

2017

MSME BANKING

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TBC BANK
Group PLC

GEORGIA AT A GLANCE

Investor friendly economy with strategic location at the gateway of trade between Europe and Asia

Currency

Currency: Georgian Lari (GEL)
Exchange rates(31 Mar, 2017):
USD/GEL: 2.45; EUR/GEL: 2.63

Economy

Population: 3.7 mn
GDP (FY 2016 / 2015): USD 14.3 bn / USD 14.0bn
GDP per capita * (FY 2016 / 2015): USD 10.0k / USD 9.6k
Average real GDP growth (2010-2016): 4.8%
2016 Real GDP Growth (YoY): 2.7%
Total banking assets / GDP (Q1 2017): 85.8% (estimate)

Ratings

Fitch : BB-/Stable
Standard & Poor's: BB-/Stable
Moody's: Ba3/Stable

Recent achievements

Among the friendliest Tax Regime globally**
#16 globally on Ease of Doing Business;
#8 on Starting a Business***
#13 in Index of Economic Freedom****

GDP composition (2016)

Diverse economy leverages its traditional strengths in tourism (accounting for 7.6%* of output as of 2016) and agriculture (10%), as well as growing manufacturing (14%) sector



Source: Geostat; GDP at Current prices

[*] Source: Geostat

[**] Based on 2011-2016 CAGR (Financial Intermediation 9.8%, Real Estate 7.1%, Hotels and restaurants 8.1%, Construction 7.4%)

[***] Based on disclosed priorities of the government of Georgia

Market position: The leader in the Georgian banking market
#1 bank by all key metrics after the successful acquisition of Bank Republic
Awarded "Best Bank in Georgia" for 14 of the last 16 years* (28 awards in total)

Customer base: Strong operations across all the major market segments in Georgia
Around 2.3 million customers in retail, MSME and corporate segments

Distribution: c.6,470 employees across the entire distribution network
167 branches (including TBC Kredit and Bank Republic branches)
512 ATMs (around 690 including partner banks)
13,290 POS terminals (12,770 contactless) & 2,518 Cash-in terminals

Operations: banking in Georgia and
Non-banking subsidiaries in Georgia in brokerage and leasing segments, card processing and cash-in terminal services
Subsidiaries in Azerbaijan (TBC Kredit) and Israel (TBC Invest)

