

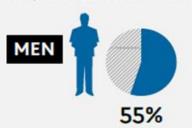


What is democratizing finance?

#### Who Are The Unbanked Globally?

#### GENDER:

Have an account at a formal financial institution, worldwide:







#### AGE

#### WORLDWIDE

THOSE AGED 15-24 ARE

33%

**LESS LIKELY** 

to have an account, and

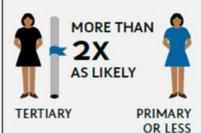
40%

#### LESS LIKELY

to have saved formally

(compared to those aged 25-64).

#### **EDUCATION**



In developing economies, adults with a tertiary education are more than twice as likely to have a formal account as those with a primary education or less.

#### INCOME



RICHEST 20% → POOREST 20%

In developing economies, the richest 20 percent of adults in a country are more than three times as likely to save in a formal financial institution as the poorest 20 percent of adults.

#### RESIDENCE

Have a formal account, in low-income economies:

URBAN RESIDENTS 35% RURAL RESIDENTS 22%













#### 2030 Agenda for Sustainable Development

Sustainable Development Goals (SDGs),

#### What are the proposed Global Goals?







































## The Case for Equity Group

#### Corporate Philosophies



#### **Purpose**

We exist to transform the lives and livelihoods of our people socially and economically by availing to them modern, inclusive financial services that maximise their opportunities.

#### Vision

To be the champion of the socio-economic prosperity of the people of Africa.

#### **Mission Statement**

We offer inclusive, customer-focused financial services that socially and economically empower our clients and other stakeholders.

#### **Values**

Professionalism
Integrity
Creativity & Innovation
Teamwork
Unity of purpose
Respect & Dignity for customers
Effective Corporate Governance





## The Early Years





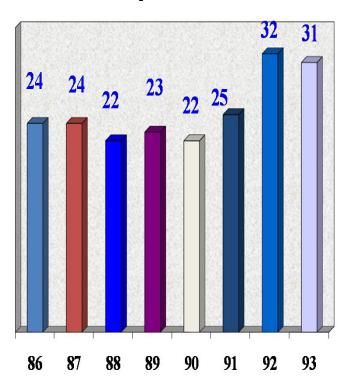
## Equity 0

- Beginning
- > Founders' conviction
- Founders' social mission
- Driven by needs of the local community
- Turn around/re-engineer business model (i.e., creation of deposit taking and lending financial institution)
- A powerful vision but limited capacity to deliver it

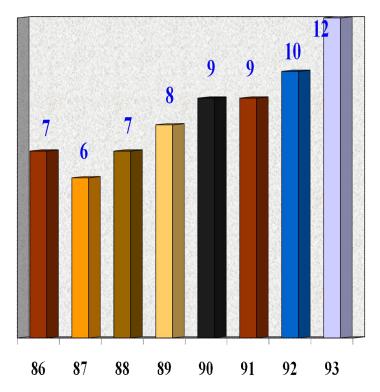




### Deposits



### Loans

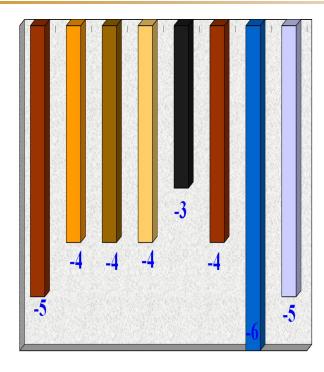


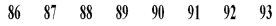


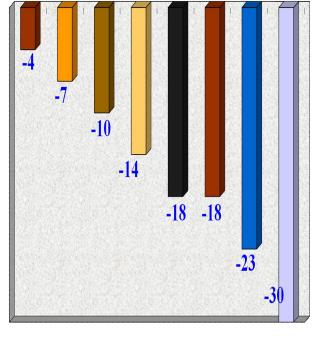


# **Shareholders Funds**









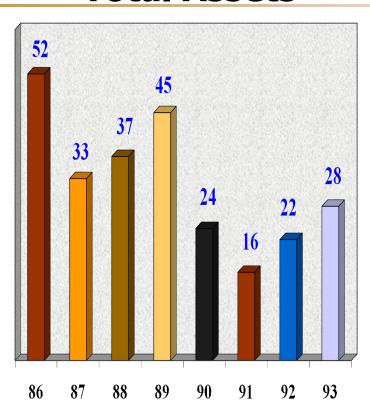
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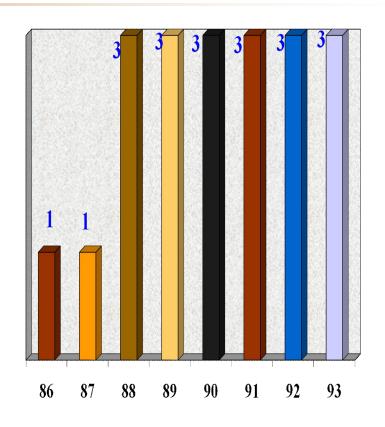




## **Total Assets**

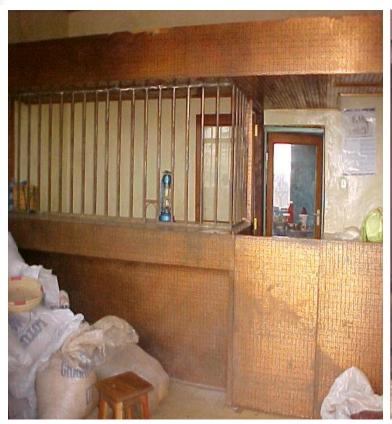
#### **INVESTMENT CAPITAL**







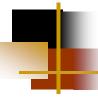
## **Branch and Brand**





#### CBK RATING AS AT 31<sup>ST</sup> DECEMBER 1993





#### **OVERALL ASSESSMENT:**

Institution technically insolvent

#### **MANAGEMENT:**

Weak & Poor

#### **ASSET QUALITY:**

 Unsatisfactory, poor non performing loans 54%

#### **CAPITAL ADEQUACY:**

Capital fully eroded by accumulated losses.

