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Message from the CEO



We are pleased to inform you that in the just released CBK Bank Supervision annual report for the year

2008 published by Central Bank of Kenya, our Bank has been categorized as a **Large Bank**.

We have moved up from the category of "Small and Medium sized Banks" and joined the "Large Banks".

As per the definition of Central Bank, a bank is categorized as **LARGE** when the asset base is over Kshs. 15 Billion as at 31st December. Presently our asset base is Kshs. 22 Billion.

Consequent to the re- categorization,

we are one of the 14 Banks which share 83% of the Deposits, 85% of the Advances and 92% of the Profit in the Banking industry.

We thank staff of Prime Bank for having a clear and focused approach in providing service to the customers.

We thank our customers for their continued patronage and support.

We are committed to exceed our customers expectations.

Prime Bank Celebrates 17th Anniversary

Prime Bank celebrated its 17th anniversary in September 2009. We proudly march into our 18th year of operations.

The Bank is grouped recently by Central Bank of Kenya among the 14 Large banks in Kenya with its total assets exceeding Kshs 22 billion. Prime Bank has a network of eleven branches, eight within Nairobi, two in Mombasa and one in Kisumu, with the Head office situated at Riverside Drive, Nairobi. Since its inception, the bank has been

extending various competitive banking products and services. The bank's management comprises of an experienced and qualified team of dedicated professionals and the Board of Directors is comprised of persons of high repute from various professional backgrounds.

The position of our audited results as at 31st December 2008 is as follows:

The core capital of the bank grew to KShs 1.697 billion, against the statutory requirements of KShs 250.00 million. Total deposits of the bank stood at KShs 15.6 billion, a 51% increase over the previous year, while total net advances stood at KShs 9.425 billion from Kshs 6.298billion. Profit before tax increased by 45% to Kshs 460.36million from Kshs 316.7million as at 31st December 2007. The liquidity position and other statutory ratios of the bank have been much above the requirement of Central Bank of Kenya.

Bank Group, who have extended a trade finance guarantee to the bank as part of their USD 1bn Global Trade Finance program launched in 2005. The above enable the Bank to offer full-fledged trade finance and foreign exchange services.

As part of the bank's growth strategy Prime Bank acquired a license from VISA to offer credit and debit card facilities. Prime Bank has also acquired a license from Retirement Benefit Authority (RBA) and the Capital Markets Authority (CMA) to offer custodial services. As part of the bank's regional expansion plan, the bank has its presence in Malawi through First Merchant Bank and in Botswana through Capital Bank.



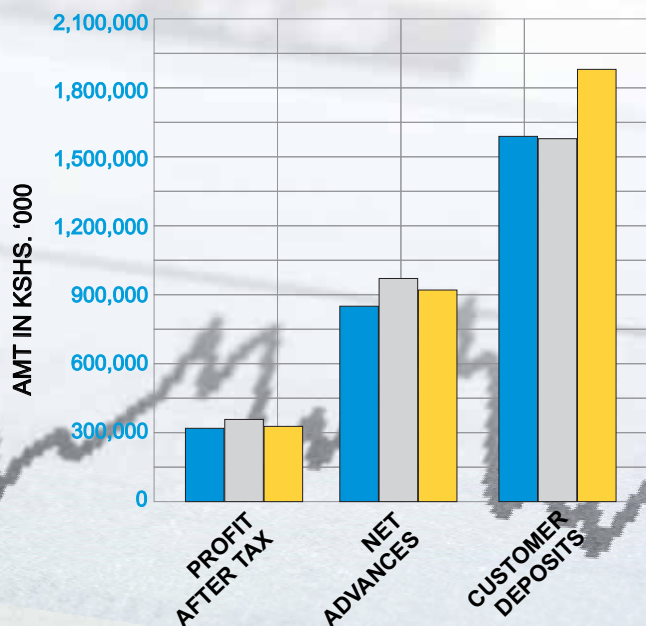
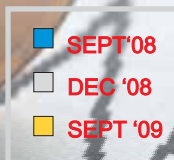
The Bank has correspondent relationships with Citibank N.A, New York, London, Frankfurt and Johannesburg, Standard Bank of South Africa, ICICI Bank - India, Barclays Bank of Kenya LTD and International Finance Corporation (IFC), the private sector development arm of the World



