



In this issue...

- PRIME BANK'S GROWTH.....1
- PRIME BANK ANNUAL AWARDS.....2
- CUSTOMER SERVICE TRAINING.....2
- PRIME BANK BRANCH NEWS.....3
- CORPORATE SOCIAL RESPONSIBILITY SAVE A LIFE NAKUMATT & MOLO FIRE TRAGEDY.....3
- KGU EAST AFRICAN CHALLENGE.....4
- NEWSPAPER CLIPS...4



PrimeNews

Keeping Customers and Staff informed on Products, Events and Activities

PRIME BANK MAINTAINS IT'S GROWTH MOMENTUM

The bank's profit before tax grew by 45% to Kshs 460.36 million on the back of the increased loan book which resulted in an increase of 61% in interest income, and 155% increase in fees and commissions from loans and advances.

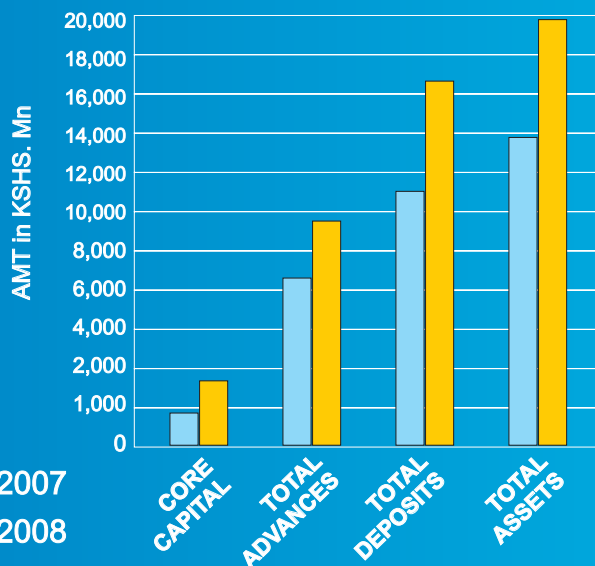
Prime Bank's Customer Deposits for the year ended 2008 increased by 51% to reach a level of Kshs 15.6 billion in spite of stiff competition in the industry coupled with the post election violence and drought experienced during the year. This improved performance was attributed to our customers who have continued to show increased confidence in our bank, its management and staff. The bank has set a budget of Kshs 17.575 billion for 2009 with branches being given specific targets to achieve in order for the bank to achieve its target. Achievement of branch targets is one of the main criteria used to determine the best branch award for the year therefore no efforts should be spared by the staff in ensuring that the branch targets are met.

The increased level of funding was utilized to grow the net loan book which increased by 50% to Kshs 9.4 billion. Notwithstanding the increase in advances the bank was able to contain net non performing advances to 2.6 % from 4.1% in 2007. This was a commendable achievement and should be kept up!

The bank has steadily grown its branches during the year adding Capital Centre and Nyali to its network during the year adding the numbers to eleven branches in total. It is projected that two more branches will be opened during 2009.

Financial Highlights

	As of 31 st Dec. 2007 (in KShs. Mn.)	As of 31 st Dec. 2008 (in KShs. Mn.)
TOTAL ASSETS	13,861.82	19,944.57
TOTAL DEPOSITS	11,090.52	16,201.34
TOTAL ADVANCES	6,298.20	9,425.71
CORE CAPITAL	988.15	1,697.33
PROFIT BEFORE TAX	316.71	460.36



ACCESS YOUR STATEMENT AT NO COST USING OUR **E-BANKING SERVICES**

logon to www.primebank-kenya.com

For info call 020-4203159
Or Email : headoffice@primebank.co.ke



**Best branch of the year :
Mombasa Branch**

Our chairman, Mr. R. Kantaria presents a plaque and money award to Mombasa Senior Manager, Hasu Silveira



Mr. R. Kantaria presents a ten year service award to Executive Director Mr. Amar Kantaria.

**Prime Bank
Annual Awards
2008**



**Best branch of the year 1st
Runner-Up : Hurlingham
Branch**

Amar Kantaria, our Executive Director presents the award to the Hurlingham Branch Manager, Vishal Kantaria who is accompanied by his whole team.



**Best branch of the year 2nd
Runner-Up : Riverside Drive
Branch**

Amar Kantaria, Executive Director presents the award to the Riverside Drive Chief Manager, Ramesh Kotian and Assistant Manager, Roselyn Nyagah.



**Best Department Award :
Clearing Department**

Mr. R. Kantaria presents a cash award to Clearing Department Manager, Sabina Manji, who was accompanied by her team.



Mr. R. Kantaria presents a ten year service award to our very special tea lady, Rose Mwaura.

Customer Service Training

Prime Bank, in its endeavor to better the quality of services provided to customers, has requested an external trainer to conduct training sessions on customer care. After a week long assessment, 20 individuals were chosen from all the branches. These individuals were reviewed as being amongst Prime Bank's most capable and well-matched individuals for the customer service role.