#### **EARNINGS & PROFITABILITY:**

- Society threatened to grind to a halt
- Deposits utilized to meet operating expenses
- Return to profitability threatened by need for provision for bad & doubtful debts

#### LIQUIDITY:

- Liquidity of 5.8% compared to minimum legal requirement of 20%
- Deposits base volatile & unstable





## Re-engineering the Business

# STRATEGY



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t			
-	_		

Our Strategic Journey

> 1 5 10

1520

25 30

35

40 45

50 55

60 65 EQUITY 1.0

1994

EQUITY 2.0

2004

Equity Building

Society - 18th

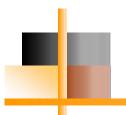
 Driving Financial Inclusion by scaling to micro, small and medium enterprises to empower our people create wealth and achieve prosperity 2014 EQUITY 3.0

Equity Bank 1st or 2nd depending on ranking criteria

Strategic
 positioning to
 capture
 disproportionate
 share of \$4 billion
 growth in East
 Africa using a
 simple shared
 prosperity model.
 Giving our people
 Freedom, choice
 and control to scale
 social and economic
 impact.

- del
- Savings led Model
   High volume low margin to offer accessibility and affordability
- Dignity and honor to our people while changing their lives and livelihoods

Equity Building Society - 66th





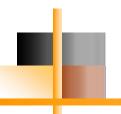


#### Equity 1.0

- **Build strategy**
- Develop model
- Establish capacity
- Build culture and philosophy

