

Good thing about working abroad is the better pay says Philip

When Phillip Kimani decided to embark on a journey abroad for work, a motivation common to a majority of Kenyans living in the Diaspora spurred him on – to earn a living and support his dependants back home in Kenya. Like many Kenyans who moved to Afghanistan, he was contracted as one of the many skilled workers employed to help in the reconstruction process after the country came out of a long-drawn-out war with the US.

Many of the workers were employed in engineering and construction, transport, security and other fields. He trooped to the foreign country together with many others to seek a living and has been there for several years. One of the things he says he found impressive about working abroad was the high remuneration package offered compared to the salaries back at home.

“The money is very good compared to back home in Kenya. I feel that moving to Afghanistan has been worth the time, effort and loneliness of leaving my family and friends behind for a foreign country with different people and culture,” he says.

Mr Kimani says his worst experience about living abroad was the feeling of being away from family and friends and the familiar Kenyan cuisine, adding that, however, conditions were good enough to make the loneliness bearable. “I am here to make some money and, as soon as I have saved up enough, I will retire and come back home to invest,” he said. He added that he relies on international money transfer to wire money back to his folks in Kenya, saying that he has found a trustworthy financial partner in ABC Bank for this service.

“I have been with ABC Bank for the last three years now. What I like most about the bank is that it has great products and offer great services which have made my banking experience an enjoyable one even though I am thousands

of miles away from home. I send money back home through their Internet Banking platform, which has made the whole process easier and more convenient,” says Mr Kimani.

ABC Bank recently upgraded its Internet Banking platform so as to offer customers a better remote banking experience to enable them access world-class financial services from the comfort of their homes, offices or while on the go via personal computers, laptops and hand-held devices with internet access.

“The new Internet Banking platform has enabled us to provide our customers with an enhanced service experience because it is convenient, easy to use and allows our customers to do their banking 24 hours a day, seven days a week all year round. It comes with enormous benefits to customers, both individuals and businesses,” says the ABC Bank Head of Retail Banking, Amanda Corline.

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Mr Kimani says that, apart from the dependable online service, ABC Bank employees are also courteous, professional and helpful when dealing with customer queries and issues. This, he added, has won over his heart and convinced him to keep banking with ABC Bank.



Philip Kimani
ABC Bank customer based in Afghanistan



You can still take care of your family while away with the abcD' Bouquet.

The abcD' Bouquet is an all inclusive insurance package designed for Kenyans living in the Diaspora providing life benefits for your peace of mind.

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diaspora@abcthebank.com



Our greatest event of the year – the ABC Bank Baringo Half Marathon – is just around the corner. As I take this opportunity to say hello on this monthly platform, as is customary, preparations are at an advanced stage to make the event a successful and enjoyable one! We would like you to feel as much a part of the goings on, regardless of whichever part of the world you may currently be residing in.

At the marathon, talented young athletes will be identified by a team of professional coaches and thereafter enrolled in training camps where they will be helped to develop their talents. This event is made for all Kenyans of goodwill who may be willing to contribute to developing running talent in the country. By registering for the marathon, whether you will actually take part or not, you promote athletics with its propensity to take brand Kenya out into the world market in big and memorable ways.

In this issue, we shall try to keep you up-to-date as much as possible about the progress in the ongoing preparations for

the marathon and give you important information regarding registration fees and procedure, registration centres, and news on the latest developments. One of these is that Standard Group, one of the country's top media houses, has joined the marathon as the media sponsor. Standard Group is currently providing media coverage through their outlets such as The Standard newspaper, KTN TV, Radio Maisha, Game Yetu sports publication, as well as on social media through their Facebook and Twitter accounts. This will heighten the prominence of the marathon as a notable event on the athletics calendar. We look forward to your support and participation – please also spread the word.

Read more details about the marathon inside your favourite columns and other news from ABC Bank are still included. As you plan to register, please note the ABC Baringo Half Marathon is a fun event that is meant to support Kenya's budding athletics talent – the many rural youth who have no access to the exposure and platform necessary to launch successful careers and become the Paul Tergats and David Rudishas of tomorrow. Of course, the race will attract a retinue of seasoned professional athletes fighting it out for some good prize money and this also goes to support the overall objective of raising the profile of this annual race to develop running talent.

Join us in this cause by registering on www.abcthebank.com/baringohalfmarathon or call us on +254 729 518810. As you flip through these pages, remember that, by buying at least one ticket, you will have helped give a talented youth a platform to showcase his or her talent and afforded them a chance to develop it. Together, let's build Kenya's future generation of world champions!

Enjoy the reading.

Group Managing Director

David Mburu is the new Head of Diaspora Banking



ABC Bank recently got its newest member in the family – the new Head of Diaspora Banking, David Mburu.

