



THE ABC VISION

Diaspora Edition, April, Issue No. 3



Peace at home gives Diaspora investor confidence

The challenges young unemployed youth face, coupled by frustrations from being unable to exploit their talents, motivated Jefferies Lungu Mutuku to secure a job abroad.

Today, he is investing back home and employing other young people in his growing businesses in real estate, transport, supplies and agriculture. He has been nurturing these investments in the last three years, and is happy with his earnings.

“I am a risk taker, and working abroad has opened opportunities for me,” says Mr Mutuku who is based in Afghanistan’s Helmand province, in the southern part of the country, working for the United States Forces as a Cargo Document Specialist.

He says his investments provide him with good cash flow, and he takes time to grow his skills both in the businesses, and investing generally. “An investment in knowledge pays the best interest,” he quotes, urging colleagues in the Diaspora to be investment savvy.

To be able to run his business profitably, a financial partner is important, and partnering with ABC Bank, Mr Mutuku says has earned him good investment and financial management skills. “ABC Bank has qualified personnel who take time to advise their customers on how to invest and the right time to do so,” he says. “For the four years I have banked with the Bank I have never had issues sending money to my family back home in Kenya. The Bank allows my transactions to flow as if I am still in Kenya.”

Apart from the security assurance, timely financial services especially in cases of emergency, quality products, and constant updates from the Bank are things he treasures.

ABC Bank Head of SME Banking Lee Gachomba says listening to customers to understand their specific needs, helps the Bank tailor financial products that best support Small and Medium Enterprises (SMEs). “For us it is not one solution fits all,” says Mr Gachomba. “We have to fit the financial services to the customer’s business.”

Like many Kenyans abroad and the international community, Mr Mutuku, 24, awaited the just concluded general elections with anticipation. He is happy that Kenyans contacted themselves peacefully during the process. “This shows that our country’s politics have taken a different direction, that of maturity,” he says. Unity among the country’s 42 tribes, he says should be the country’s next goal.

As an investor and one living in the Diaspora, Mr Mutuku takes comfort from Kenya’s growing economy. He looks forward to performance of the next government, especially in delivering more industries, enhanced 24 hour economy and job creation. Finance to boost small businesses and entrepreneurs, and maximization of the country’s resources, he says are also important for growth.

“Without continual growth and progress, such words as improvement, achievement and success have no meaning,” is Mr Mutuku’s parting shot.



We welcome you to enjoy the best value from our

Personal Current Account ABC Taiseer Account

Talk to us today for more information on what Taiseer can do for you.

For more information contact us via:-

Tel: +254 (20) 4263300 Ext. 1258 or 2251540 Ext. 3330

Email: talk2us@abcthebank.com





It is always a privilege writing to you every month through this newsletter, and I always enjoy addressing various issues that concern you as our customers.

Thanks to your continued partnership, ABC Bank Group performance is always growing. Our total assets grew by 56.8 percent, to stand at Kshs 19.7 billion as at 31st December 2012 compared to Kshs 12.6 billion recorded in the same period in 2011. We would not have done it without you, and we appreciate your partnership. See page 4 for more details.

Going forward, and in line with the Group's five-year strategy, our focus will be on top-line growth. We have plans to open four branches this year alone as well as go into agency banking to be able to reach and serve our customers better. We will also be going into more partnerships with like-minded organizations, to support different sectors and individual customers. Customers will also find our systems much friendlier and efficient in delivery of various services.

Great news especially to our Diaspora customers: the Bank will be launching a revolutionary new money transfer service. A first in this market, this product

will give immense value to the over 40 million Kenyans at home and abroad. As we know, money transfer charges are a big burden to many people who have to send money to their loved ones back home or abroad on regular basis. This innovative service will enable people send money easily and affordably anywhere in the world. As a Bank we are working more towards speed, openness and efficiency in our operations and you will continue to see this in our products and service delivery this year.

As usual, if there are issues you'd like us to address, feel free to contact us in any of our communication channels, as highlighted elsewhere in the newsletter.

Happy reading!
Thank you.