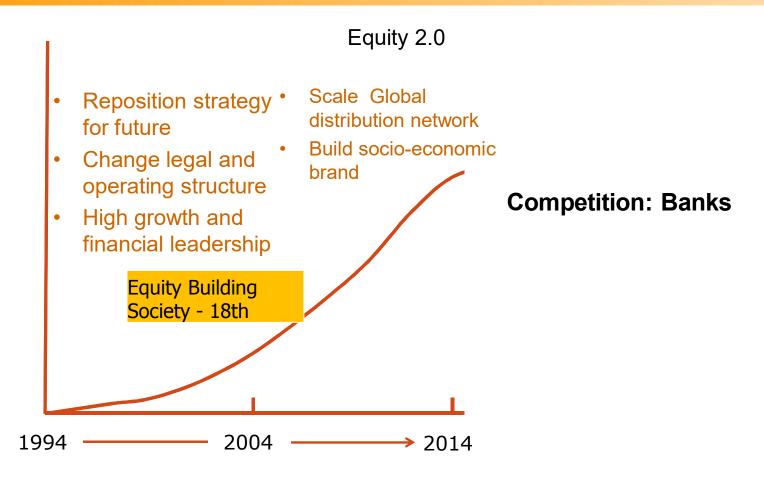
### **Competition Mattress**

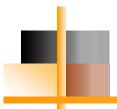






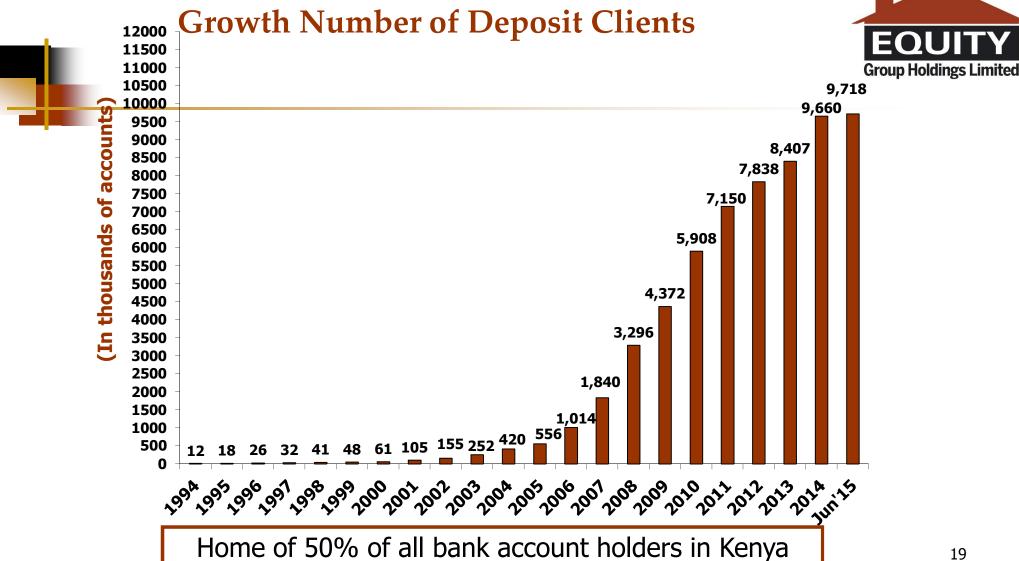






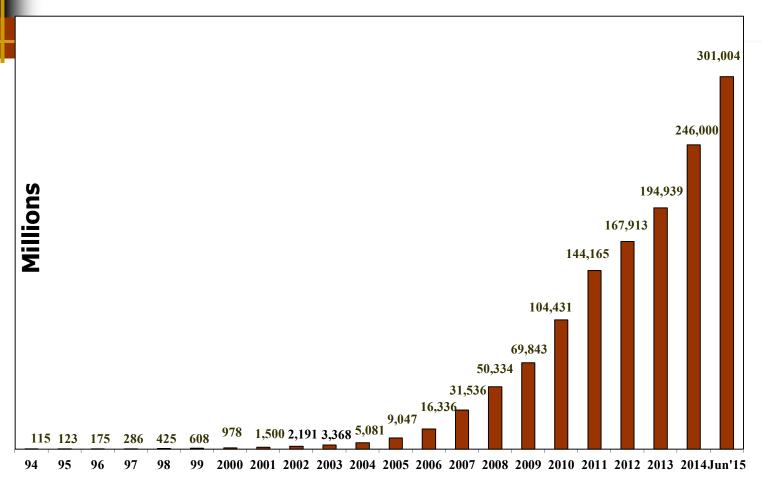


## **IMPACT**



## **Growth in Volume Customer Deposits**

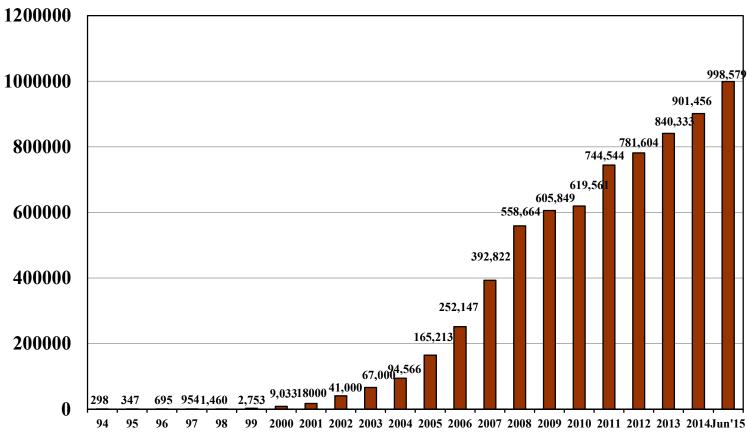






## **Growth in Borrowing Clients**

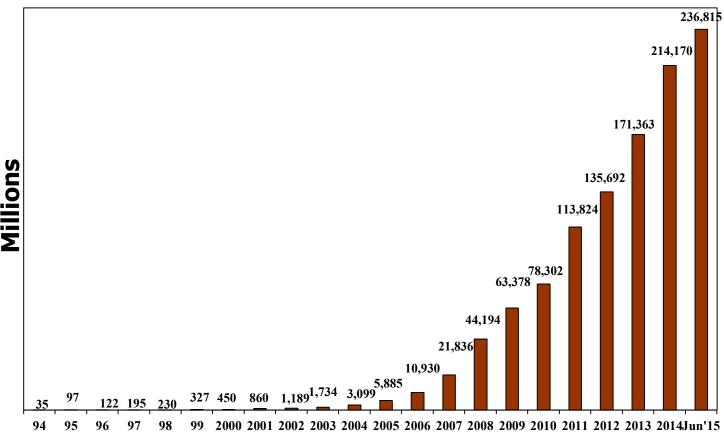




## **Growth in Loan Portfolio**

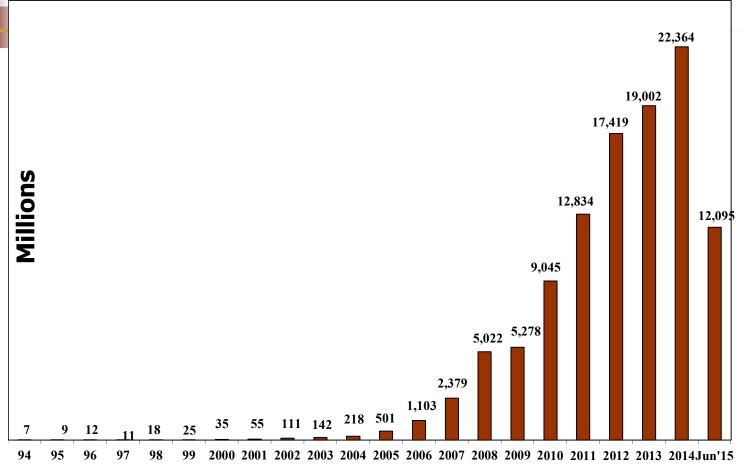






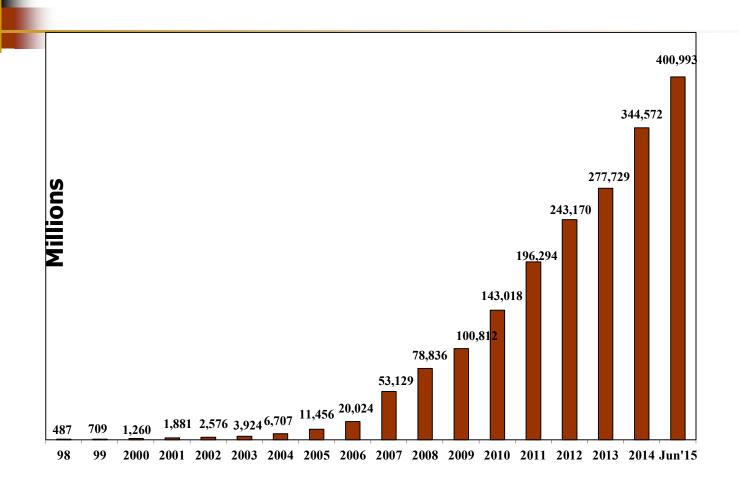
## **Growth in Profit**





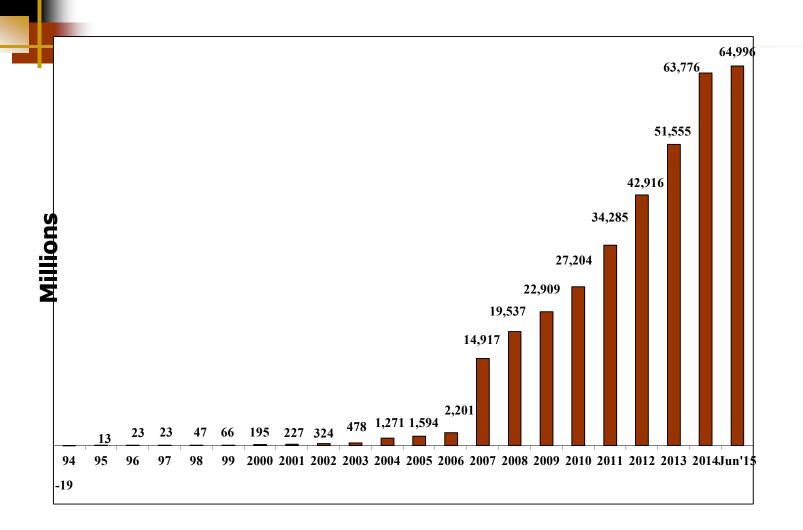
## **Total Assets**





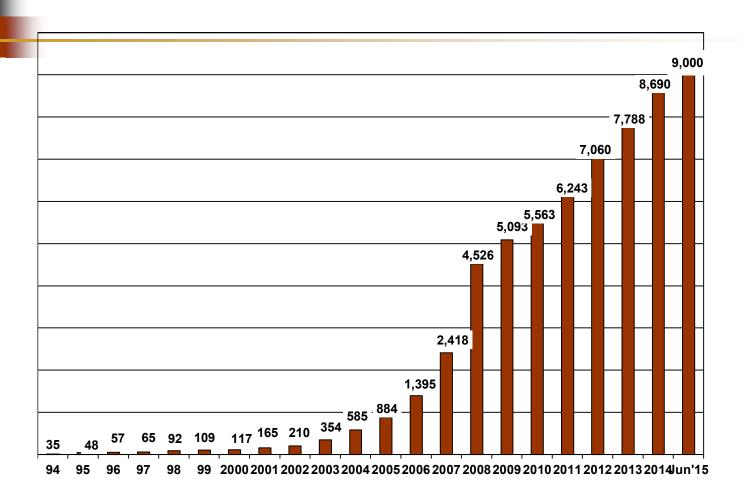
## **Share Holders Funds**







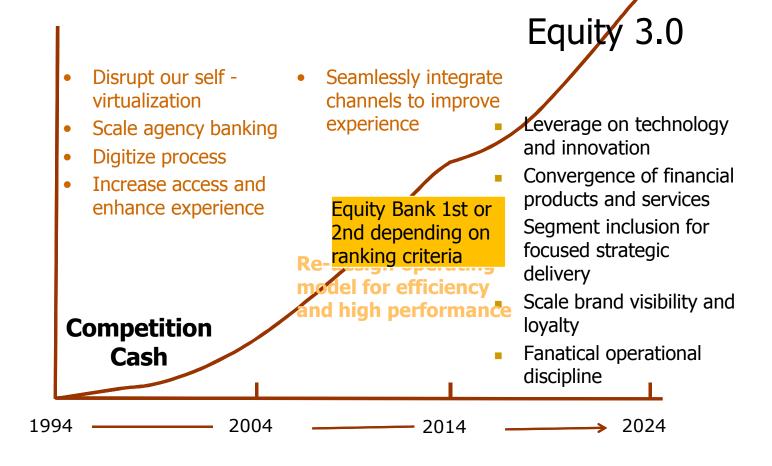




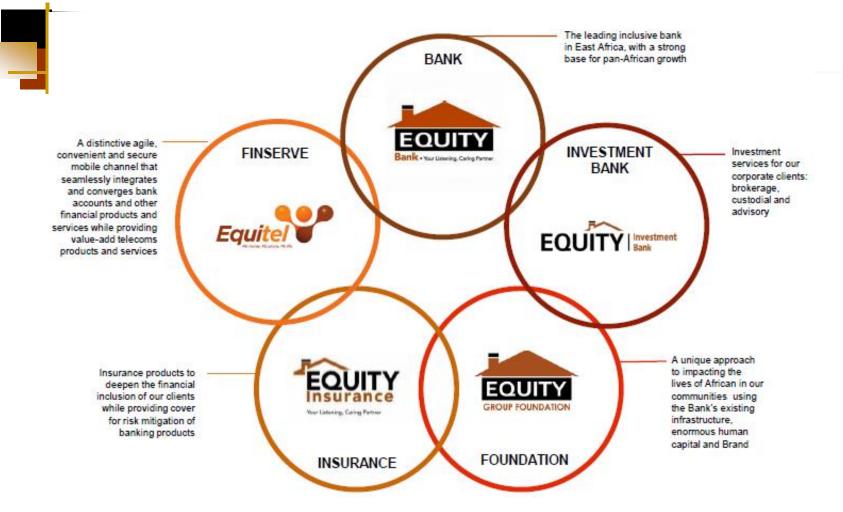


### Turn Equity from Somewhere You Go to Something You Do - Lifestyle (Freedom, Choice, Control)









#### SOCIO-ECONOMIC TRANSFORMATION IS AT OUR CORE



- Partnerships for a Green Revolution
- Initiatives to Support Livestock and Dairy Farmers and to Deliver Crop Insurance
- Collaboration with Coffee Board Horticulture Association, Kickstart, Africa Harvest





WOMEN'S FINANCING

- Fanikisha: Partnerships with Women Enterprise Fund to offer Training and Lending
- Loan products that have increased loan repayment periods and reduced interest rates including a \$59 million fund exclusively for rural women



#### YOUTH ENTERPRISE FINANCING

ENVIRONMENTAL CONSERVATION

Conservation of the Mau Forest, the largest indigenous montane forest in East Africa, in partnership with Equity Bank, Kenya Wildlife Service, Nation Media Group, East Africa Breweries Ltd., the Green Belt Movement, Kenya Forest Service, and the FAO

Tree planting programs in conjunction with schools and Bank branches

Vijana Business Loans to Youth:
 Offering Flexible Collateral, Quick Approvals and Flexible Repayment Terms as well as Business Training to support Youth Enterprise.



