



Forward

It's with great pleasure we welcome you to our second edition of Prime News.

We at Prime Bank would like to thank you for welcoming our first edition with a lot of enthusiasm and praise. In our second edition, we aim to keep you informed of what has been happening at Prime Bank since the release of our first edition of our News Letter.

NEWS RELATING TO BRANCHES

All ready to serve you at our 9th Branch - Hurlingham

Prime Bank has made decisive and progressive steps to serve an under-banked, yet economically vibrant area in Nairobi – Hurlingham. The Hurlingham Branch opened its doors to the public on 8th January 2007. Situated on the ground floor of the new Timau Plaza, along Argwings Kodhek Road, the branch is strategically placed to serve the banking needs of businesses and individuals located within Hurlingham, Kilimani and Ngong Road areas. Clients can now enjoy

longer banking hours from 9.00 AM to 5.00 pm on weekdays, normal banking services on all Saturdays, secure and ample parking and top notch customer service.



Mombasa branch moves to new premises

Prime Bank – Mombasa Branch moved locations from Nyerere Avenue to its own newly constructed premises on Dedan Kimathi Avenue, opposite the new Law Courts on December the 27th, 2006. The premises boasts a luxurious and spacious

banking hall, sufficient basement parking, and better security. This new location exudes a quiet ambience amidst the hustle and bustle of Mombasa city, where our clients can peacefully carry out their banking transactions.

We are now open from Monday to Sunday at Parklands

To fuel and compliment the steady growth of our business and to extend better banking facilities, Prime Bank has been able to continually develop and offer innovative products and services over the years. Our Parklands Branch launched its '7 day banking' product. The branch now not only offers extended banking hours and online connectivity, but also extends normal banking facilities to the customers of other branches Monday through to Sunday.

Our banking hours are:-

Monday to Friday	9.30 am – 5.00 pm
Saturday	10.30 am – 3.00 pm
Sunday	10.30 am – 1.00 pm

ACHIEVEMENTS

Global Credit Rating

We are pleased to inform our customer that Global Credit Rating Company (GCR) of South Africa, an independent and internationally recognized organization has carried out the credit rating exercise of the bank and awarded short term debt rating sale of A2 and Long term debt rating scale of BBB. Essentially, this implies that Prime Bank's liquidity factors and company fundamentals are sound for prudent investments

Visa debit cards/ATM facility

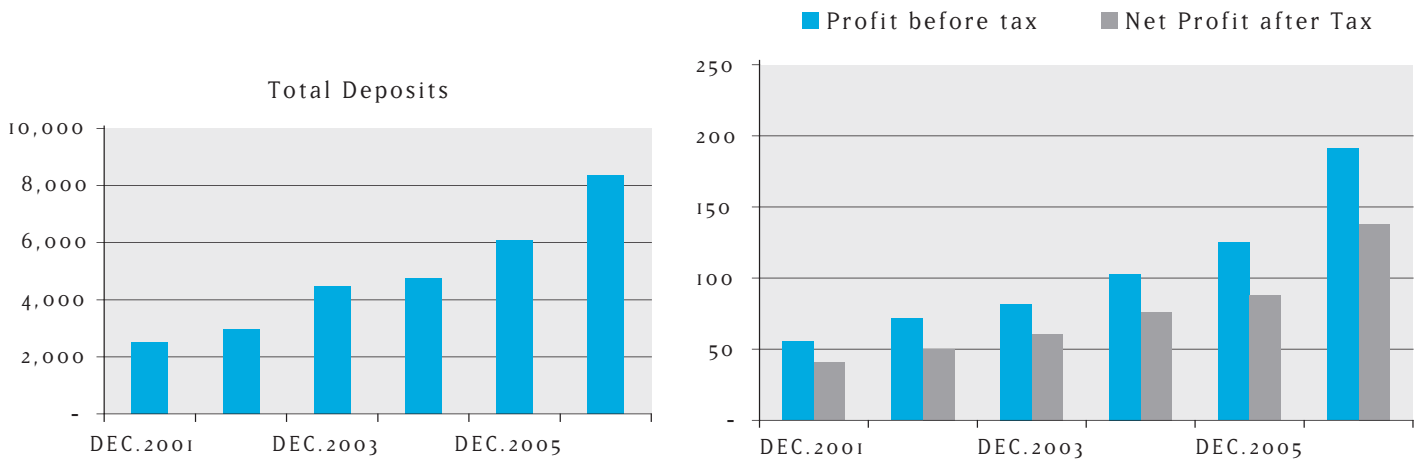
During the first quarter of the 2006 the Bank launched the "Prime Debit Card". The cards are Visa Branded and are encashable at all the outlets approved by Visa. We have also partnered with Pesa Point who have installed over 120 ATM machines at strategic locations all over the country. Prime Debit Card holders are able to have access to the Pesa Point ATMS at a very reasonable charge.

Prime Bank has shown spectacular progress during the year 2006

Prime Bank's pre-tax profit, at the close of the financial year 2006, rose by 48% to KShs. 191.20million up from 125.02million the previous financial year. The net profit during the year 2006 grew by 57% to KShs.

138.05million. The core capital grew to KShs. 810million up from KShs. 722million. During the period, deposits grew by 48% up from 6.07billion to KShs. 8.29billion while loans and advances grew by 43% up from

3.3billion to 4.88billion at the close of the financial year 2006. Total assets stood at 10.5billion, a 46% growth. Net non-performing loans and advances further reduced to 2.58% of total advances.



CORPORATE SOCIAL RESPONSIBILITY

In Support for the Kenya Community Development Foundation (KCDF)

Prime Bank has in the past contributed towards community projects, made charity donations and encouraged our employees to participate in community work.

During the first quarter of this year 2007, we embarked on providing financial support to the Kenya Community Development Foundation (KCDF). KCDF is a Non Governmental Organization that supports communities and other non-profit making organisation to effectively

mobilize permanent funds (endowments) for development and promotion of social justice in Kenya.

KCDF raises funds from a diverse range of Kenyan and international sources, while making innovative grants to community-based and non-govental organizations working with communities to address the challenges of poverty and to take charge of their own development.

On a Lighter but **Wiser** note

"A heavy purse makes a light heart."

John Ray

"Money is a good servant but a bad master."

Saying (French)

This is an in-house publication by Prime Bank Limited
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