The training sessions focus on better understanding customers' expectations, improving communication skills, and maintaining a positive attitude at work. In light of the first module of the Customer Service Innovation, the candidates have formed little teams to compete with one another on providing excellent customer care. The teams were requested to derive names that exemplify the strength of the team: Path for Progress (PafPro), Serendipity, Phoenix, and Zenith. True to their new names, each group enthusiastically challenged the others on the knowledge of Prime Bank's products and services.

The elects will assume their new responsibilities after they have completed three training modules and have received consent from the executive management. The new responsibilities will require a move from the back office to the forefront of the branch where they will directly manage customers and their requirements. The new customer service network will be administered by the Marketing/Business Development Department at Head Office.



Mr. Robert Foulser, conducting training session with Prime Bank staff.

Prime Bank Branch News

News from Kisumu Branch

Our Executive Director, Mr. Amar Kantaria and our Chief Executive Mr. Bharat Jani visited Kisumu branch in February, 2009. During their visit, a get-together was organized at Hotel Imperial where over 60 valued clients were present.



Both the Executive Director and the Chief Executive interacted with each of the invitees and exchanged pleasantries.

Mr. Amar Kantaria introduced the bank's new Chief Executive Mr. Bharat Jani to the august gathering.

Mr. Bharat Jani thanked all the clients present for their continuous support to the bank and to Kisumu branch staff.

Thereafter, he highlighted the performance of the Bank during the year 2008 and informed all that the audited balance sheet for the year ended 31st December 2008 will be published soon in the newspaper.



News from Mombasa Branch



Our Executive Director Amar Kantaria and CEO Bharat Jani visited Mombasa and Nyali Branch in March 2009. A function was held which was attended by over 70 valued clients

In his address the Executive Director stated the year would be quite eventful as the bank is set to launch a wide variety of new exciting products. He introduced the New Chief Executive Mr. Bharat Jani who, while supporting the remarks of Mr. Amar Kantaria, provided statistics on several parameters of growth, noting that the bank is soon to open new branches as part of its expansion strategy.

Mombasa Branch was declared the best branch for the year 2008.

Corporate Social Responsibility

Prime Bank continues to support society facing challenges in day to day life...

Save a Life Fund

Prime Bank helped counter country-wide starvation through the **Save a Life Fund** (Mountain of Food Campaign) the Daily Nation. The proceeds were channeled to the Kenya Red Cross for distribution.



General Manager Mr. Jagannathan with Branch Manager Jane Chifallu handing over donation of Kshs. 500,000.00 to Kathleen Openda of Nation Media Group towards Save a Life Fund

Radio Africa

Prime Bank contributed towards **24Hour for Kenya Mission**, which was piloted by Radio Africa to raise enough funds in 24 hours to assist 2 million facing starvation.

Nakumatt / Molo Fire Tragedy

The Nakumatt / Molo Fire was a heartfelt tragedy and Prime Bank contributed in assisting the victims and their families.

Lions Club

Lions Club provides eye care, dental care, kidney dialysis, and hearing care services for the betterment of society. Prime Bank supports them in their noble measures

Flying Doctors

Prime Bank helped the **Flying Doctors** raise funds to assist women undergo a surgical procedure to correct a post-pregnancy condition called Vesicovaginal Fistula (VVF).

KGU - 2008 East Africa Golf Challenge



"Prime Bank sponsored the 2008 East Africa Golf Challenge hosted by Kenya and held at the Leisure Lodge Beach & Golf Club, Mombasa, from 16th to 20th November 2008. Five countries participated in the event - Kenya, Tanzania, Uganda, Rwanda and Burundi. Each team was made up of the top 8 amateur Golfers from each of the countries.

Kenya emerged as the overall winner with 22 points against Tanzania's 18½. Uganda 12pts, Burundi 5pts and Rwanda 2½ pts".

Newspaper Clips

19th March, 2009
Daily Nation

Prime Bank's pre-tax profit rises 45 p.c.

By NATION Correspondent

Prime Bank's pre-tax profit for the year ended December 2008 has risen by 45 per cent. The bank recorded Sh460.3 million in profit, up from the Sh318 million it realised in 2007.

Managing director, Bharat Jain, said yesterday that the bank had maintained a growth momentum despite 2008 having been a challenging year for businesses.

"It was a difficult year beginning with the post-election violence then drought, but by offering competitive investment and savings alternatives we upheld profitability," he told reporters at the bank's Nairobi offices.

Most of earnings for the bank came from interest income, which rose from Sh1 billion at the end of 2007 to Sh1.6 billion year-on-year. Loans and advances to customers in 2008 rose 50 per cent to Sh2.4 billion from Sh1.6 billion in 2007. Customer deposits reached Sh518.9 billion up from Sh403.3 billion in 2007.

Footnote
Mr Jain said although the bank would open two new branches this year, bringing its total number of branches in the country to 18, it would also concentrate on enhancing its international opportunities, particularly in Africa.

Last year the bank opened Capital Bank in Botswana through its subsidiary First Merchant Bank. It is a bid to strengthen its foothold in southern Africa.

