

17th November, 2007

Kisumu Branch, headed by Mr. Suresh Sheth, the Branch Manager, went a mile further by sponsoring the Diwali Golf Tournament which was held at the Nyanza Golf Club. Over 40 golfers participated in the tournament which was followed by a well attended luncheon hosted at the scenic gardens of the club along the shores of Lake Victoria.



Diwali Golf Competition - Suresh Sheth, Ramesh Karia, Vasant Shetty, Naran Das Bayani, B V Patel



Diwali Golf Competition - Jayesh Kotecha presents prize to Raju Bayani

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End of year best branch and department awards

The bank held its annual Christmas party celebrations on 15th of December, 2007 with awards going out to Mombasa Branch as the winner of the Best branch of the Year 2007 for overall excellence in performance. Hurlingham branch clenched the runners up award, while the Human Resources Department and the Credit Department were awarded the most efficient departments.



L : Rasik Kantaria (chairman), Bharat Jani (GM), & Hasu Silveira (Mombasa Branch Manager)  
R: Agnes, Catherine, Nyambura, Vishal (Hurlingham Br Manager), Nilma, Siprose & Mary

Client Retreat 2007

The annual retreat brings together all associates of Prime Bank Ltd, Prime Capital and Credit Ltd, First Merchant Bank Malawi, Crane Bank Uganda Ltd and the bank's customers to a weekend retreat at the hospitable five-star Leisure Lodge Resort located on the white sandy beaches of Diani, South Coast. The main aim of the retreat is to offer a weekend get-away for our clients and associates.

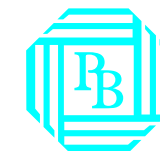
This year's event was held on 28/29th September, 2007 with the auspicious presence of over 200 guests.



We're here! A colourful welcome at the Leisure Lodge Resort

EXTENDED BANKING HOURS

Bank	Weekdays	Saturday	Sunday
Parklands	9.30am - 5.00pm	10.30am - 3pm	10.30am - 1.00pm
Riverside Drive	9.00am - 4.00pm	9.00am - 12noon	Closed
Hurlingham	9.30am - 5.00pm	9.30am - 12noon	Closed



Prime Bank

Issue 004 | December 2007

PRIME NEWS *It's Prime Time!*

Forward

It's with great delight that we mark the end of the year 2007, with the fourth and last issue of this year's Prime News. It is our hope that we have been consistent in keeping you informed and entertained throughout the year.

A Merry Christmas and a prosperous new year 2008!  
*Editor*

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On 1st September 2007, Prime Bank joined four other local commercial banks, as an agent of MPSI (MoneyGram Payment Systems Inc., USA) for the provision of MoneyGram services. Customers can now conveniently send and receive money within the country as well as internationally in a safe, fast and reliable manner.

The money transfer system offers some of the following benefits:-

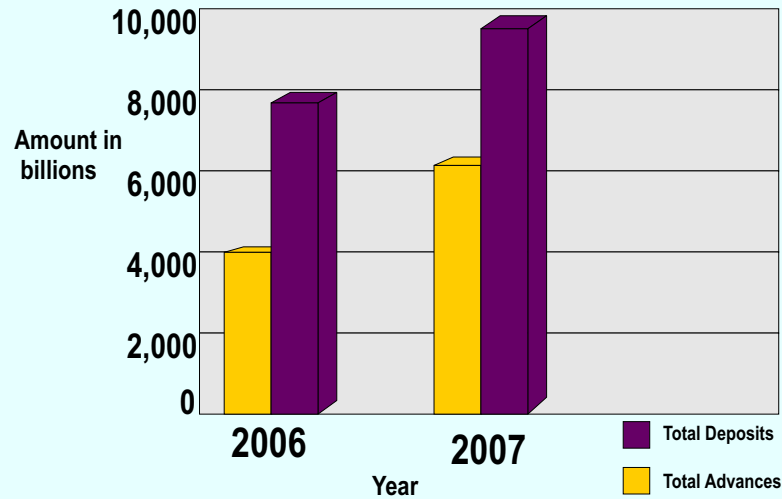
- Beneficiaries can receive money as soon as the remittance is made.
- Beneficiaries can receive money at any of our 7 Nairobi branches
- Remittances can be paid in local currency and received by beneficiary in the foreign currency applicable to that country.
- Rates charged for remittances are very competitive.
- MoneyGram has inbuilt controls making it a safe and reliable mode of sending and receiving money anywhere in the world.

