



Amazingly Better Choice

ABC VISION

ISSUE I - 2018

From the Group MD



Amazingly Better Choice



Dear Valued Customer,

I trust that 2018 has started off on a good note for you.

I take this opportunity to thank you for your steady support and constant encouragement to the Bank over the years and especially in 2017 when the Bank has exceeded all targets in Business as well as profits. Your firm commitment has helped us to deliver financial performance over and above expectations in 2017.

It is only appropriate that we reciprocate this gesture and support by giving back to the community. In 2018, we are focusing on strengthening our ties with our customers and the wider community across Kenya and East Africa. This we will do by continuing to support community initiatives in key areas such as education, health and water, community development projects and service enhancements to society

In 2016, we embarked on an ambitious project to renovate and revamp our branches to provide a convenient and conducive ambience for our customers. As part of this effort, in January, we moved our Nakuru Branch to a more convenient and accessible venue within Nakuru town. Please do keep your suggestions coming, to help us improve as we carry on the refurbishment of some of the other branches in 2018 and beyond.

This quarter, we have exciting news for our customers, especially Diaspora customers. We are running a special campaign for our diaspora customers. Diaspora customers can refer their family, friends living overseas and become eligible to win a return ticket home as well as many other prizes. Details are in ABC Vision as well as in our website!

On behalf of the ABC Bank team, I take this opportunity to thank you for your continuous support and partnership with ABC Bank which has helped as change as the 'Amazingly Better Choice' for our customers across East Africa!

I wish you all the best in your endeavors.

Happy reading!

**Shamaz Savani,
Group MD.**



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ABC Bank going places in Nakuru!



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ABC Bank Nakuru is now at Dimu House, Nakuru

On Monday, 29th January 2018, our Nakuru branch opened its doors to customers from their new location at Dimu House. Our ABC Nakuru Branch relocated from Saifee House to a more modern and swanky space at Dimu House, next to Generations Building, down the road.

Our continuous effort to upgrade and improve branches have won the appreciation of our customers! In 2018 too we intend to refurbish and improve our branches to present state of art banking environment for our customers and our staff are also able to serve you better in a much improved work environment!!



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Valentines Treat - From Diaspora, with love



On Valentines day, ABC Bank was painting the town red.....with flowers and gifts. The Bank staff went about delivering Valentines gifts on behalf of our diaspora customers to their loved ones. It was a day filled with smiles and tears as recipients were amazed how their loved ones in the diaspora were able to surprise them with gifts despite being far away. See how the day went from the picture below



Beth Gichohi (left) presents a Valentines gift Margaret Okello (right) on behalf of Paul Ochieng.



Rosemary Kiboro presents Lawrence Ojamma (right) with a surprise Valentines gift on behalf of his mum, Linet Otieno.



Sammy Kimani (left) and Shellmith Gichuki present Ebby Kendi (centre) with her Valentines gift on behalf of Jimmy Kitheka.



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COMMUNITY EVENTS



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ABC Bank sponsors HCK event in Kisumu!

ABC Bank sponsored a Hindu Council Event held in Kisumu on Friday, 16th March 2018 at the Sree Sanatan (Hindu Union) Hall organised by the Hindu Council of Kenya - Kisumu to celebrate the art of dance.

The main aim was to strengthen the relationship between ABC Bank and the Indian community in Kisumu while creating awareness of Bank products and service efficiency to potential clients.



ABC Bank Kisumu Branch Manager Douglas Okiring' thanking the audience for their recognition of patronage of ABC Bank during the event.

Dancers performing during the event.



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2018



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This year we continue



CSR

**CREATING
STRONGER
RELATIONSHIPS**

We are deeply committed to improving lives. Our passion for this goes much farther than the boundaries of business. In 2018 we will keep on strengthening our ties with our customers, and the wider community beyond.



Creating Stronger Relationships through CSR

This year, we focus on creating stronger relationships with our customers. We commit to go the extra mile and not only build business relationships but also strengthen our bond with the wider community through supporting initiatives in various sectors such as education, health, humanitarian causes, sports among many others. In giving back to the community, we build a rapport to extend beyond business partnerships and foster togetherness in the community.



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EMPOWERING KENYA, THROUGH EDUCATION!



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Unlocking potential of future generations through education



HR Manager Julius Muhia (left) presents a cheque for school fees to Evalyne Mugure (right), a form two student at Karima Girls. The Bank is sponsoring her for performing exceptionally well in the KCPE examinations. Evalyne is one of the beneficiaries of ABC Bank's initiatives to empower communities through education.

Head of Risk & Compliance John Rioba (left) present a cheque for school fees to Eliza Rhobi Mwita (right). She joined Bunyore Girls after scoring 402 Marks in last year's KCPE examination. Eliza is a top performer in Ntimaru Sub country, at Siabai. The Bank is sponsoring her for her exceptional performance.



ABC Bank Eldoret Branch staff joined Hon. Janet Sitinei, MP for Turbo Constituency, Uasin Gishu County, on Sunday, 7th January 2018 for a fundraising ceremony to raise school fees for 31 needy students from Turbo constituency who scored 350 marks and above in the KCPE examinations. The fund raiser will help them to join secondary school and encourage them to study harder.



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HEALTH

ABC Bank sponsors The Cluster Foundation



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ABC Bank has once again supported The Cluster Foundation, a charity organization that provides assistance and support to people with spinal cord injury commonly known as paraplegics. ABC Bank has been supporting the foundation since 2012 as part of our corporate social responsibility investment.



Jacqueline Waruhia (left) and Dorothy Kabongo (right) present newspaper donation to The Cluster Foundation representatives Tiffany Mwangi (right) and George Nderitu (second left)

GOING THE EXTRA MILE FOR OUR CUSTOMERS!

Putting the emphasis on 'service' in Customer Service

In the spirit of "Being extraordinary" (which is the Vision for the Bank), we went the extra mile for our customer, Rosemary Gachihi, who is based in Iraq. She surprised her sister, Susan Njoki, with a Christmas gift to appreciate her for taking care of her only daughter for the last nine years while she has been away. "Thank you so much for your kindness, you really gave her a surprise. She was so happy beyond words. Am proud to be a member of ABC Bank," said Rosemary.

Our staff Rosemary Kiboro (right) presents a surprise cake and flowers to Susan Njoki (left) on behalf of her sister, Rosemary Gachihi, our customer based in Iraq.



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Smiling Sifa (Youngstar account holder) brings her cash & coins to the Bank



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Product Focus Youngstar Account

Sifa is a 6 year old who started saving in her ABC Youngstar piggy bank 2 years ago. This year she got the opportunity to visit the Westlands branch where she got to count her money and find out how rich she is. The long awaited day finally arrived on 17th February, 2018. She didn't come alone but was accompanied by her mother, Purity Mumbe and her doll, Elsa. Did you know Warren Buffet purchased his first stock when he was 11 years old? Well, our 6 year old billionaire has started earlier and earns her money every weekend by finishing her chores which include washing the bathroom, vacuuming and even gets bonuses for being a good girl. Sifa is not only a saver but a girl with big dreams. She wants to build a mansion in Malindi and live there.

What do you get?

- Free e-statements
- Competitive interest eligible
- One free banker's cheque per quarter
- Free internal transfers within the ABC Bank branch network
- Insurance services through ABC Insurance



REFER FRIENDS IN THE DIASPORA, WIN A RETURN TICKET HOME!

Log on to our website to participate



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