26th March, 2009
Standard Newspaper

Page 32 / BUSINESS: STOCKS

Prime Bank pre-tax profit up Sh144m

The performance is in line with that of the industry, with most posting growth

By MACHARIA KAMAU

Prime Bank Kenya has posted 45.6 per cent increase in pre-tax profits for the year ending December 31. The bank's profits grew by Sh144 million to Sh460.3 million last year from Sh316.3 million the previous year.

A financial statement by the bank's directors yesterday also showed that the customer deposits had almost doubled having grown to Sh518.9 million last year from Sh403.3 million in 2007.

The bank's total interest income grew by more than Sh600 million to Sh1.67 billion from Sh1.02 billion. According to the statement, income from investment in Government securities went up by a huge margin to stand at Sh201 million from Sh102 million while interest income from loans and advances grew from Sh178 million to Sh1.1 billion.

The bank increased its provision for non-performing loans from Sh280 million in 2007 to Sh330 million. Its gross non-performing loan portfolio grew by to Sh176 million compared to Sh530 million in the previous year. During the year, the bank's core capital significantly in-

BANK FACTFILE

- Prime Bank started operations as a commercial bank in 1995 and so far has 12 branches in Nairobi and Mombasa.
- In July last year, the bank was authorised by the Capital Markets Authority to operate as an authorised depository and hence can open accounts in CDS on behalf of investors.
- Other banks authorised to operate as depository agents include, Barclays Bank, Stanbic Bank and Kenya Commercial Bank.

28th March, 2009
Standard Newspaper

Prime Bank customer deposits up by 51pc

Prime Bank Kenya's customer deposits last year grew by 51 per cent from Sh403.3 billion to Sh518.9 billion in 2008, while income customer deposits almost doubled having grown to Sh222 million last year from Sh144 million in the previous year. The bank posted 45.6 per cent increase in pre-tax profits. The bank's profits grew by Sh144 million to Sh460.3 million last year from Sh316.3 million the previous year. It also increased its core capital to Sh1.7 billion.

Customer care

If we don't Take Care of our Customers, Someone else will.

Did you know?

Banks are so called because in the olden times thieves would hide their loot on the banks of rivers. Locals caught on to this and would go to "the bank" to get money.

There are 293 ways to convert a dollar into cents.

Money is not made out of paper, it is made out of cotton.

The most important thing in communication is to hear what isn't being said.

Entrepreneurship is neither a science nor an art, it is a practice.

- Peter F. Drucker

Contact Information

HEAD OFFICE

Riverside Drive, P. O. Box 43825-00100, GPO, Nairobi, Kenya
Tel: (020) 4203000 / 4203116 / 4450810 Fax: (020) 4451247
Swift Code: PRIKENX headoffice@primebank.co.ke www.primebank-kenya.com

NAIROBI

RIVERSIDE DRIVE BRANCH
Tel : 020.4203000 / 4203120 / 4450810
Fax : 020.4451248
riverside@primebank.co.ke

KENINDIA HOUSE BRANCH
Tel : 020.2245150 / 2241594 / 318395
Fax : 020.343947
kenindiahouse@primebank.co.ke

BIASHARA STREET BRANCH
Tel : 020.2226781 / 2226787 / 2252767
Fax : 020.2226908
biashara@primebank.co.ke

INDUSTRIAL AREA BRANCH
Tel : 020.537654 / 537655
Fax : 020.537656
industrialarea@primebank.co.ke

CAPITAL CENTRE BRANCH
Tel : 020.552190
Fax : 020.552199
capitalcentre@primebank.co.ke

WESTLANDS BRANCH
Tel : 020.4447925 / 4441393
Fax : 020.4447820
westlands@primebank.co.ke

PARKLANDS BRANCH
Tel : 020.3753791 / 3749733
Fax : 020.3749990
parklands@primebank.co.ke

HURLINGHAM BRANCH
Tel : 020.3867454 / 3867455 / 3867456
Fax : 020.3867457
hurlingham@primebank.co.ke

CARD CENTRE
Phone : 020.4203000
Fax : 020.4450809
primecard@primebank.co.ke

MOMBASA

MOMBASA BRANCH
Tel : +254.41.2229928 / 041-2229929
Fax : +254.41.2229931
mombasa@primebank.co.ke

KISUMU

KISUMU BRANCH
Tel : +254.57.2024674 / 057-2024455
Fax : +254.57.2022079
kisumu@primebank.co.ke

EXTENDED BANKING HOURS AT DESIGNATED BRANCHES

PARKLANDS
WEEKDAYS: 09:30am - 05:00pm
SATURDAY: 10:30am - 03:00pm
SUNDAY: 10:30am - 01:00pm

RIVERSIDE DRIVE
WEEKDAYS: 09:00am - 04:00pm
SATURDAY: 09:00am - 12:00noon
SUNDAY: Closed

HURLINGHAM
WEEKDAYS: 09:30am - 05:00pm
SATURDAY: 09:30am - 12:00noon
SUNDAY: Closed

NYALI, MOMBASA
WEEKDAYS: 09:30am - 05:00pm
SATURDAY: 10:30am - 03:00pm
SUNDAY: 10:30am - 01:00pm

EMAIL YOUR COMMENTS AND FEEDBACK TO : marketing@primebank.co.ke or Call Customer Care on 020 4203000