A handwritten signature in black ink, appearing to read 'Shamir'.

Group Managing Director

Your feedback is much appreciated, so please keep it coming-
talk2us@abcthebank.com

I wish you all a blessed year, and pray for peace and prosperity for our beloved country, Kenya.



ABC Vision's Q & A with Ann Wanja,
Manager, Diaspora Banking

ABC Pure Savers Account: to help you save for tomorrow

Why the Pure Savers Account?

We know how important achieving one's goals is. The ABC Pure Savers Account is therefore a high interest earning account designed to ensure that we offer our customers a simple, convenient avenue to save, whilst paying higher rates of interest as their balances grows.

How does the account facilitate one to save?

We have tailored the account to ensure that customers have limited access to their funds, because we know that even serious savers sometimes need help to stay on track with their goals. This limited access acts to help inculcate discipline and help individuals save as much as possible.

So whether one is saving for school fees, a house, a car, their dream holiday, or just a rainy day, ABC Bank is there to make the journey easier.

What are the account's key features?

The minimum account balance is Kshs 5,000 which is also the minimum interest earning balance. No cheque book or ATM cards are issued. Account holders get one free withdrawal per month. The account is available in USD, GBP and EUR.

What are the key benefits of this account?

I would say the most important is that customers earn competitive interest rates. They can also make unlimited deposits. Customers get free monthly statements, free investment advisory through our subsidiary ABC Capital which is a stock brokerage firm and a member of the Nairobi Securities Exchange. Customers can also access insurance services through ABC Insurance.

What does one need to open this account?

All one needs are two passport size colored photographs, and their original (and a copy) of an identification document which can be their ID or Passport.

Expect great things in 2013!

You are the reason we came to work today

ABC Bank is committed to delivering services in a way that puts our customers first. That is why the Bank has developed new communication platforms, as well as streamlined our existing ones to offer our customers an extra-ordinary customer experience.

The Bank has a dedicated staff waiting to respond to all customer queries.

TALK TO US TODAY VIA:

Email: talk2us@abcthebank.com

Facebook: www.facebook.com/abcthebank

Twitter: www.twitter.com/ABCBankKenya

Website: www.abcthebank.com

Telephone: +254 (20) 4263000



ABC Bank's Retail Banking Relationship Manager Milkah Muriithi (right) and Ruth Muturi a Relationship Officer, compare notes when the Bank sponsored the launch of Triple P, a company that will promote the local music industry by use of the digital media. During the event, the Bank was also able to interact with various individuals and institutions to understand their banking needs.

Start saving for your future with the
ABC Pure Savers Account
 and enjoy interest rates of up to 9.25 % p.a

For more information contact us via:-

Tel: +254 (20) 4263300 Ext. 1258 or 2251540 Ext. 3330

Email: talk2us@abcthebank.com





ABC Bank focuses on top-line growth

ABC Bank Group has continued to record growth across its business, with its balance sheet growing by 56.8 per-cent to Kshs 19.7 billion for the year ending 31st Decem-ber 2012, from Kshs 12.6 billion recorded in 2011.

Going forward, the Group has focused on top-line growth. In 2012 it re-engineer its processes across the business to make them more efficient, and re-de-signed its products and services to increase their mar-ket appeal, especially to Small and Medium Enterprises (SMEs).

The Group has now rolled out a 5-year Strategic Plan to 2017, which lays down a firm foundation of its growth in the next five years. This entails aggressively working to-wards growing its market share as it shifts its strategic focus to top-line growth, by leveraging on the initiatives and investments it made in 2012 across the business.

“This long term strategy will give us ample time to de-sign, execute and evaluate the outcome of all our ini-tiatives, as we work towards achieving our Vision of becoming the financial service provider of choice in the East African region,” said Mr Shamaz Savani, the ABC Bank Group Managing Director.

In an effort to tap into the synergies of the Group of companies, the Group increased its shareholding in ABC Capital Bank Ltd, Uganda, in 2012, making it a subsidiary. This allowed it to restructure its management, including recruiting a new Chief Executive Officer for the subsid-iary.