Chairman of the bank Mr. Rasik Kantaria cutting the Anniversary cake

	SEPT'08	DEC'08	SEPT'09
CUSTOMER DEPOSITS	15,776,223	15,661,930	18,623,900
NET ADVANCES	8,827,415	9,425,710	9,019,200
PROFIT AFTER TAX	300,204	330,347	312,204

FIGURES IN KSHS. '000



HIGHLIGHTS AS OF 30TH SEPTEMBER 2009

Comparison as to September 2008 and September 2009

Growth in deposit	18%
Growth in Advance	6%
Profit After Tax.....	4%

Product News

Prime Bank offers Internet Banking Services to its customers.



We realize that most of our customers travel frequently within and outside Kenya for business or personal reasons and would prefer to access their account information from their office or home to remain in touch with the Bank. For these customers Prime Bank offers access to the account information through internet banking services.

Please visit our website www.primebank-kenya.com and use the **E-Banking Services** link on the main page to log on to internet-banking. If you do not have e-banking login details, kindly contact our nearest branch for information.

We encourage our customers to take advantage of this technologically advanced paperless service and help save our environment.

“ If you are one of those who need to monitor the transactions and view balances in your account frequently, this service is for you.”

Prime Bank's Website

Prime Bank's website www.primebank-kenya.com has been attracting several hits in the last few months. The website is easy to access and maneuver and contains corporate, managerial, and financial information about the Bank. Clients may access current foreign exchange rates or read the Bank's newsletters covering our product news and Corporate Social Responsibility activities. Branch locations And contact details are also available on the website.

Famine Relief Fund

On 5th September 2009, the Chairman of Prime Bank, Mr Rasik Kantaria was the Guest of Honour at Lions and Rotary Club Emergency Relief Programme launch. Prime Bank donated Kshs 500,000 and our Chairman helped raise an additional Kshs Two Million. The fund supports millions of people in the country who suffer of starvation.



In the picture, Mr. Rasik Kantaria, Chairman of Prime Bank, addresses the congregation which includes

Mr. Abbas Gullet, Secretary General of Kenya Red Cross; Rotarian Kaushik Manek; Lion Manoj Shah; and Lion D.K. Shah.



St. Paul's Children Centre

St. Paul's Children Care Centre is a registered NGO situated in Ngong. The centre was developed as a response to Kenya's increasing population of street children. The children are mostly orphans and those who have parents have been exposed to tremendous hardships and decadent behavior in most cases. The home will accommodate children abandoned from 3 months of age. Currently, the home

cares for 81 children through donations. Many individuals also volunteer their time and goodwill to care for these children. The organization is currently focusing on becoming self-sufficient by digging a bore hole on its premises in order to bottle and sell purified water. Prime Bank has proudly associated itself with the efforts of this organization by making a donation of Ksh 100,000.

St. Mary's Mission Hospital, Miles-4-Smiles

The Dental and Oral Care (DOC) initiative held a Miles-4-Smiles Charity Walk to raise funds for basic dental health care and awareness programme. The programme was conceived by a team of volunteer dentists who were willing to contribute their time and skills for the programme. Prime Bank donated Kshs. 151,000 towards this initiative.



Oshwal Youth League Donation



Prime Bank proudly sponsored OYL Navaratri - TAAL DHAMAAL 2009

In the picture, Inderaj Rehal handing over a cheque for Kshs. 300,000 to Aditi Shah in supporting Oshwal Youth League, Nairobi

Prime Bank Golf Day at Royal Golf Club on 5th September



Charles Maloba, Custodial Manager; hands over the guests prize to Mr. Dhamji Raghvani who scored an impressive 38 stableford points; announced by Ben Omuodho, Captain



In the picture, Mr. Bharat Jani, Chief Executive presents prize to the winner, teenager Supi Mogere who brought a spectacular result of 43 stableford points.

