking money transfer services but because they need efficient banking services.



A group of performers keeps guests entertained during the Madaraka day Celebration in Qatar



Eunice Momanyi of Diaspora Banking presents a gift hamper to a guest during the celebration



ABC Bank Diaspora Banking Manager David Mburu (standing) explains the bank's products to Kenyans in UK



Internet Banking: 2nd Level Authentication secures your Internet banking transactions

Because you are at the center of our core business, we have upgraded our internet banking platform to secure your online banking experience. We plan to launch a 2nd Level Authentication security feature in April 2014 so that you can have more peace of mind and confidence when you transact online.

When you upgrade to our new 2nd Level Authentication, you will immediately enjoy benefits not formerly available on the previous system, namely fraud protection, account security, virtual banking and innovative technology.

The 2nd Level Authentication is an enhanced security feature for internet banking to protect you from any possible fraudulent activities on the web. You will now be required to key in a Transaction Authentication Number (TAN) before you carry out any Payment/Transfer instructions online. This authentication number will be sent to you either through an SMS on your mobile phone or through the use of a security device called a Security Token.

The security token is a small portable device that automatically generates and displays a new TAN code for every transaction you make, to ensure the safety of your account from malicious activities on the net.

You can obtain the security token by contacting our Diaspora team and request for one for a onetime cost of only Kes 1,500. Then the team will securely mail it to you.

If you prefer the SMS option, all you need to do is send us your phone number that is registered with ABC Bank by either using our Secure Messaging option on the 'messages' tab on our upgraded internet banking platform, or by visiting your nearest ABC Bank branch.

Once you are registered for the service, you will need to send a text to us every time you want to transact online and we will automatically generate a new code send it your phone as text. The SMS is a 6-digit code which you will be required to enter online within the specified time limit of five minutes in order to complete your transaction.

Do not live in fear of online fraud anymore! Upgrade your internet banking platform with us before 17th April and enjoy peace of mind.

ABC M-Transfer



ABC Bank puts customer needs at the center of business. That is why we introduced the ABC M-Transfer to practically build a bridge between you and your family wherever they are around the world.

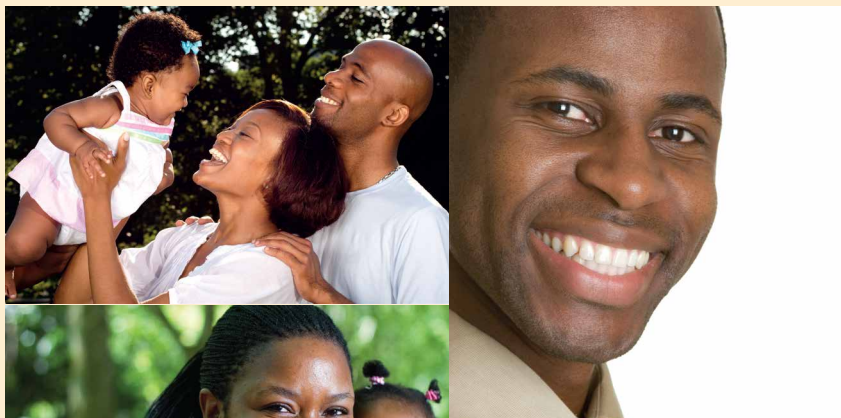
ABC M-Transfer is a unique and revolutionary money transfer solution that allows you to send and receive money for free from over 80 countries worldwide. It also allows for fast online transfers and is open to both ABC Bank account holders and non-account holders. Statements of account are available at no charge.

The ABC M-Transfer is your ideal ticket to a stress-free money transfer experience.

How to get started? Log on to our website www.abcthebank.com and go to the ABC M-Transfer tab and create a user account. Once created, you will receive an SMS and email notification with your member ID and password. You can also register at any ABC Bank branch.

To send money, just log on to the website using your member ID and password and enter your transfer details. You will receive an SMS and email confirming the remittance transaction. You can also send money using the service at any of our branches.

Register today and enjoy free transfers, fast and secure global online transfers and free statements. ABC M-Transfer is available to both ABC Bank account holders and non-account holders.



ABC GLOBAL PRODUCTS

In the first quarter this year, we launched ABC Global products which include ABC Global Current Account, ABC Global Savings Account and ABC Global Young Star. Some of the benefits of the accounts are competitive rates, accounts available in major world currencies- USD, GBP, EURO and SA Rand.

The benefits of the Global products include secure and reliable internet banking that allows you to effect EFT (Electronic Funds Transfer), Standing orders, RTGS (Real Time Gross Settlements), and interbank transfers at your convenience giving you free access to your money whenever you need it. Using any of our global products also allows you to apply for personal loans, mortgages and construction loans.



Kenya: Where to invest



The Kenyan economy has been growing, giving rise to many business opportunities. There is also a growing number of educated youth but few employment opportunities. Most of these young people are finding it profitable to set up businesses that will not only serve the market needs but also create employment for others.