FINANCIAL NEWS - Third Quarter 2007

Prime Bank has continued to perform commendably well throughout the year 2007. Some of the financial highlights as at 30th September 2007 are:-

- Total deposits increased by 28.5% to stand at KShs 9.875 billion compared to KShs 7.685 billion in September 2006.
- Net advances grew by 52.2% to reach the level of KShs 6.139 billion, from KShs 4.034 billion September 2006.
- The Profit before tax, at the end of September 2007, grew by 93% to stand at KShs 270,253million compared to KShs 140,086mn in September 2006.

Audited financial comparison 2006 and 2007 Total Deposits and Advances		
	2006	2007
Total Deposits	7,685,000,000.00	9,875,000,000.00
Total Advances	4,034,000,000.00	6,139,000,000.00



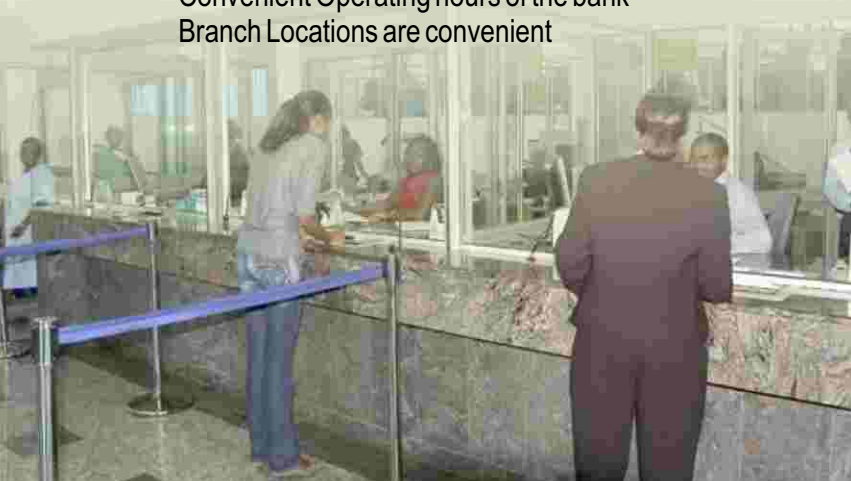
**Customer Survey**

In our effort to better understand our client base and their preferences, regarding our products and service, Prime Bank sought an independent survey which was conducted through a private consultancy firm. This firm uses the "opinion-meter" survey device, which is fully integrated software Survey Manager guaranteeing secure, uncorrupted primary data and automated data interpretation. The survey device is used by over 20 banks worldwide including Bank of America, National Westminster Bank, and Royal bank of Scotland.

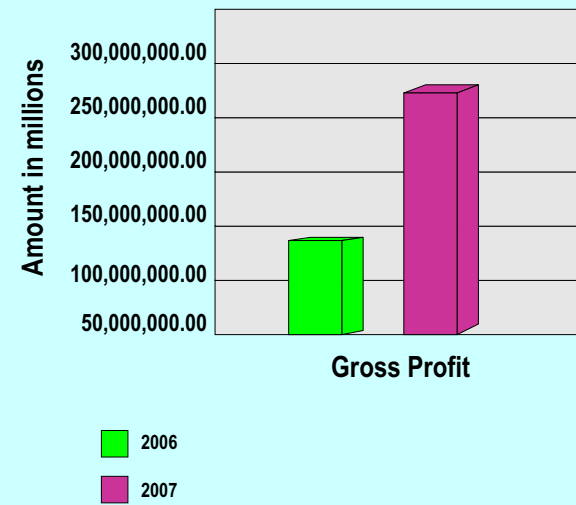
**The Results:**

The population sample was taken from 1000 clients from seven of the bank's branches (Nairobi Branches). The results listed our major strengths including:

- Efficiency of the bank, particularly "TELLER" efficiency was commendable
- Confidentiality is high
- Good Reliability & Standing of the bank
- Convenient Operating hours of the bank
- Branch Locations are convenient



GROSS PROFIT	
2006	2007
140,086,000.00	272,530,000.00



Corporate Social Responsibility News

**Rotary Club Of Parklands "information Cocktail"**

2nd August, 2007 - Prime Bank sponsored the Rotary Club of Parkland's first public event, "The Information Cocktail", with guest speaker P.L.O. Lumumba at the Parklands Sports Club. In attendance were the bank's Chairman - Mr. Rasik Kantaria, the Chief Executive Mr. Vasant Shetty, and the Marketing team. This sponsorship was a true reflection of Prime Bank's adherence to the Rotary Motto "service above self".



**Rotary Club Sports Day**

27th October, 2007 - Prime Bank donated generously towards prizes for the Rotary Sports day which was held at the University of Nairobi Sports ground.



**Kenya Floral Arrangement Club - Floral Safari**

4th - 11th October, 2007 - Prime Bank continued its support for the Kenya Floral Arrangement Club, this time round with a part sponsorship cash donation for their project, an international flower demonstration and workshop conducted by the International Demonstrator, Barbara Collier from the UK. The event was held at the Lions Sight first hall, Oshwal Auditorium and Aga Khan Sports Complex respectively.

**Ghetto Fm**

17th October, 2007 99.9 Ghetto FM, a Slums Information Development & Resources Centre (SIDAREC) initiative, was launched as a community radio station aimed at establishing suitable channels of communication at the grass-root levels as well as ensuring easier access to vital national and international information to poor communities in Kenya, thereby bridging the knowledge divide by enabling the poor to understand and participate in national and global human development issues. Prime Bank offered financial support for the launch of 99.9 Ghetto FM held at SIDAREC Resource Centre in Majengo, Pumwani.

Humanity Kenya (HFHK) to provide affordable housing scheme to rural areas to six. Other regions include Kisii, Bomet and Machakos. This expansion saw more families construct homes assisted by MoneyGram's agents in Kenya, among them being Prime Bank's staff, under the project dubbed "Tujengee Nyumba".

Speaking Congregation once again hosted their annual Christmas Bazaar, in aid of the needy societies across Kenya. As part of our fourth quarter Corporate Social Responsibility activities, Prime Bank offered its support through cash donation towards this cause.

**Low Income Housing Project In Embu**

27th October 2007 MoneyGram International Money Transfer housing project has been expanded to Embu. This brings the number of regions that have benefited from MoneyGram partnership with Habitat for

It was shopping galore at the bazaar

**Rotary Club Of Nairobi Industrial Area Fund Raising Golf Day**

2nd November 2007 - Rotary Club of Nairobi Industrial Area, a charitable organization and part of the wider Rotary International has been involved in various projects mainly around the Industrial Area region, and are currently working with Mukuru Primary School and Bidii Primary School in Buru Buru in an effort to cater for their various basic needs. Plans have been in place to replace the asbestos roof sheets with iron sheets, equip the

Diwali Celebrations

**9th November, 2007**

The bank's Chairman Mr. Rasik Kantaria, management and staff marked this year's Diwali day with prayers and exchanges of goodwill.



Diwali Celebrations - (L-R): Nita (Card Centre Manager), Alka (Credit Manager), Nikita (Ass. Manager - Audit), Mr. V. Shetty (Chief Executive), Mr. R. Kantaria (Chairman), Mr. B. Jani (General Manager), Shreya, Shital, Ratna, Priya, Hina.