- Hunger Safety Net Program (HSNP)
- Social Payments for Food Security
- Orphaned and Vulnerable Children Program (OVC)



FINANCIAL INCLUSION

Established the Equity Group Foundation (EGF) in 2008 to maximize socio-economic impact and leverage Equity Bank's unique assets and position at the base of the pyramid.

- . Commits 2% of revenue to EGF
- Unlocks its branch infrastructure to support and implement EGF programs
- Develops financial instruments that respond to user needs'



IN COLLABORATION WITH LEADING DEVELOPMENT PARTNERS









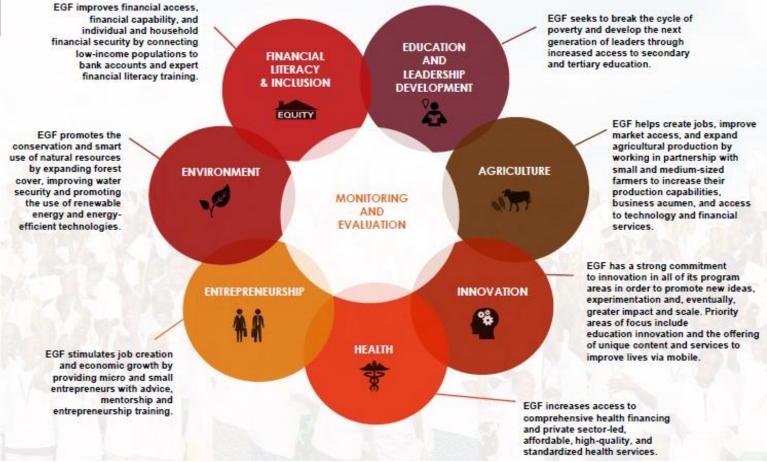




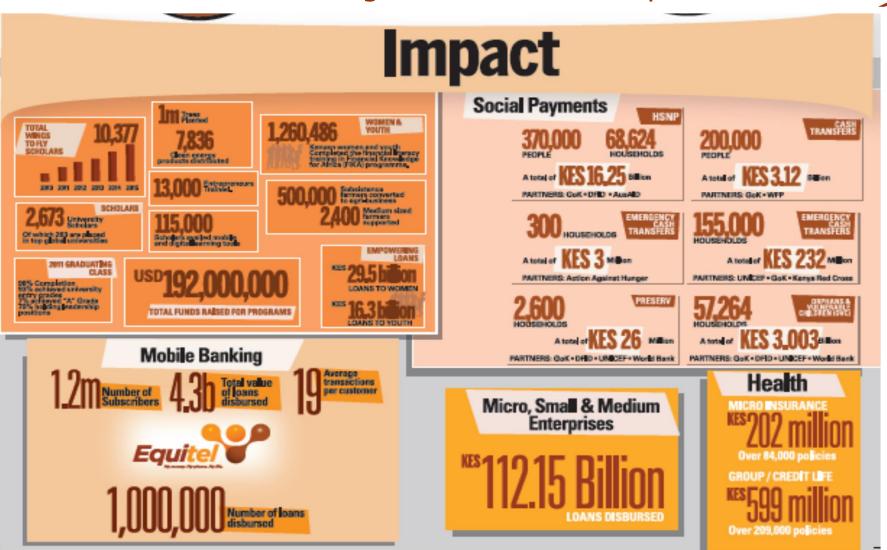








... with tangible and scalable impact to date

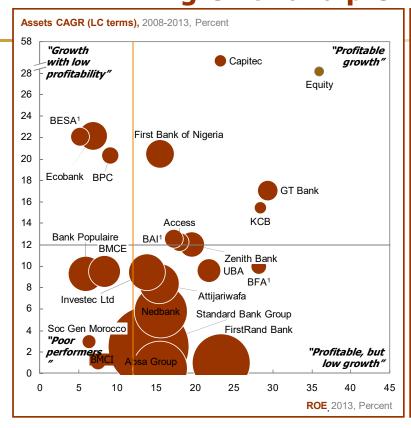


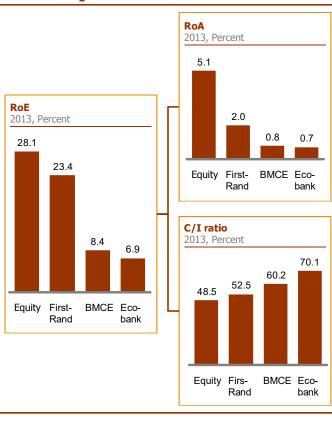


Equity has a strong starting point among
Africa's leading banks in terms of both
growth and profitability

2013 assets (USD bn)







NOTE: Africa (excluding Egypt) largest 20 banks in terms of assets, plus selected exciting banks (Capitec, Equity & KCB) 1 2008-2012 assets CAGR, and 2012 assets

SOURCE: Bank annual reports; KPMG Angola Banking Report; press articles

# Equity has set an ambitious growth target across Africa over the next 10 years



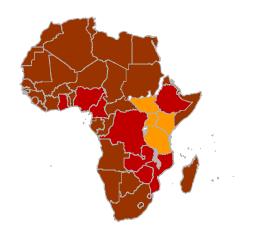
**Today** 

2024



#### **6 countries in East Africa**

- population of ~245 million (~29 million are banked)
- nominal GDP of ~USD 129 Bn
- ~10million members



#### 15 countries across Africa

- population of ~810million
- nominal GDP of ~USD 2,259 Bn
- ~100 million members