Mr Mburu has extensive banking experience having spent over 12 years in the United Kingdom and travelled extensively during his career including destinations in Spain, Italy, Egypt, Switzerland and the USA. This is the experience he brings to the bank, which endows him with knowledge on the particular needs of Kenyans living in the Diaspora having spent a good part of his life overseas. Mr. Mburu reveals that his new position is an exciting one because he has the unique understanding of the market and the diverse Diaspora investments and financial needs.

"All Kenyans in the Diaspora have a chance now to invest with confidence through our various investments opportunities, from vetted and affordable real estate options, Stock through ABC Capital and insurance products through ABC Insurance. We are now offering competitive asset products which include the Mortgage and Construction loans. The Diaspora will also enjoy our new ABC Online Banking platforms where you can do your banking at the pleasure of your house, office or mobile. ABC also offers different accounts in different currencies, e.g. USD, GBP, Euro and S.A Rand," The Accounts will offer Master Card International Debit Card that can be used abroad, he says.

The Diaspora will also have an easy way to remit money to their relatives and friends through our ABC –M- Transfer which gives them a free money remittance platform. ABC –M- Transfer is easy to register and send money directly to your ABC account.

ABC Bank through ABC Insurance is also offering the Diaspora one of the most competitive Insurance products in the Market today. The Diaspora Medical Insurance where you can insure up to 5 relatives in Kenya for Inpatient and outpatient medical services accessed from Kenyan Major hospitals, also the Diaspora Funeral insurance where you can insure against the death of your relatives in Kenya.

He adds that his vision for Diaspora Banking is to see it grow to a premium Diaspora Bank in the market. "My vision is to Make ABC Diaspora department a first choice one stop financial hub for all Kenyans residing abroad by providing innovative and competitive products and services that will match their needs and income levels. It cannot be one size fits all again when it comes to Diaspora clients," he says.

We would like to welcome Mr Mburu to the ABC Bank Family and wish him luck in his endeavors



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HALF MARATHON AND HELP DEVELOP
KENYA'S CHAMPIONS**

To register Call: 254 729518810
or log on to
www.abcthebank.com/baringohalfmarathon



ABC Bank Baringo Half Marathon

This year's edition of the ABC Bank Baringo Half Marathon, which will be held at Kabarnet Town in Baringo County on 3rd November, 2013, promises to be a big affair – even bigger than the previous editions if recent developments are anything to go by.

With the entry of Standard Group as media partners, the event is bound to attract unrivalled media exposure that will no doubt enhance its stature in the athletics calendar, which will in turn boost participation in the future editions.

Standard Group will provide exclusive coverage to the marathon and publicize it through their various outlets such as The Standard newspaper, the Game Yetu weekly sports magazine, KTN Television and Radio Maisha. They will also promote it on their Facebook and Twitter pages www.facebook.com/KTNKenya and www.twitter.com/StandardKenya.

Our banners are also flying high in Nairobi, Nakuru and Eldoret as registration numbers continue to rise. ABC Bank has pledged to support the marathon for the next five years and confirmed this with a Sh5 million commitment for this year alone. The prize money for winners was increased from Sh60,000 to Sh100,000. The Baringo marathon can only get better and better.

Young talented athletes will be identified during the marathon by a team of professional coaches and thereafter enrolled in reputable training camps where they will be developed and facilitated to become world champions. They will also be entered in reputable marathons during the course of their training to test their skills.

Have you registered yet? Please register and join in support of this noble cause as we take pride in developing athletics stars who will raise Kenya's flag high in global competitions. You can register online on www.abcthebank.com/baringohalfmarathon or email us on: talk2us@abcthebank.com call us on +254 729 518810.

Experience stress-free banking with the ABC online chat service

At ABC Bank, we believe in putting the customer's needs first – that is why we have a dedicated online chat portal through which we carry out a two-way interaction with our customers in real time. You now have the opportunity to discuss your queries, register your concerns, and forward complaints and compliments to a customer service representative via real time online conversation at no cost at all! Simply log on to <http://re.abcthebank.com:8080/abcchat/> to access our chat room and experience customer-friendly banking from the bank that has your best interest at heart.

By logging on to our chat room, one of our customers David managed to have his concerns addressed and his transaction effected. Our online chat is a safe, secure, convenient and efficient way of communicating directly with you and serving you better.



ABC Bank Customer:
David Munene



ABC Bank GMD
Shamaz Savani with
former marathon
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ABC Bank Partners with Youth Enterprise Development Fund (YEDF)

ABC Bank has partnered with the Youth Enterprise Development Fund to offer young Kenyans wishing to relocate abroad for work loans to help them settle in faster at their new stations.