BUSINESS BANKING AT A GLANCE

#1 MSME Bank

42%

63%

of new businesses
choose TBC Bank

Market Share

90%

Transaction
offloading
Index

31%

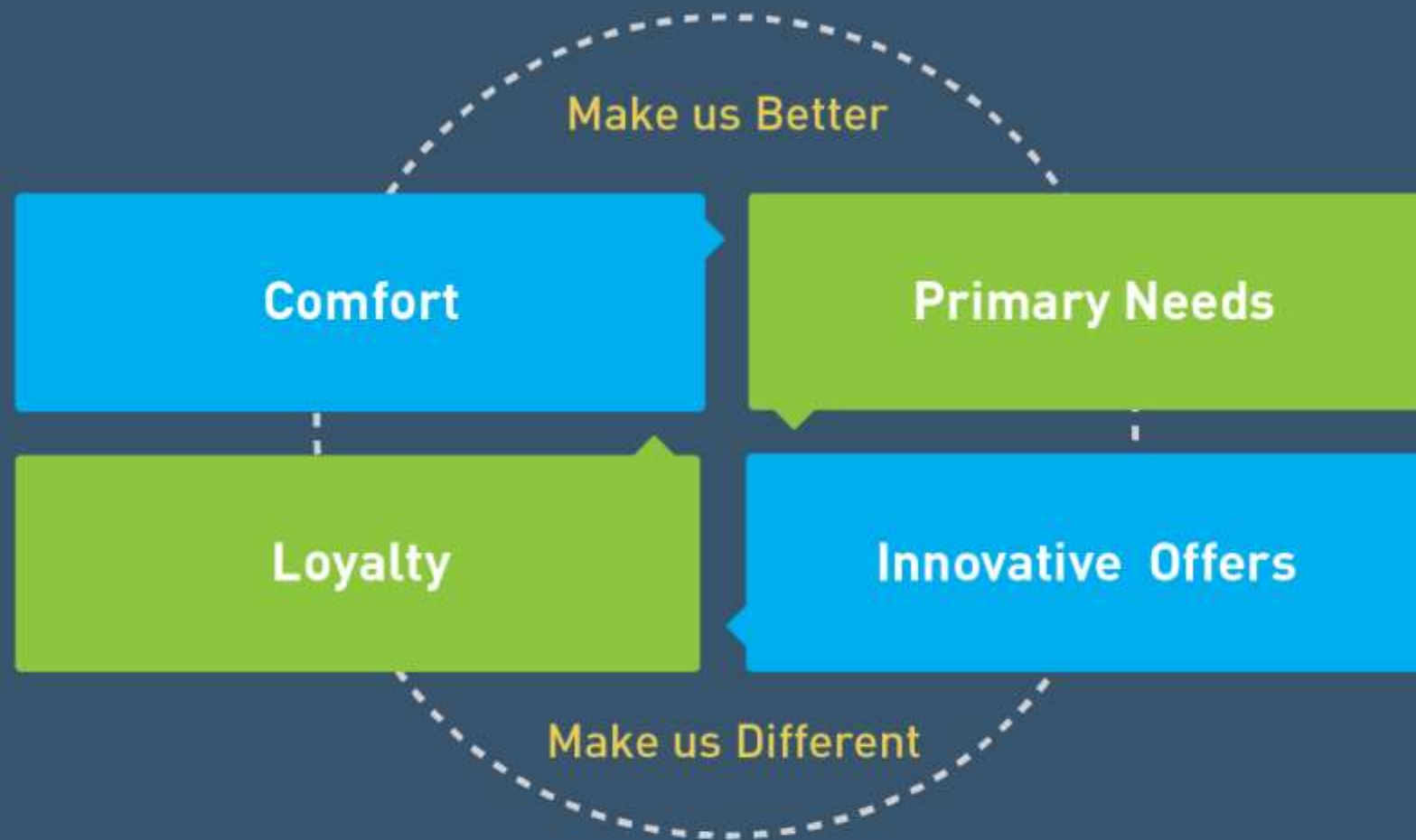
Transactions:
CAGR for 2013-2016

57%

Leading NPS

BECOME “N1 PARTNER BANK” FOR MSMEs IN GEORGIA

How do we differentiate?



NON-FINANCIAL SERVICES



EDUCATION

**BUSINESS
FACILITATION**



**FUTURE
GENERATION**



EDUCATION

Trainings

From 2013

**Individual
Consultations**

From 2016

Conferences

From 2013

tbcbusiness.ge

From 2013

TRAININGS FOR BUSINESSES

7

Trainings with the support of Asian Development Bank (ADB)

Short courses to improve SMEs business management skills

GOALS

- Improve managing skills for SME owners
- Promote communication and information interchange between SMEs



**Number of Trained Clients –
Up to 12,000**

**Average satisfaction point:
9.5 (Out of 10)**

- CVP analysis
- Budgeting
- Social Media Marketing
- Innovations Management
- Tax Management

