

Superbrands



**AN INSIGHT INTO MANY OF EAST AFRICA'S STRONGEST BRANDS
VOLUME SIX**



EQUITY

MARKET

Equity Bank celebrated a major milestone in October last year! The Bank turned 35! It has been a remarkable journey since 1984; from a small rural building society, to the Pan African Bank they are today. They have a presence in six countries, serving 14.5 million customers and still growing, making it the largest bank in Sub Saharan Africa in terms of customer base. In their journey of unlocking dreams, fulfilling aspirations and making lives of the African people better, they removed the barriers of banking by ensuring that the unbanked/financially excluded have access to banking services.

During this period, Equity evolved from a small building society to a leading bank in East and Central Africa. Through Equity Group Foundation, their social impact investments in education, financial literacy, health, entrepreneurship, agriculture, clean energy & environment, hold promise to secure the future of Kenya's young people.

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 alike. Most customers are opting to use self-service channels as they are able to bank from anywhere and at any time. Although the majority of the borrowers are individuals, SMEs are the main holders of the loan portfolio at 70%.

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



ACHIEVEMENTS

In Equity's 35 years of history, the brand has been recognised as Kenya's top banking Superbrand, among other esteemed recognitions. These achievements are the result of business operations built on ethics ahead of profits in a business model that consistently seeks innovation and excellence.

The Banker's Top 1000 World Banks publication rated Equity Bank 15th globally on Return on Assets; 32nd globally on Profits on Capital and 75th globally on Soundness (Capital Assets Ratio).

Data and news service provider Bloomberg recently named Equity Group Chief Executive Dr. James Mwangi one of the 50 people in the world who defined 2019 in business, entertainment, finance, politics, science and technology. Dr. Mwangi was recognised for his role in the financial sector in Africa and as the banker who has big plans for technology and financial services on the continent.

Equity Bank emerged with a triple win at the 2019 Financial Times Banker's Bank of the Year annual awards, which were held in London. Equity won the Bank of the Year award in Kenya, Uganda and South Sudan. Equity Bank Kenya was awarded Kenya's top bank for the second year running, while Uganda and South Sudan received the awards for the first time.



In addition, Equity won the 2019 African SME Bank of the Year award in the Platinum Category at the IFC Global SME Finance Awards that were held in the Netherlands.

In 2019, Equity Bank became the newest member of the SME Finance Forum, a global membership network that brings together financial institutions, technology companies, and development finance institutions to share knowledge, spur innovation, and promote the growth of SMEs.

Last year Equity was featured in a report by International Finance Corporation (IFC) and Bridge-span titled "Private Sector and Refugees: Pathways to Scale." The Bank was recognised in the report for providing financial intermediation to thousands of refugees in Kenya's Dadaab and Kakuma refugee camps; Uganda's Olunchinga, Impevi and Nakivale refugee camps, and Rwanda's Gihembe, Kigeme, Kiziba, Mahama, Mugombwa and Nyabiheke refugee camps.

Equity was rated best bank at the 2019 Think Business awards, and received awards in sustainable corporate social responsibility, mobile banking and small and medium enterprises (SME) banking. It also won in the digital banking category and was best in the agriculture and livestock financing category.



The Bank was also feted excellence in embedding sustainable finance initiatives at the Sustainable Finance Initiative Catalyst Awards, placing the Bank on 2nd position overall.

HISTORY

Equity began its operations in Kenya 35 years ago with the aim of breaking the various barriers of banking that had locked out most people from accessing formal financial services. This principle has seen its strategic initiatives continue to be geared towards enhancement of access, convenience and affordability of financial services to clients.

By executing its' 3.0 strategy, Equity has been able to leverage on breakthrough technology and innovation to achieve a convergence of financial products and services, in addition to seamlessly integrating the channels. The Group continues to capitalise on the opportunities that ensure that Kenya is positioned as the hub for financial services, technology and innovation in the region. Efforts to achieve this are fuelled by offering differentiated, high quality offerings driven by segmentation and cross-selling initiatives and responsiveness to the needs of the customers across the different segments.

Over the years, Equity has established itself as a social and economic brand, scaling on both fronts, owing to its unique approach. The Group has positively impacted the lives of people in communities at a grassroots level by leveraging its existing infrastructure, strategic partnerships and its strong brand. Equity's strategic initiatives and innovations are geared towards improvement of access, convenience and affordability of financial services to all people.

These combined efforts have seen the organisation grow into a regional diversified services firm, while maintaining an impressive growth momentum and upward trajectory. The Group has established itself as the market and social leader with a strong base for Pan-African growth, and thereby becoming a movement for social economic transformation of the African people in six countries across Africa with plans in place to expand its footprint even further.

PRODUCT

Supreme Banking in Rwanda

Equity opened its first Supreme Branch in Kigali in 2019, as the lender introduced customised relationship banking service to enhance its Corporate, SME and affluent clientele offering. The exclusive outlet is located at the KBC Building in Kigali.

The new Supreme branch is fitted with elegant lounges; free Wi-Fi; personal relationship management services and offers a choice to operate

an account in both local and foreign currency. In addition, the branch is open for extended hours every day of the week, including weekends.

Equity Bank Rwanda has 14 branches 21 ATMS and 1,503 Agent locations.

Digitisation of Social Payments in Uganda.

UNHCR partnered with Equity Bank Uganda to digitise payments to refugees. In this project, accounts are opened for refugees where money for the different services is deposited through a transfer process that is done by the funding of the UN agency. The refugees can then go and withdraw that money at an agent (EquiDuuka) to purchase the commodities that best fit their needs.

Equity was selected due to the success of similar partnerships to support refugees in Kenya and Rwanda.

