## **evoca**BANK

OVERVIEW | 2nd Q 2020

### HISTORY OF THE BANK

1990	The Bank was established in 1990 as the first commercial bank in Armenia, and until 2017 operated under the name of Prometey Bank.
1993	Was licensed by the CBA and received a general license No 27.
2000	Became a member of S.W.I.F.T. system.
2005	Became a full member of ArCa payment system.
2006	Became an affiliated member of MasterCard Europe.
2008	For the first time in Armenia the Bank issued its own non-documentary unsecured bonds and sold them to a leading Swiss bank.

2012	Became a member of UNIStream
	money transfer system. Global
	Finance magazine selected the
	Bank as one of the World's Best
	Sub-Custodian Banks in 2012 and
	the Best Sub-Custodian Bank of
	Armenia for two consecutive years

- Launched its mobile application and the supporting advertising campaign, starring Iveta Mukuchyan (prominent celebrity). Issued a co-branded card as a part of the campaign. Launched a security mobile app on App Store and Play Market.
  - The Bank's regulatory charter capital exceeded the minimal required level set by CBA. Legal entity was changed from LLC to CJSC. The Bank's regulatory capital reached AMD 30.5 mln.

- 2017 Launched a massive rebranding campaign. The Bank was renamed as Evocabank, changed its corporate identity and main strategic focus.
- 2018 Global Finance Magazine named Evocabank the Best Digital Bank in Armenia.
- 2019 The Bank was named the Best Consumer Digital bank of Armenia for the 3rd year in a row.

  Introduced the Visa Infinite card.
- 2020 The Bank joins European Investment Bank Ioan program.

The bank joins KfW bank loan program.

# REBRANDING AND CHANGE OF CORPORATE IDENTITY

#### NEW IDENTITY OF THE BANK IS BASED ON THE IDEAS OF

- Technological innovation
- Growth and progress
- Availability
- Youth
- Courage

Change of the Bank's image is supported by the change in the strategic direction, which is based on technological innovations and focus on being mobile-first.

The philosophy of mobile-first means that all our new products and services are developed keeping in mind their use by customers primarily via our mobile app EvocaTOUCH.

The changes affected all the aspects of the Bank's operations, including office design, internal processes, customer service approach, values and strategic development plans.



## EVOCABANK

THE NEW NAME OF THE BANK IS SELECTED BY THE ASSOCIATION OF THE WORDS EVOLUTION AND EVOKE.

# THE BANK'S VISION AND MISSION

#### **VISION**

To be the most innovative and progressive financial institution in Armenia, with services available online, without visiting the Bank.

#### **30 YEARS OF EXPERIENCE**

Evocabank is the first registered commercial bank in Armenia with over 30 years of experience in the banking market.

The stability and the reliability of the bank allowed it to constantly meet the increasingly strict regulatory environment and to successfully overcome more than one crisis in the banking market.

Today Evocabank boasts a client service of high international standards, effective and reliable management and strategic focus on the development of new technologies.

#### **MISSION**

To deliver financial services with extensive application of the latest technologies in a fast, simple and convenient way, operating in a mobile-first format.



## CORPORATE VALUES OF THE BANK

**HONESTY** 

We build honest relationships with everyone.

**CUSTOMER CONFIDENCE** 

We place customers at the center of our activities; we appreciate and take care of our customers' trust.

RELIABILITY

We are **stable and reliable** for both our customers and partners.

**COMFORT** 

We strive to improve the lifestandards of our customers making them more comfortable.

**INNOVATIVENESS** 

We are continuously introducing and applying innovations to offer **the best solutions** of the latest technologies to our customers.

**TEAM SPIRIT** 

We have formed the best team to ensure the best services for our customers.

**TRANSPARENCY** 

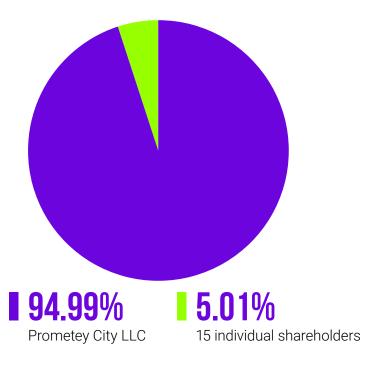
We are **open and transparent** to public, at the same time we keep the information on clients banking and trade secrets confidential.

**BUSINESS IMAGE** 

Impeccable reputation is the most valuable and irreplaceable asset for the Bank.