The economy presents numerous investment opportunities for individuals and corporates. We will sample just a few of those opportunities which we believe are not only highly profitable but are also easy for starters to venture into.

These opportunities will promise growth for individually owned startups. They include ICT, agribusiness, hospitality and tourism, and now film industry.

Stock Market

The Nairobi Securities Exchange is a red-hot investment option for those with a sizeable risk appetite and the financial space to absorb potential losses. Investors at the stock market who had a well-balanced portfolio of shares in 2013, made returns of nearly 50 per cent as measured by the NSE All-Share Index, which tracks performance of all companies listed at the bourse.

The stock market, however, is more suited for investors who hold a long-term view on their investments. It is prone to volatility that requires patience and good strategy, with resultant loss of investment in some cases. There are generally two categories of companies listed at the stock market, the mature ones which pay high dividends every year and growth counters that pay low or no dividends but have the potential to increase their earnings hence repay investors through share price gains.

Growth companies that do not pay dividend or pay little but exhibit high growth potential should be viewed with a long-term outlook. An understanding of the growth of companies and the overall economic performance are reliable indicators of which stocks to buy and which ones to sell.

Agribusiness

Farming is becoming the new cool, as young people realize the huge potential and handsome returns that come with soiling ones' hands. Besides getting your hands soiled, setting up a value-addition agribusiness represents a massive growth area that has the potential for high returns. Investment in vegetables and fruits that are a favourite with Kenyans especially when their harvesting is timed to coincide with the dry season will guarantee high returns.

There is also a high potential for high returns both for the small scale investors keen on growing and selling such products for the export market. Small-scale farmers have taken to using greenhouses that help them control the conditions under which the crops are grown and thereby almost guaranteeing returns. A greenhouse that costs about Sh180,000, has the potential to return as much as Sh400,000 profit.

High demand for Kenyan flowers abroad offers a ready market for horticultural farmers. Innovative technologies have also attracted young people to the sector as investors in production of commodities, supply of inputs or as markets that offer good returns along the value chain.

Hospitality business

The hospitality industry which covers areas such as hotels, restaurants, pubs, and travel among others has high growth potential in Nairobi and other major towns in the counties. As long as an investor maintains high standards of service in the food business, he is bound to attract big money. The growing middle class population is increasingly demanding luxury, convenience and quality service, and an hotelier keen on providing these is bound to get high returns. People will always eat. But they are unwilling to dine just anywhere. If you decide to get into the food business, seek to be unique.

The key is to target counties and towns that have been neglected for a very long time and turn the tables on the traditional favorites like Mombasa and Nairobi. You can invest in anything from three to five star hotels in these areas and they will do well. Besides giving you good returns, the industry can effectively generate jobs across all levels as other sectors of the economy because it is so reliant on people to provide a service. There are many hospitality graduates produced by local training institutions such as Utalii College and other universities who can competently drive the business to profitability.



Real estate:

The Kenyan real estate sector has been booming for the past decade or so, lifting most investors in the sector to the millionaire class. A quarter acre of land in one of the key towns- Nairobi, Mombasa, Kisumu, Eldoret or Nakuru- could earn you millions either through just waiting for it to gain price appreciation or developing residential or commercial property. High-rise apartments, targeting mostly the middle to lower income segment of the market where demand is high, can give good proceeds.

According to Lee Karuri, chairman of Nairobi Securities Exchange (NSE) listed firm Home Afrika that develops mass affordable housing, low-cost houses anywhere in Kenya are likely to earn investors good returns. The houses costing between Sh1.5 million and Sh3.5 million focused on the lower middle income segment are also a good investment bet for investors. Demand for housing the middle to low-end of the market is high compared to the high-end of the market. The lower end of the market has a higher margin because this is where the need for housing is highest, according to Zeph Mbugua, chairman of TransCentury, an infrastructure firm. He says investors in this area would succeed by focusing on developing good quality houses that can sell for between Sh4 million and Sh6 million.

The counties, which have become satellite economic hubs, offer good opportunities especially because there are thousands of civil servants as well as private sector employees looking for quality housing. Just like real estate, land prices in Kenya are responding to demand that has been created by the escalating number