SOURCE: McKinsey & Company

# Financial Inclusion & Profile of Clients- Equity Bank Sub Sahara Africa Footprint Countries



Country	GNI per capita (\$)	Findex- 2014- Financial Institution Account (% age 15+)	Mobile Account (% age 15+)	Has debit card (% age 15+)	Saved at a financial institution (% age 15+)	Borrowed from a financial institution (% age 15+)	Insurance Penetration Rate (total Premiums/GDP %) (Source- Regulators)	Capital Markets Penetration Rate (total market capitalization/GD P% )- Source- ASEA
Kenya	\$1160	55.2%	58.4%	34.7%	30.2%	14.9%	3.4%	55.83% (2013)
Uganda	\$600	27.8%	35.1%	17.8%	16.8%	15.7%	0.85%	38.23% (2013)
Tanzania	\$860	19%	32.4%	11.5%	9%	6.5%	0.9%	33.4% (2014)
Southern Sudan	\$950	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Rwanda	\$630	38.1%	18.1%	4.5%	25.5%	8.2%	2.3%	26% (2011)
DR Congo	\$430	10.9%	9.2%	3.8%	4.7%	3.4%	N/A	N/A

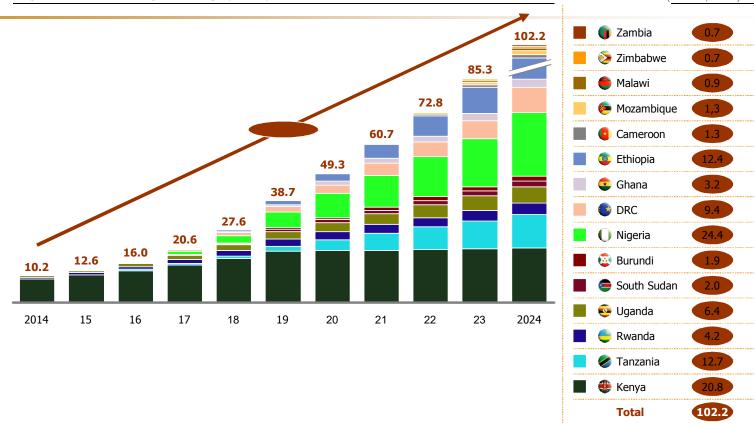
Sources: Swiss Re, Sigma Report No.3/2014; The Little Data Book on Financial Inclusion 2015; Regulators Annual Reports , African Securities Exchanges Association, World Bank

### ... and will result in a 26% annual growth rate in the member base



Members

**Projected members, mid-part of range** (Millions)



Source: 2014 numbers based on Equity Banks year end forecasts as received from the Finance Team; First five year numbers for each country based on the Equity Bank financial model; Remaining years to 2024 based on straight line extrapolation to reach 2024 target



### LEADING INNOVATION

### A revolutionary mobile platform to serve Equity's 10 million members





MOBILE CHANNEL to drive towards a cash-lite society

Leading the NEXT GENERATION of mobile banking and financial services

Bringing VALUABLE RELEVANT CONTENT and SERVICES to meet users' everyday needs 93% of Kenyans are mobi

73% are mobile money **Group Holdings Limited** 

"Time seems to be fast approaching when banks may not necessarily continue to exist as they are constituted today even though banking services will undoubtedly continue to be required... Equity Group's innovations are informed by this reality and are geared towards supporting banking becoming something you do, as opposed to somewhere you go to transact. Our members are increasingly gaining more freedom, choice, and control." Dr. James Mwangi

"We strongly believe that the entry of the MVNO into the Kenyan market will stimulate and sustain overall market growth through a new range of innovative products and service propositions that will give more choice and value to consumers."

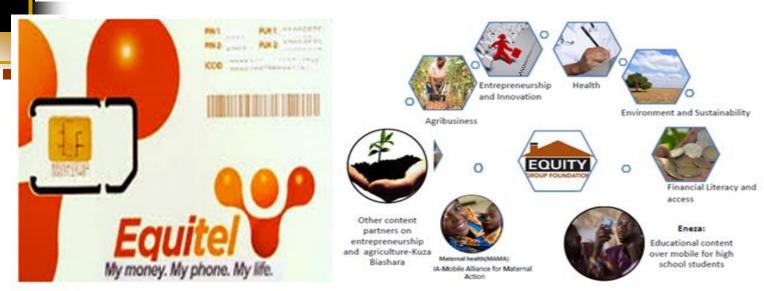
Airtel Africa CEO Mr. Christian De Faria

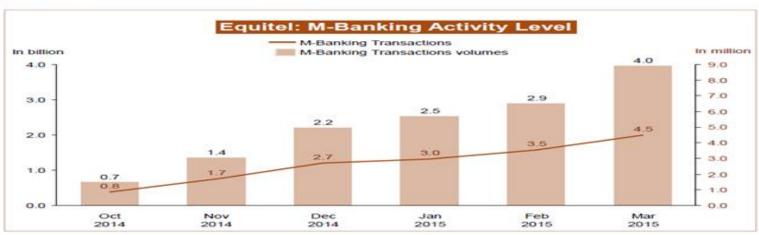
"Airtel Kenya's deal with Equity Bank offers an ideal model of collaboration between banks and telecoms, allowing convergence of mobile and banking, with the customer in mind." Techmoran



## Scaling EGF- My Life – Equitel Mobile Virtual Network Operator- MVNO (Telecom- Banking Convergence)







## **Our future** is here.

manage our businesses, our money, and our lives with ease. The freedom and control to plan, budget, save and borrow loans to fund our dreams. The choice to stay In touch with those we love and those we relate with. Welcome to Equitel.



#### Bank on your hand

You can now do your banking at the comfort of your phone. Open an Equity account instantly, hepo hapo, by dialing \*247#. Check your bank balance. Transfer money, send and receive money, withdraw cash, apply for a loan, repay your loan, sext for a statement, save, budget and fund specific goals.