Training participants' satisfaction survey (Prepared by ACT) revealed

Usefulness of information received



Information applied in their business

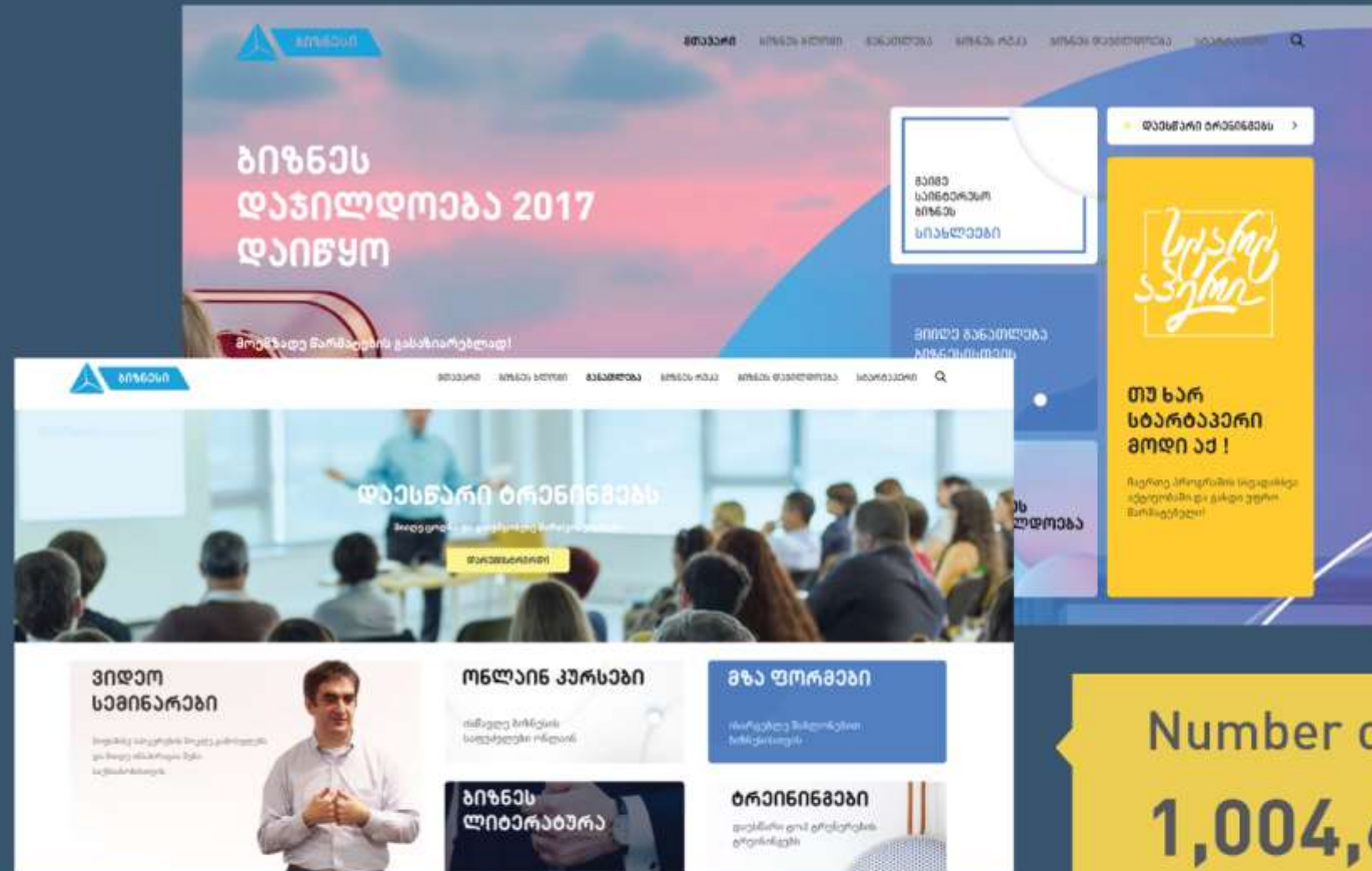


- Study revealed that 7 out of 10 respondents believe that the information received at the training(s) contributed to strengthening their company
- 6 out of 10 respondents agree that as a direct or indirect result of the training(s) the performance of their company improved

Online hub of TBC Banks non-financial services.