The new product, dubbed the ABC Bank Migration Loans, targets young people between the age of 18 and 35 years who have credible job offers abroad and have savings or current accounts with ABC Bank.

The rationale behind offering the loan, according to YEDF officials, was to facilitate the migration of young people to foreign countries thereby encouraging them to go for jobs outside Kenya and mitigate the high unemployment rates locally.

According to ABC Bank's Head of Retail Banking, Amanda Corline, the move fits in with the bank's key business philosophy of providing products that cater to customers' specific needs. "This is a step in the right direction because it is aimed at providing jobs to millions of jobless youths by facilitating their relocation," she said. She made the remarks while hosting the first group of employment agents who will form a critical part of the project on a pilot basis pending a countrywide rollout that would include all employment agencies later on.

During the meeting held at YEDF offices at Kencom House, officials from the government's Youth Fund at the government trained the agents on the new product. The ABC Bank Migration Loans will be given by the government through ABC Bank in this unique partnership. The amount to be financed will be 100% up to a maximum of Sh100,000, or whichever is lower, to be repaid within a period of 12 months depending on the salary or length of the contract. A commitment fee of Sh1,500 will be charged while the interest rate will be 8% flat rate. The individual will provide an acceptable local guarantor, who must be a relative and will provide the following documents;

APPLICANTS REQUIREMENTS

- ABC Loan application form
- ID/passport copies
- PP Photos
- KRA Pin copy
- Agency Job confirmation showing the Salary, Contract length and Country of destination
- Agency confirmation of the loan amount and the use of the loan requested. Eg. Air Ticket

GUARANTOR'S REQUIREMENTS

- Passport photos
- KRA Pin Copy
- If employed- Employment details including address and employer telephone number
- Guarantors bank statement (Minimum 6 months)
- Guarantors Pay slips for the last 3 months
- A signed ABC Guarantor declaration form signed in presence of an Advocate



Head of Retail Banking, Amanda Corline, addresses private employment agencies and YEDF officials during a training meant for the agents at the YEDF offices at Kencom House recently.



A YEDF trainer speaks to private employment agents about the ABC Bank Migration Loans facility for youth leaving the country for employment opportunities abroad



How to build a winning portfolio at the NSE

A portfolio is a list of investment held by one investor. Portfolio construction is the process of creating this list. It is not as easy as it seems considering we are in an environment where interest rates have tumbled to some of the lowest levels in recent years and global stock markets have taken off to record levels. The more you think about it, the more the task of successful asset allocation becomes complicated. But, to be a successful investor, you have to be good at asset allocation because chances are that you won't be right all the time. A good portfolio could shield you from that poor decision, so in the next few paragraphs we are sharing with you some 4 key things you need to do or know in order to construct a winning portfolio.

1. Determine your investment goal and required rate of return

This is the key starting point – before you open that trading or investing account, sit down first and jot down why you are opening it in the first place. The market shows no mercy. Once you pull that trigger and your trade goes through you will be at the whims of the market. So always advisable to list the reasons why you want to start investing. Take, for example, a guy called John who requires to grow his initial seed capital at 15% every year to retire comfortably in 20 years' time can easily achieve his investment goal by putting his cash in a tax free 20 year bond yielding 15%, but John would not be able to think like this if he didn't determine his goals and required rate of return first.

2. Determine your risk profile

We all have different risk tolerance levels. If we were standing on opposite sides of a busy highway we are more likely not to cross the highway at the same time since our risk tolerance levels are different. Same thing with stocks, you might say Eveready is a sure bet someone else will say no! In the same way, you don't expect a 55 year old to invest like a 20 year old in his first job. If the 55 year old loses everything he won't have time to recover while the 20 year old has all the time on his side to recover whatever he lost, thus you need to determine your risk tolerance levels and put money in investments that are in line.

3. Diversification

Once you have determined your investment goal, your required rate of return and your risk profile, you are ready to take a leap and start building your portfolio. We are all too familiar with the saying that you don't put all your eggs in one basket. It's true, I will repeat. Don't put

all your eggs in basket. In other words don't take your life savings and bet on one stock because if you make a wrong bet you will just end up having ulcers, having lost everything. The market shows no mercy! So diversify but don't spread yourself too wide. Don't own the whole market. Hold at least 5-6 stocks at a go and spread them across sectors i.e. Energy, Banking, Insurance and Construction etc.

4. Rebalance

Track your stocks now and then. Rebalance your portfolio from time to time depending on prevailing market conditions i.e. if Stock A has outperformed while stock B has underperformed due to unknown reasons, you can take profits on Stock A and put in Stock B as long as you still view Stock B as attractive; or if industry A is no longer attractive due to whatever market conditions prevailing at that time you can reorganize your portfolio by exiting that sector and moving into another sector which is promising.