EazzyBanking App Upgrade

As the Bank continues to improve its service offerings to customers on its Eazzy Banking App, it introduced a new security feature to authorise transactions with a code sent via SMS. The OTP (One Time Pin) feature is available on the upgraded version of the App.

3D Secure Feature on Equity Cards

Equity has enhanced security for online/ecommerce transactions by introducing 3D security - One Time Password (OTP) - where by customers are required to authenticate their online payments transactions with a one-time PIN sent by the bank to their registered telephone numbers.

RECENT DEVELOPMENTS

Equity Unveiled A New Look.

Equity unveiled a refreshed identity in October 2019 in line with the ongoing journey of its transformation and regional expansion. The new identity will create a sustainable growth path and seamless service delivery in today's rapidly changing financial services environment.

The fresh identity matches the new realities, business model, customer segments, customer preferences and evolving digital space, enabling Equity to focus on key areas that will see it remain relevant to the diverse and current consumer needs, while attracting new and dynamic members. The refreshed look, which was unveiled in Kenya, will eventually be rolled out to other countries where the Group has established its presence..

Equity Group Holdings Plc. Acquisition Plans In The Democratic Republic Of Congo

Equity Group Holdings, (EGH) entered into a share purchase agreement with George Arthur Forrest, to purchase 66.53% of the shares held by Mr. Forrest in Banque Commercial du Congo (BCDC), a public limited company (société anonyme - S.A.) licensed by the Banque Central du Congo in the Democratic Republic of Congo (DRC). The Agreement is subject to regulatory approvals and upon completion of the transaction, the BCDC business will eventually be amalgamated with that of EGH's existing banking subsidiary in DRC, Equity Bank Congo S.A. (EBC).



Entry into Ethiopia

Equity Bank set up a Commercial Representative Office in Addis Ababa, Ethiopia as it prepared to commence operations in July 2019. The Commercial Representative Office is based at Kazanchis-Addis Ababa Ethiopia. The entry into Ethiopia is part of Equity's Phase Two expansion in pursuit of their aspiration of being a Pan African Bank

Equity Launched A 35 Million Tree Planting Initiative

Equity Group announced plans to implement an ambitious project to plant 35 million trees across Kenya.



BRAND VALUES

Equity aims at developing a unique emotional and economic bond with its customers across the entire income spectrum and is passionate about transforming the lives and livelihoods of the people of Africa, giving dignity and expanding opportunities.

Equity is a people friendly, warm entity 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.

Equity's Impact and Social Investment in the Region

Equity's commercial success is inseparable from the responsibility it has to make significant and positive contributions to communities. In its endeavour to fulfill its mission, which is to offer integrated financial services and products that socially and economically empower consumers, businesses, enterprises and communities in its markets of operation, Equity and its partners - through Equity Group Foundation (EGF) programmes - have invested over USD 392 Million in social programs focused on education, health, agriculture, entrepreneurship, clean energy and the environment. EGF is committed to positively impacting the lives of 100 million Africans by 2024.

The Key Pillars

In order to truly assist people build pathways out of poverty, EGF understands that it must respond effectively to the issues that affect people living at the bottom of the pyramid. Through the following pillars Equity has been able to create impact over the years:

- **Agriculture:** EGF helps create jobs, improve market access, and expand agricultural production by working in partnership with small and medium-sized farmers to increase their production capabilities, business acumen, and access to technology and financial services.
- **Education and Leadership Development:** EGF increases access to and transition through secondary and tertiary education and provides leadership and career development in order to break the cycle of poverty and develop the next generation of leaders.
- **Entrepreneurship and Innovation:** EGF stimulates job creation and economic growth

by providing micro and small entrepreneurs with advice, mentorship and entrepreneurship training. EGF promotes innovation through the uptake of new ideas, solutions, and technologies to achieve greater impact and scale for all of its work.

- Equity Bank signed up for the for the Young Africa Works Programme; a public private partnership between the Kenya Government, Mastercard Foundation and the private sector to transition 5 million youth to dignified work by 2023.
- Equity has strategically partnered with IFC and the German Government through KfW for internal capacity building in order to excel as an "incubator" for entrepreneurs.
- **Clean Energy and the Environment:** EGF promotes the conservation and smart use of natural resources by expanding forest cover, improving water security and promoting the use of renewable energy and energy-efficient technologies.



- **Financial Inclusion and Literacy:** EGF extends Equity Bank's efforts to expand access to financial services to the bottom of the pyramid, helping the low-income lift themselves out of poverty. EGF also improves financial capability and individual and household financial security by connecting women, youth and communities to expert financial literacy training.
- **Health:** EGF increases access to comprehensive health financing and private sector-led, affordable, high-quality, and standardised health services.

www.equitybankgroup.com

Things you didn't know about Equity Bank

Equity Bank has 294 branches, 617 ATMs and over 50,000 agents across the six countries of operation.

Equity Bank's current balance sheet is nearly Ksh 700 Billion (US\$ 7 Billion) in total assets.

Equity Bank's single obligor lending limit is massive at over KES 22.5 Billion (US\$ 225 Million).

Education - Under the "Wings to Fly" scholarship program 17,304 children from vulnerable backgrounds have benefited from comprehensive secondary school scholarships and leadership training. Through the scholarships the scholars receive school fees, school books, shopping and pocket money.

Equity Bank Congo has the largest Agency Banking network in DRC. The bank currently has more than 2,500 bank agents.

Equity Bank Congo is the only bank in DRC that offers the solution of transferring e-money from mobile money account to the bank account.

Equity Bank Congo is the only bank with ATMs that can be used for both withdrawal and deposit transactions.