In 2012, the Group also entered into partnerships with a number of organizations, aimed at driving acquisition of new business. This included signing Memorandum of Understanding (MOUs) with Export Processing ZonesAuthority (EPZA) to support businesses in the export and import sector; Investeq Capital Ltd and the Ministry of Education to facilitate free learning.

The Group’s customer deposits grew by 48.7 percent to Kshs 15.5 billion in 2012 from Kshs 10.4 billion reported in 2011. Its net loans grew by 43.3 percent to Kshs 10.1 bil-lion in 2012, up from Kshs 7.1 billion in the previous year.

The Group’s profit before tax increased to Kshs 526 mil-lion in 2012 from Kshs 508 million recorded in 2011.

ABC Bank introduces e-statements and email transaction alerts

Did you know that ABC Bank customers receive email alerts for various services from the Bank?

In a bid to enhance customer service, ABC Bank has revamped its online system to enable customers receive their statements and transaction alerts via email, at no cost.

The service launched in January, comes as ABC Bank diversifies its technology channels to allow custom-ers more flexibility in accessing banking services, including customer service.

Now customers have an option of subscribing to receive their statements through their email addresses. Alerts will also be sent to customers to remind them to collect their new cheque books every time they apply for them and are ready for collection.

This service is aimed at making ABC Bank customers’ day to day banking experience even more enjoyable and convenient. Customers are also requested to give correct email addresses when opening their accounts, to facilitate delivery of this importance service. They will receive email alerts from abcalerts@abcthebank.com.

Already the Bank offers internet banking services which allow customers to monitor their accounts online. They can therefore keep track of transactions on their accounts, including cash and cheque deposits, ATM withdrawal and Over the counter withdrawals; giving them more security as they are able to verify any erroneous or fraudulent transactions. Customers have a choice to receive their statements on email daily, weekly, fortnightly, monthly, quarterly, half yearly or yearly.

It is also an effort by the bank to cut down on environmental pollutions as it encourages customers to ‘go green.’ Customers will still have a choice to receive printed statements via their post office box.

ABC Bank also has an online Chat service where customers can log in to chat live with a Customer Service attendant, to address any queries or comments.

For any questions or comments email talk2us@abcthebank.com

“The Bank allows my transactions to flow as if I am still in Kenya.”



Nairobi Securities Exchange market performance for Q1-2013

Market momentum slowed down during the run-up to the elections as profit taking from investors took center stage

ABC Bank Treasury

By Patrick Wairagu, ABC Capital Limited

Kenya has just concluded its first general election under a new constitutional dispensation that will see the country governed under a devolved system of government. The enactment of the constitution in 2010 set in place structures that brought about confidence in institutions thereby reducing political risks previous associated with an election cycle.

The Nairobi Securities Exchange (NSE) has grown steadily over the first eleven weeks of 2013, recording a 14 percent growth for the NSE 20 share index, with majority of the counters gaining positive territory over this period.

The impressive growth in an electioneering period can be attributed to favourable economic fundamentals i.e. low inflation and interest rate regimes, continued confidence by foreign investors demonstrated by their high level of participation in the market. In addition, the market anticipates the announcing season of the 2012 company results will bring with it good tidings for investors particularly in the banking, insurance, investment, commercial, construction and some counters of the manufacturing sectors.

Market momentum slowed down during the run-up to the elections as profit taking from investors took center stage; illustrated by the closing figures of week 8-2013, that witnessed the market retract by 3 percent from the previous week's high, but still maintain positive growth. Subsequently, the market upward trajectory resumed as shown in the table below.



| PERIOD | Jan-13 | | | | Feb-13 | | | | | Mar-13 | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| NSE 20 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 |
| % Δ | - | 3.79% | 3.45% | -2.56% | 0.80% | -0.52% | 4.95% | -2.97% | 0.72% | 3.28% | 2.49% |

Nairobi Securities Exchange's Post Election Performance

As at 12th March 2013, the NSE 20 had risen 18.90 percent to 4,985 year to date and 7.02 percent from 8th March 2013 attributed to market sentiment as investors take short positions to realize gains. As of 14th March 2013 the index had retracted 3.08 percent to close at 4,831 from highs recorded in the course of the week. As at 20th March 2013, the NSE 20 index continued its correction and closed at 4,719.05. We anticipate the market is leveling out as the month of March draws to a close. However, the election process needs to be concluded conclusively to increase market confidence. We see the NSE 20 Share index experiencing volatility in the immediate short term.