Diwali Golf Competition at Nyanza Golf Club, Kisumu on 25th October



In the picture, winner of Diwali Golf Competition, James Mkombwa receiving prize from Mr. Suresh Sheth - Chief Manager, Kisumu



In the picture, Mr. Raju Bhayani receives 2nd prize from Mr. Michael Laxmi, Marketing Manager

Prime Bank Golf Day at Sigona Golf Club on 31st October



Nita Omanga presents prize to the guest winner of Prime Golf Day to Mr. Suman Shah who scored an impressive 38 stableford points

The Prime Bank Junior Account is a special account for minors below the age of 18. The prime bank junior account can be opened with a minimum of Kshs. 5,000. This account helps planning your child's future and to inculcate the habit of saving in the child. You can transfer money to your child's account through a standing order.

Prime Junior Savings Account can be converted into Faida Account upon the minor attaining the age of 18.



Come today and open up a Prime Junior Savings Account for your child.

Be ahead of the game and teach your child how to save today for a better tomorrow!

Junior savings account features:

- ✓ Attractive interest rates
- ✓ Free quarterly statements
- ✓ No ledger fees
- ✓ No standing fees
- ✓ Interest calculated on a daily basis and credited monthly
- ✓ Free birthday card every year

Piggy Bank Days: A Brave New World for the Young

~ adapted from Family Education website

The world is no longer the same as it was a decade or two ago. Only some time ago, parents worked hard to make a living while the children went to school, grew up, chose a university, and then a career path that lead them to having their own money-making adult lives.

of the college or career path they will follow even before they have entered high school. College fees are exorbitant and saving for higher education has become imperative. The costs of having a family are also in a way excessive with children's education and well-being being the predominant focal point. Living in retirement also costs money when costs of health care for the aging is escalating.

Planning for the future is even more imperative today with the mounting financial expenses while life expectancy is higher. Educating your children about money and encouraging them to save is vital for a head start in the constraints of the future. It provides them with decision-making opportunities and will help them in facing their future financial endeavors.

Today, money matters a great deal. It has become a necessity for securing one's future in various ways. Children today, think

Here are tips to educate your child about money:

- ❖ Teach children about the value of money
- ❖ How can children save more and spend wisely? Distinguish between a need, a want, and a wish.
- ❖ Set goals for saving money. How much can they save in a given time frame?
- ❖ Teach children about the concept of a credit card. How does interest accumulate on borrowed money?
- ❖ Teach children how to calculate interest income on savings and how fast money can accumulate through compound interest.
- ❖ Where will the children keep their money? In a piggy bank at home or a savings account at a bank?
- ❖ How will they record their savings, interest, and expenses? Do they have a special diary?
- ❖ Teach children how to economize and take responsibility for their financial well-being.
- ❖ Teach children about the dangers involving money when it relates to paying interest or borrowing.
- ❖ Give children an allowance in small denominations to decide how much they want to save before their next allowance.

Quotes of the Month

“Every job is a self-portrait of the person who did it. Autograph your work with excellence.”

“Excellence in action is when employees:
 > Pay attention to details
 > Do things right the first time
 > Practice good human relations.”

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EXTENDED BANKING HOURS AT DESIGNATED BRANCHES

RIVERSIDE DRIVE WEEKDAYS: 09:00am - 04:00pm SATURDAY: 09:00am - 12:00noon SUNDAY: Closed	CAPITAL CENTRE WEEKDAYS: 09:30am - 05:00pm SATURDAY: 10:30am - 03:00pm SUNDAY: 10:30am - 01:00pm
HURLINGHAM WEEKDAYS: 09:30am - 05:00pm SATURDAY: 09:30am - 12:00noon SUNDAY: Closed	PARKLANDS WEEKDAYS: 09:30am - 05:00pm SATURDAY: 10:30am - 03:00pm SUNDAY: 10:30am - 01:00pm
NYALI, MOMBASA WEEKDAYS: 09:30am - 05:00pm SATURDAY: 10:30am - 03:00pm SUNDAY: 10:30am - 01:00pm	