Got questions or want to start investing?

Contact Purity Muriuki on Purity.Muriuki@abcthebank.com or
Anthony Kariuki on Anthony.Kariuki@abcthebank.com



“
Linda Chepkonga (Right) from the Marketing Department hands over a Sh10,000 shopping voucher to Levy Mukalo after he won in the Beat the VAT Blues promotion on Facebook that ended recently.
”

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PROPERTY INVESTMENTS



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50ftx100ft (1/8 acre)

Ready Title Deeds

Only 5 plots remaining

Plots situated 4Kms from tarmac and 2kms before the enormous Jamii Bora Housing Project

Price: Kshs 450,000



KISAJU TOWN PLOTS

50ftx100ft plots 100 metres from tarmac

Ready Title Deeds

Located in Kisaju Town near Sigma Feeds, 100 metres from Tarmac road

Price: Kshs 850,000



SYOKIMAU PLOTS

50ftx100ft plots located 2.5 Kms from Mombasa Road

Ready Title Deeds

Well-developed area with water and electricity at site

Price: Kshs 2.2M



KITENGELA PLOTS

50ftx100ft located 3kms from Kitengela Town, along Old Kajiado Road

Ready title deeds plots

Well-developed area with water and electricity at site

Price: Kshs 1.5M



Q. Hi, I am trying to register my beneficiaries' details on the new upgraded internet banking but it keeps telling me there is an error found and I can't send any amount either. Kindly advise me soon on this

A. Thank you for writing to us and being a loyal customer. For you to be able to transfer funds you must add a beneficiary and save.

To add a beneficiary please go to 'user options' then 'maintain beneficiary list' then when on that screen there is a button 'add new beneficiary'. Ensure to only add details on the mandatory fields marked in red then save. After you have added your beneficiary details please select 'Add New Account' button to add account; you will notice two fields marked in red 'Account Alias' (here you only put one name) and then on account please add your account number. After that Go to swift/bic screen go to 'bank type' and select 'bank type' then search. Do not put any name, it will populate a list of banks. Once you get to the bank it will give you the swift code. Select save changes. After saving please proceed to 'transfers' button where you will select depending on the type of transfer you want to do. I look forward to hearing from you soon.

Thank you so much for banking with us.
Rosemary Kiboro - Officer Quality Service

Q. Thank you for the continued Email alerts. Is it possible to also have SMS alerts and how do I go about it?

A. Thank you for your email.
Yes it is possible to get SMS alerts. You need to apply for this



service by completing SMS alerts application forms. Find them on our website www.abcthebank.com Once completed, send them back to us to enable us set you up for this service. I look forward to hearing from you soon. Thanks again.

Rosemary Kiboro - Officer Quality Service

Q. I transferred some amount through internet banking from my account to my beneficiary's account. The beneficiary has confirmed to me that the said amount has not reflected in her account. Kindly check what could be causing the delay.

A. Thank you for your email.

For an Electronic Funds Transfer, it has to go through a clearing process of 3 working days therefore your beneficiary should receive the money today. I would suggest that next time you transfer through RTGS, with this method you have to ensure that you have submitted your transaction by 1 pm Kenyan time on a working day for your beneficiary to be in receipt of the money the same day.

Thanks again.

Rosemary Kiboro - Officer Quality Service

Q. I have changed my password but when i tried to log in again it didn't respond and now its locked. Whats the way forward?

A. Thank you for writing to us.

We will unblock your password for you in the course of the day today. Once unblocked please copy and paste your login credentials on your login screen to ensure you got it right. In future please ensure not to share your password or username with anyone/bank officials included. This guarantees your safety that no one else can access your account

Thanks again.

Rosemary Kiboro - Officer Quality Service

Customer Feedback



Q. I have a few questions;

- a) Is it possible for me to open a CDS account with you while I am not physically in Kenya?**
- b) Is there a way I can connect that account with my wife's KSh a/c still in ABC to help me trade?**
- c) Is there a way I can trade in shares online?**

A. Thanks for your email

1. Yes is it possible to open a CDSC account while not in the country. Simply fill in the CDSI account opening form (find it on our website www.abcthebank.com under downloads) and forward together with 2 scanned passport size photos and a copy of your ID or Passport, we shall have the account registered and revert to you soon as the account is active.

2. The CDSC account is an account only for shares and not funds; therefore we cannot connect a CDS account and a KES account. However, it is possible to trade by transferring funds from the KES or Dollar account. We have many Diaspora clients who trade by funding the shares purchase via their Dollar account. We will negotiate the best exchange rates.

3. At the moment our online share trading system is not yet functional, we expect that as from next year we shall have all systems working and communicate the same to all our customers.

Thanks again for being a loyal customer.
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:



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