POST-Election Graph



Market Risk

The market is likely to slow down as we await the outcome of the presidential election petition in the Supreme Court. Rising interest rates and low business confidence will also affect the market negatively.

For any questions or comments Patrick.ngugi@abccapital.co.ke

Customer Feedback

Q: I recently saw an ABC Bank email flier about an account referred to as the Pure Savers Account. Please tell me more about the account as I aim to make wise investment decisions.

A: Thank you for your enquiry. This savings account is designed for you who want to seriously save for the future. It attracts a penalty for withdrawals above the stipulated one per quarter. The high interest rates on this account (which is based on the minimum balance held) also ensure that as our client, you get full value for your savings. The minimum account balance is Kshs 5,000, same as the minimum interest earning balance. No cheque book is issued on the account. Should you feel that you require further information do not hesitate to contact us.

Thank you so much for being our customer and for your continued support.

Kind Regards, Rosemary Kiboro – Officer Quality Service

Q: A client of mine would like to wire money into my account from the USA. Please give me details of how he should go about it.

A: Thank you for writing to us. The details would be our swift code which is ABCLKENA and bank code is 35. Our correspondent bank's details are: Currency (United States Dollar (USD), Swift Code (SCBLU33), Account name (African Banking Corporation Ltd), Account no (582020128001). Routing no (026002561). Address (ONE MADISON AVENUE, NEW YORK, NY, 10010 USA). Should you feel that you require further information please do not hesitate to contact me.

Thank you so much for being our customer.

Kind Regards, Rosemary Kiboro – Officer Quality Service

Q: Kindly confirm in which outlets one is to get discounts whenever you produce the Youngstar card. Also which supermarkets can I use my card for payment.

A: Thank you for writing to us. We are in the process renewing our contract with our partners and we will advise on the outlets you will get discounts from. Please use the link <http://www.abcthebank.com/units/downloads.php> to view the details of all Point of Sale outlets/supermarkets as well as the various Kentswitch and PesaPoint ATM Locations where the ABC Africash card is accepted. Thank you so much for being our customer.

Kind Regards, Rosemary Kiboro – Officer Quality Service

Q: What is the procedure of opening a foreign currency account? Also what are the benefits of this account?

A: Thank you for writing to us. Please visit our website and download the account opening forms. Fill, sign, scan and send them back to us. Once we are in receipt, we will open the account for you. Then when sending in the completed forms please attach the following requirements:- Identification document i.e. National Identity card or a valid passport (and if you are using the passport please attach the R No page), two passport size photos and KRA Pin Certificate.

Some of the benefits of this account are: availability of a cheque book facility, interest earning and no monthly charges on the account.

Q: What is a Foreign Currency account?

A: Thank you for your enquiry. A foreign currency account is one that is of a different currency apart from Kenya shillings i.e. the local currency. This can be USD, GBP and EUR among others.

Rising import bill, Euro crisis cast dark shadow over shilling

Kenyan consumers should expect a fresh surge in inflation as the economy reckons with uncertainty in Europe and a widening trade deficit that is weakening the shilling.

Kenya's current account deficit rose by 36 percent or \$4.5 billion in 2012 saddled by a steep surge in the value of imports. The country exported \$6.13 billion worth of goods against \$16.3 billion worth of imports leaving \$10 billion gap.

A survey conducted by Central Bank of Kenya (CBK) recently indicates that business leaders, including bank executives expect the Eurozone crisis and the growing import bill to erode the shilling's value in the coming months pushing up the cost of imported goods such as oil.