### Send and receive cash

Sending money to other Equitel members is FREE! It's so easy. and the money goes straight into their Equity bank accounts. You can also send money to other mobile money networks (M-PESA, Airtel Money, and Onenge Money) other banks, global credit and

It's quick and every to pay for utilities using Equital. No long queues, no busy halls, no noise no fues. You can pay KPLC, Water bills, DSTV, artimex, and many more, right on your phone.



### Apply and get a Loan

Ask for a loan right on your phone. You don't have to fill in any forms. Just go to the Eazzy loan menu and follow the simple steps. It's eazy.



Check your balance any time of day or night. Once you know how much you have, you can plan, budget and fund your goals.



You don't reed cash to go shopping. You can pay for goods directly from your phone. Just pay to the seller's Equity account streight from your Equitel line. They will receive the money iretantly and you will both get notifications immediately. And it's all FRED



B 86% ■

Equitel

My Money

My Phone

My Life

Tumia Swahili

### Cardless banking

You don't need your ATM card to bank. Use your phone to withdraw morey straight from any Equity Bank ATM or Equity Agent. It's quick safe, and easy



Keep track of your chame payments, investment and loan disbursements through reminders and notifications. All on your phone.



### Fundraising with ease

In our Harambee spirit, we support one another because it's part of our culture. You can now fundraise virtually without a physical meeting.



#### Stay in touch

Make calls, send messages, and access the internet at any time of day or night at effordable nates. Whenever your sirtime is about to run out, we will send you a free reminder to top up, and you can also set up a top up standing order. You can also buy airtime from Equity Agents.



You can access useful and exciting information on your phone. Click on "My Life" and enjoy a veriety of topics including matern heelth, financial planning and budgeting, agriculture, education, financial literacy, entrapreneuratip and wikipedia





#### Get well soon

Top up your Equite! line with Kah 250 every month. Then, in case you are admitted in hospital for 2 nights or more, we will support you with Kah. 5,000 to help pay your bills. And it's FREE!

### Grow your wealth

Buy and sell shares, government bonds and unit trust at the convenience of your phone. It is easy.



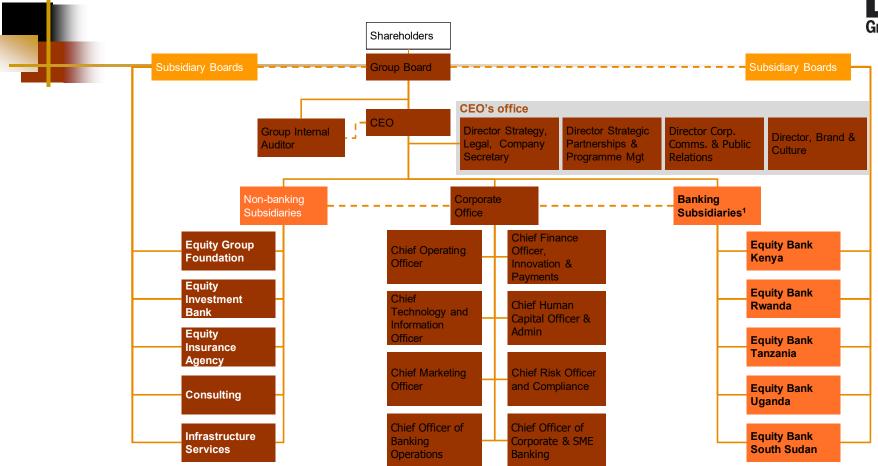
Karibu Member. Pick your Equitel SIM card today at any Equity branch. To become a Member, dial \*247# and open an Equity account instantly hapo hapo.

Exercise your freedom, make your choice and take control.



### 1<sup>ST</sup> REGIONAL LISTED INVESTMENT GROUP HOLDING COMPANY





<sup>1 100%</sup> wholly-owned banking subsidiaries, each with own Board of Directors compliant with local regulations

## Equity Group – Key Selected Partnerships









## AN ALL INCLUSIVE FINANCIAL INSTITUTION WITH A REMARKABLE GROWTH STORY



### PERFORMANCE TREND ANALYSIS (in KES)

	1991	1996	2001	2006	2011	2014
Funding	29m	302m	1.6b	16.3b	159b	246b
Loans	8.6m	169m	0.8b	10.9b	113.8b	214b
Total Assets	24m	213m	1.9b	20.0b	196.5b	345b
Profit Before Tax	(4)m	10.6m	55m	1.1b	12.8b	22.4b
Shareholders fund	(18)m	22.5m	238m	2.2b	34.2b	64b
Customers	9k	26k	105k	1.014m	7.150m	9.660m
Staff	27	57	165	1395	6243	8690

### **WEALTH CREATION FOR SHAREHOLDERS**

Share Change	Number of Shares	Price	Value	Value Change
		KShs		
2000: Before split	1	20.00	20	0
2000: 1:3 Split	4	50.00	200	1,000%
2004: Bonus 1:5	20	50.00	1,000	5,000%
2007: Bonus 1:3	60	84.50	5,070	25,350%
2009: Split 1:10	600	12.50	7,500	37,500%
2014	600	50.50	30,300	151,500%







## NSE Publicly Listed/ Cross Listed at USE at RSE

- 10 million customers 6 countries
- Market Capitalization: ~ Ksh 165.7Bn
- Asset Base ~ KShs 401 Bn

### Ownership Over 30,000 shareholders Strategic Investors

- Norfund & Norfinance
- Genesis
- British American Investments Company (Kenya) Limited
- Equity Bank ESOP

Regional presence – Kenya, Rwanda, Tanzania, Uganda, South Sudan & DRC

Equity Bank is the largest bank in East & Central Africa





# Awards & Recognitions



١.