# SHAREHOLDERS AND SUPERVISORY BOARD OF THE BANK

Member of Supervisory Board





VAZGEN GEVORKYAN, MBA, PHD Chairman of Supervisory Board



**GEGHAM GEVORGYAN, DR.SC., NAS FULL MEMBER**Deputy Chairman of
Supervisory Board



VARAZDAT NERSISYAN, MBA Member of Supervisory Board



Member of Supervisory Board

# MANAGEMENT BOAR OF THE BANK



KAREN
YEGHIAZARYAN, MBA
Chairman of
Management Board



**ARMEN HAKOBYAN, PHD**First Deputy Chairman
of Management Board



TATEVIK KHACHATRYAN, MBA, PMP® Deputy Chairman of Management Board



HAYK PETROSYAN
Deputy Chairman of
Management Board



EMMA JANINYAN, MBA, PHD, ACCA Member of Management Board, Chief Accountant



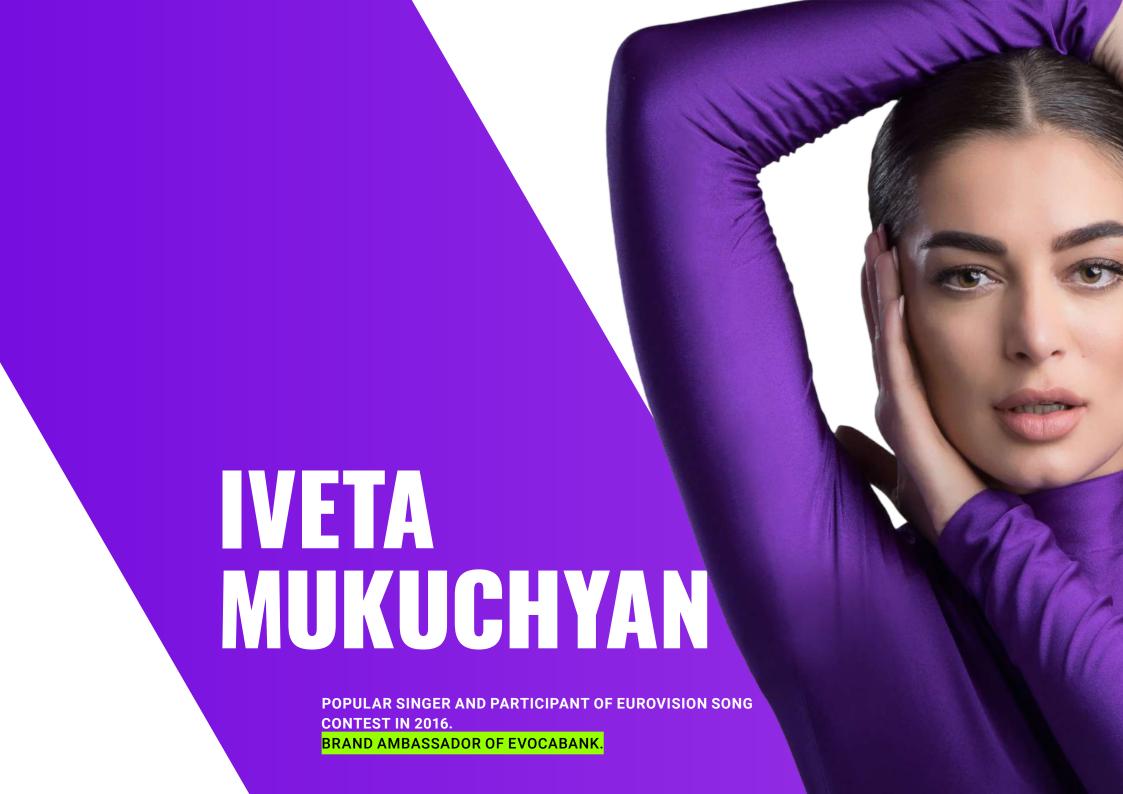
**EMIL SIMONYAN, PHD**Member of Management
Board, Head of IT Division



MHER SAHAKYAN
Member of Management
Board, Head of
Programming Division



Membe Head of



# THREE YEARS AFTER REBRANDING

New image of the Bank led to significant positive outcomes for the Bank's operations.

It increased the brand recognition and popularity of the Bank among potential clients.