"Overall the exchange rate is expected to remain stable but with a tendency to weaken due to current account pressure from a high import bill and uncertainty in resolution of the Eurozone crisis which has affected the level of tourist arrivals," the CBK's Monetary Policy Committee's (MPC) Market Perceptions Survey conducted in February says.

"We expect the shilling to remain under pressure because of the underlying economic and political conditions. This could see the shilling depreciate to above Kshs 90 to the dollar this year," the report says.

INVESTMENT OPPORTUNITIES



PROPERTY INVESTMENTS



Kisanju - Project 2 1/4 acre

Price KSHS 450,000 (Deed:Ready)

This is one of the most prime areas in Kisanju. It is next to New Catholic University which is an upcoming university. The area is only 2 kms from the main road



Syokimau 1/4 acre

KSH 2.2|4.5M (Deed:Ready)

1/8 Acre fully serviced gated community plots, 2nd row from the beach, near Mtwapa beach hotel.



Silver Prime(Kitengela-Kaputiei)
1/8 and 1/4 acre plots 1/4 acre

This are 1/8 and 1/4 acre plots at Kitengela-Kaputiei, 10.9 kilometers from Kitengela town along the Namanga Road and 3.5 kilometers off tarmac road.

Sale price : Ksh. 750,000



Nanyuki

Located 190 Km north of Nairobi City, Nanyuki has enormous potential and the proposed LAPPSET corridor linking Lamu-South Sudan- Ethiopia will pass just ahead in Isiolo town which is near Nanyuki and *The Kenya Army and British Army have huge bases in Nanyuki town adding to it's vibrancy.



Ruiru By pass 1/4 acre

On tarmac 1km off Thika Rd @6.5m negotiable. Ideal for commercial development

Sale price : KSH 6.5M (Deed ready)



**Savannah Gardens (Kisanju)
1/8 and 1/4 acre plots**

This are 1/8 and 1/4 acre plots at Kisaju, Kitengela, 11 kilometers from Kitengela town along Namanga Road and 1.4 kilometers off tarmac road.

Sale price : Kshs 680,500



CUSTOMER FEEDBACK



Q: is it possible to have more than one account linked to my internet banking account?

A; Hello. thank you for writing to us, Yes you can have more than one account linked to your internet banking account. I have attached the internet banking form kindly fill in the form indicating the accounts (in the account details section) that you would want to be linked to internet banking. If you have any other query or inquiry do not hesitate to contact us. Thank You so much for being our customer. Happy Christmas!

Rosemary Kiboro Officer Quality Service



Q: Hi. I operate a Kisima account for which a standard monthly charge of KShs 495 is levied on my account. This has always been this way since I opened the account several years ago and I am okey with this arrangement. In the month of December 2012, the standard charge was levied on 31 Dec 2012, as per below. However, I note that on 28 December 2012, another charge of KShs 1,200 was also debited to my account. This is a wrongful charge and I object to the same. This transaction should be revised to reinstate my account to the correct cash position.

A: Thank you for writing to us. The debit of Kes 1200 reflecting in your account is a recovery for online banking charges which is done annually. Online banking is charged separately from any charges of an account because it is a service on its own. Should you feel that you require further information please do not hesitate to contact us. Thank you so much for being our customer and for the support. Have a nice day and a blessed new year. Kind regards, Rosemary Kiboro Officer Quality Service



Q: I'm an abc bank account holder in libra house branch. please can you open for me internet banking account?

A: Thank you for writing to us. For us to set you up for online banking you are required to send us instructions. by completing an internet banking application form and an email indemnity. form both duly signed by yourself. Please complete the attached forms and send them back to us. We look forward to hearing from you. Thank you so much for banking with us. Have a nice day. Kind regards, Rosemary Kiboro Officer Quality Service



**You are the reason
we came to work today.**

Dear Customer,
Are you in Kenya or in any other country in the world? No matter where you are, you can now easily send us your complaints, compliments and queries. We are all ears on:

Email  talk2us@abcthebank.com

Facebook  www.facebook.com/abcthebank

Chat  www.abcthebank.com

Phone  [+254 \(20\) 4263000](tel:+254(20)4263000)