Government tenders

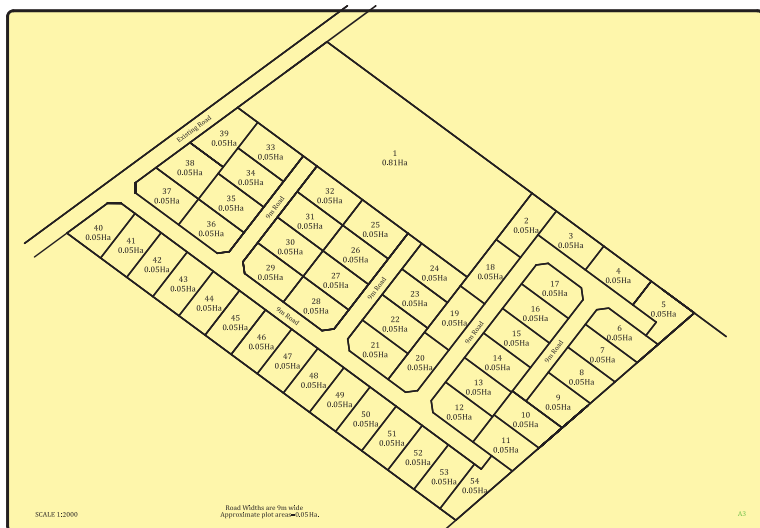
Starting in the current financial year, at least 30 per cent of all contracts in ministries and all government agencies will be reserved for the youth, the disabled and women. This opens a big window of business opportunities for individuals and groups. The main requirement is that you must register a company and get a certificate from the Treasury. The beauty of this move by the government is that the projects range from smaller contracts like stationery supplies to bigger ones such as road construction. This makes it possible for Kenyans from all walks of life aged 35 and below to take part.

INVESTMENT OPPORTUNITIES



KISAJU PLAINSVIEW ESTATE

Between KAG and Kampala Universities



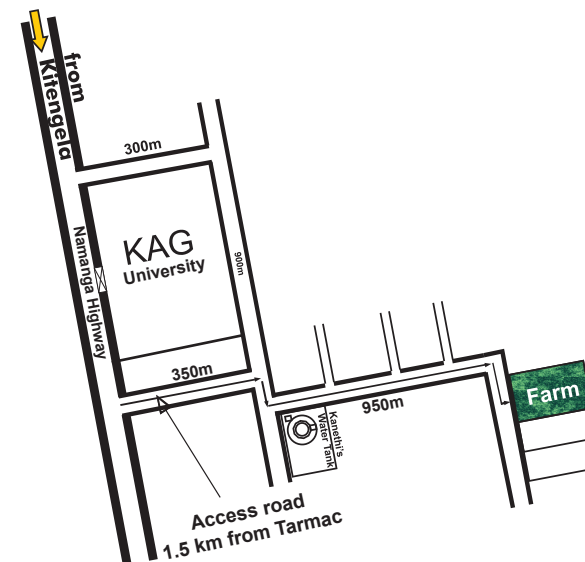
1/8th and 1/4 acre with ready titles located on a 10 acre scheme, 1.5 km off the Kitengela Namanga Road behind KAG University

Amenities include:

- Borehole water supply
- Electricity ready connection

Kshs. 850,000/- with an early bird price of Kshs. 800,000/- for the first 10 buyers

**TERMS: 20% Deposit and balance upon transfer of title
Financing available subject to qualification**



talk2us@abcthebank.com for more information.

INVESTMENT OPPORTUNITIES



Juja South Estate- The Pride of Juja

In a world blossoming with innovative lifestyle so dynamic monumental and stretching from technological sophistry to cultural elegance that spans from young to old, business echelon and professional peak... Juja South Estate is hatched in the latest taste and professional input that points where the housing innovation has reached in this age and time.

Introductory prices/Selling prices

- 2-Bedroom apartment 86 Sqm - 5.95M**
- 3-Bedroom penthouse 140 Sqm - 7.5M**
- 3-Bedroom townhouse 169 Sqm - 12M**
- 4-Bedroom townhouse 173 Sqm - 13M**

Juja South Estate

The pride of Juja

**TOWNHOUSES, PENTHOUSES & APARTMENTS
FOR SALE**



Mortgage Available

FEATURES:

TOWNHOUSES

- Total area: 173sqm (4 Bedroom) & 169sqm (3 Bedroom)
- Entry Porch
- Spacious Lounge & Dining Area
- Guest Bedroom with bath (4 bedroom)
- Quality Sanitary Ware
- Fitted Kitchen
- Pantry
- Common Cloakroom
- DSQ
- Laundry Yard
- Parking for two cars
- Private Garden
- Master Bedroom ensuite with Balcony
- Inbuilt Wardrobes
- Common Bathroom



FEATURES:

APARTMENTS

- Total area: 86sqm
- One Extra Bedroom

PENTHOUSES

- Total area: 140sqm
- 2 Bedrooms with inbuilt Wardrobes

COMMON FEATURES:

- Spacious Lounge & Dining Area
- Quality Sanitary Ware

- Fitted Kitchen
- Ample Parking
- Pantry
- Common Bathroom
- Common Cloakroom
- Laundry Area
- Master Bedroom Ensuite with inbuilt Wardrobes and Balcony

SITE LAYOUT



PREFERRED MORTGAGE FINANCE PARTNERS:



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