 Global Vision Award- 'Initiators of the Concepts of the Future that will shape the World Economy' – G8 Vision Summit Germany 2007



Emerging Markets Most
 Sustainable Bank of the Year
 2009 in Africa & Middle
 East"...for its responsibility in
 providing solutions to the world's
 most pressing issues and meeting
 those objectives in a financially viable
 way"-International Finance
 Corporation & Financial Times







- African Business of the Year 2009 "...for returning outstanding returns and growth rates coupled with innovative working techniques, and development of staff and the community it operates in."-Commonwealth Business Council & African Business
- Microfinance Bank of the Year 2008 & 2009- "for assisting local communities and aspiring entrepreneurs to raise finance, ultimately contributing to their growth and development" – African Banker









Best Performing Ai 100 Company of the year in Africa 2008 & 2009 and Best Performing Ai 40 Company of the year in Africa 2010
 'financial performance reflected by the strong growth in revenue and profitability, and underpinned by a strong balance sheet"-African Investor

### Ai africainvestor

Index Series Awards in association with PNYSE Europex

Best Performing
Africa investor 100 company

**Equity Bank** 

Africa investor Index Series Awards 2009

- African Yara Laureate for helping to innovatively strengthen agricultural value chains and increase Africa's food security."- Yara Foundation for an African Green Revolution
- Case study in the leading International Business Schools-Lagos, Stanford, Strathmore, Columbia, IESE











- Equity Bank named among 16 New Sustainability Champions-2011
   Redefining the Future of Growth by the World Economic Forum in 2011
- Africa Most Innovative Bank 2012 African Banker
- European Award for Best Practice in 2011 European Society for Quality Research
- Best Managed Company in Africa Banking and Finance Sector 2012-Euromoney
- Best Bank in Kenya 2011 Euromoney Awards for excellence
- Africa Innovation Leader of the Year -2012





- Most Preferred Kenyan Brand- *Intrabrand* Simpson
- The only Triple A Brand in Kenya- Brand Finance East Africa & TNS East Africa-July 2011
- Most impactful brand in the daily life of Kenyans-43% - Business Daily - Aug 2011
- 3<sup>rd</sup> most valuable brand that gives Kenyans pride- Business Daily- Aug 2011

## Kenya Decade in Review-December 31, 2009







## **Equity's International Rankings**



# The Banker TOP 1000 WORLD BANKS 2015

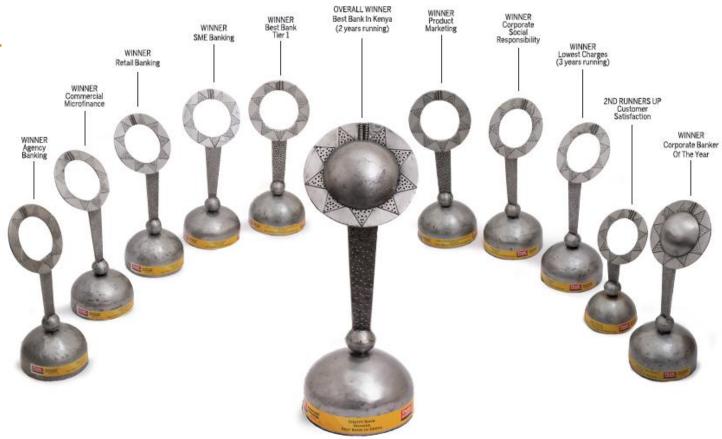
Equity Bank	<u>Overall</u>	Soundness	<u>Performance</u>	
		(Capital Assets Ratio)	(Profits on capital)	(Return on assets)
2015 Global Rank	916	88	18	8
2014 Global Rank	999	112	8	4

### **Equity's Global Credit Rating**



	Equity Bank Limited		
Kenya Bank Analysis			
Security Class	Rating Scale	Rating	Rating Outlook
Long term	National	AA-(KE)	Stable
Short term	National	A1+(KE)	Stable





2015 Think Business Banking Awards

















2014 - Top Banking Brand in Kenya

# Awards & Recognition for Dr. James Mwangi, CBS



- Ernst & Young World Entrepreneur Of The Year 2012
- Forbes Africa Person of the Year 2012
- Global Vision Award- Initiator of the Concept of the future that will shape the global economic- G8 2007 Vision Summit in Germany
- African Business Person of the Year Runners up 2009- Commonwealth Business Council
- Africa CEO of the Year- Africa Investor 2009
- African Leader of The Year African Leadership Network 2011
- African Banker the Year African Banker 2010 & 2011







## Honors & Responsibilities



- Chairman- Kenya's Vision 2030 Delivery Board
- Member of the Board of Advisors of the African Leadership Academy
- Member External Advisory Board; Bill & Melinda Gates Foundation
- Member- Global Advisory Council-VISA
- Member UN Advisory Group on Inclusive Finance
- Member UN Advisory Board on Global Sustainability
- Member G20 Advisory Board on Agriculture





- Member Clinton Global Initiative
- Member G8 New Alliance for Food Security and Nutrition
- Member Global Agenda Council on New Economic Thinking of the World Economic Forum
- Member Initiative for Global Development (IGD)
- Member World Economic Council
- Guest Lecturer Stanford & Columbia, Harvard & MIT
   & Lagos business schools.
- Named by Financial Times among the top 50 global emerging market business leaders





- Executive Chairman- Equity Group Foundation
- Trustee- Save the Mau Initiative
- Holder of Five Honorary Doctorate degrees
- Presidential Awards- HSC, MBS, CBS
- Chancellor Meru University of Science and Technology





## THANK YOU

Dr James Mwangi, CBS
Group Managing Director & CEO
KeEquityBank
@KeEquityBank

Email: <a href="mailto:info@equitybank.co.ke">info@equitybank.co.ke</a>

Web site: www.equitygroupholdings.com