Educational Web-Portal for People interested in Business

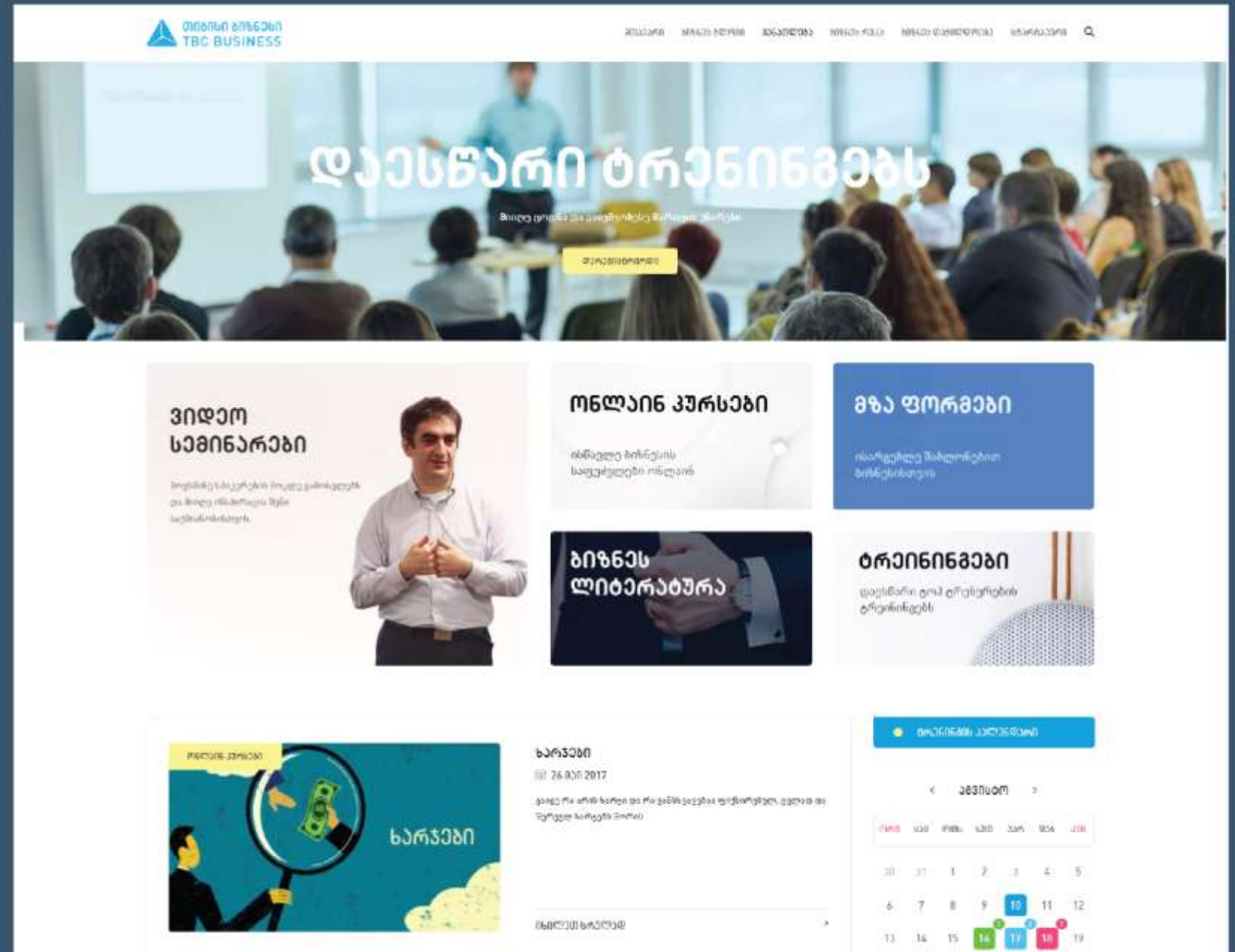
- Finances
- Social Media Marketing
- Innovations Management
- Operations Management
- Tax Management
- Human Resources



Number of visits
1,004,684

COURSES:

- Business Management
- Fundamentals of Finance
- General management
- Video Seminars



Online Business Academy – is the online way to get basic knowledge about Business
Registered Users: 15, 500

CONFERENCES

Conferences and Master Classes designed to provide a unique platform for client SMEs to receive comprehensive information regarding popular and important business topics

Some topics on Conferences and Master Classes:

- DCFTA Agreement
- Motivation
- Leadership
- New model in Georgian Taxation system
- Marketing Communication for Startups
- Advertising Techniques for Startups
- Others



**Number of Conferences
and Master Classes -
Up to 20**



CONSULTATIONS:

brand new service for TBC Bank's top borrower legal entity clients.

The session is specially designed service for the companies who need the deep dive consultation to diagnose the problems, to get the consultations on the current status, or get the answers regarding various technical questions and so on.

- Finances
- Social Media Marketing
- Innovations Management
- Operations Management
- Tax Management
- Human Resources



**Number of Trained Clients –
Up to 300**

**Average satisfaction point:
9.8 (Out of 10)**





TBC BUSINESS AWARD

523

Registered
Companies

1mln

Social Media
reach

250k

FB Album
Views

100k

Shares

300

Articles and
video reports

More successful startups in Georgia!

Financial:

Startup Loans & Leasing

Startup Business Cards

Account Package

Non-financial:

Startup Trainings

Master Classes

Media Coverage

Startup Catalogue

Startup Energy Card



TBC BUSINESS MAP – BUSINESS BENCHMARKING TOOL

PARAMETERS:

Sales

Costs

Number of employees

Payroll

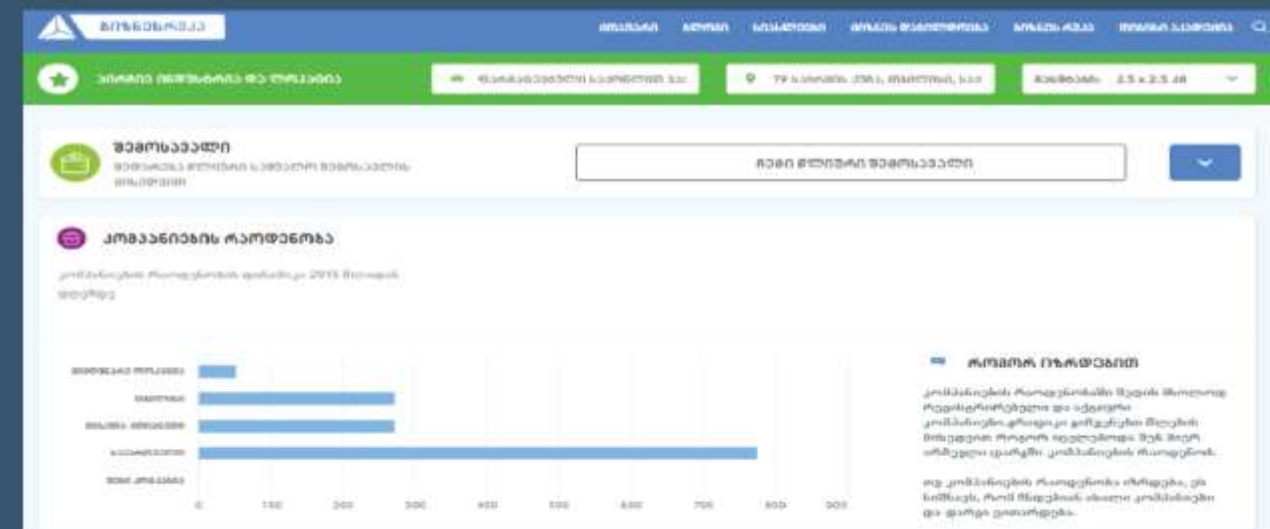
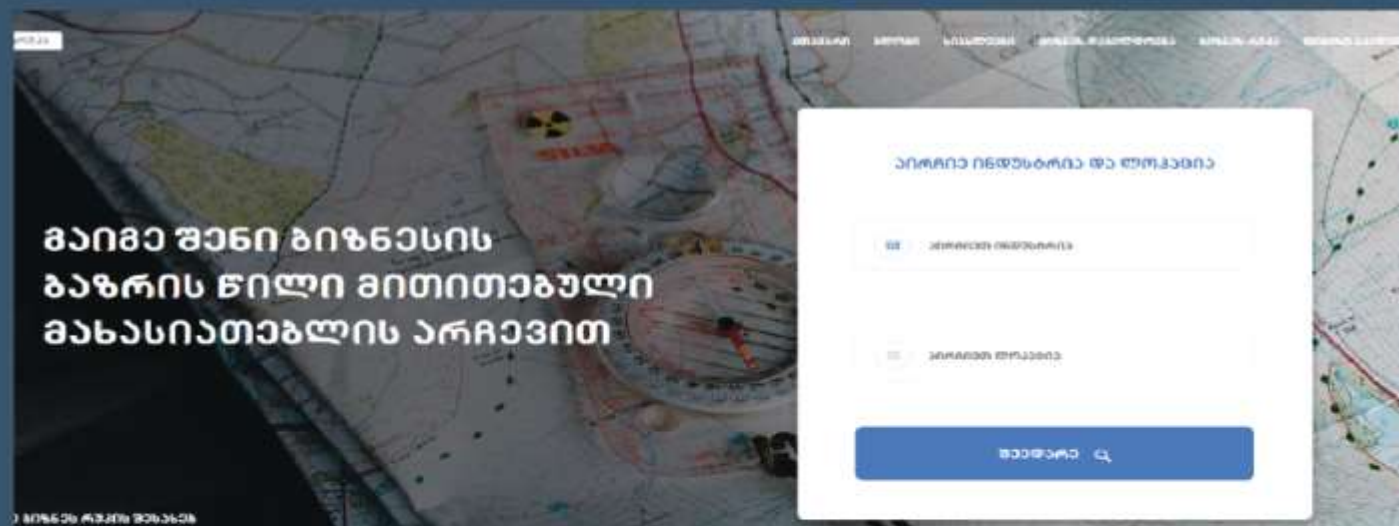
BENCHMARKING ACCORDING TO:

Selected location

City

Region

Country





We are the **leader Service Provider for Micro, Small and Medium businesses** in Georgia!

We base our leadership on **4 core pillars**:

- Superior **Customer Experience**
- Best in class **Primary Products and Services**
- **Innovative** offers
- Focus on **Loyalty**