#### click here to see the ad

#### RAPID GROWTH OF THE NUMBER OF ISSUED CARDS GROWTH IN 2Q 2020

#### UNPRECEDENTED GROWTH OF THE NUMBER OF CLIENTS GROWTH IN 2Q 2020

CLIENTS	31/12/2018	31/12/2019	30/06/2020	NUMBER	PERCENT	
Legal entitie:	s <b>2,048</b>	2,893	3,481	588	20.3%	
Individuals	35,280	58,915	64,996	6,081	10.3%	
Total	37,328	61,808	68,477	6,669	10.8%	

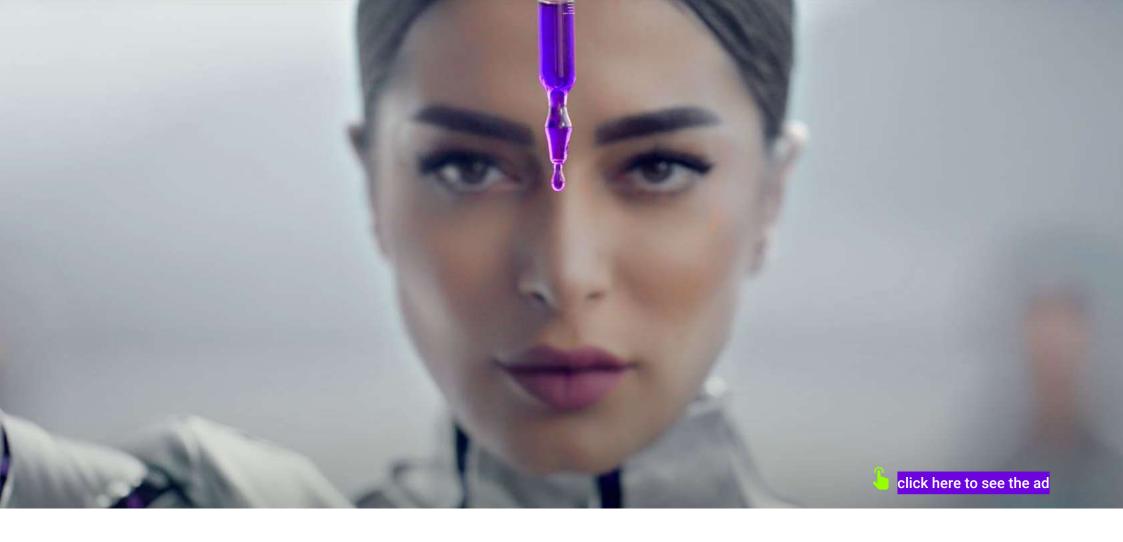
# MAJOR ADVERTISING CAMPAIGNS

AS A PART OF THE CAMPAIGN EVOCABANK CARRIED OUT SERIES OF EVENTS, UNPRECEDENTED FOR ARMENIA IN TERMS OF SCALE AND IMPLEMENTATION

 September, 2017 - Rebranding announcement event with the draw of a trip to Dubai and attendance of JLo's concert for the customers of the Bank

- May, 2018 concert of Armenian singer Srbuk, who represented Armenia in Eurovision 2019
- September, 2018 concert of Armenian singer Iveta Mukuchyan, the brand ambassador of Evocabank
- April, 2019 "Fly to Eurovision 2019 with Evocabank!" campaign

# EUROCISION SONG CONTEST



## NEW BRAND IMAGE CAMPAIGN



# COMPETITIVE POSITION IN THE BANKING MARKET OF ARMENIA

#### COMPETITIVE ADVANTAGES OF THE BANK

- · Innovation and technological novelty
- Stability and reliability
- High level of profitability
- High level of capital adequacy

#### PERFORMANCE INDICATORS

ACCORDING TO ARMINFO NEWS AGENCY EVOCABANK HOLDS THE FOLLOWING POSITIONS AS OF JUNE 30, 2020:

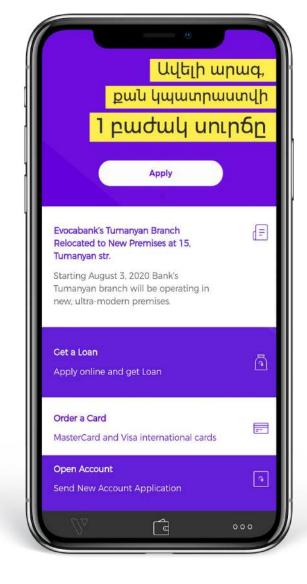
y the size of authorized capital	PLACE 15
y the value of assets	PLACE 13
y client credit portfolio	PLACE 12
y loans to individuals	PLACE 1
y retained earnings	PLACE 11
y client accounts and deposits	PLACE 13

## DIGITAL CHANNELS

EVOCABANK AIMS TO WORK PRIMARILY THROUGH
DIGITAL CHANNELS: ONLINE BANKING AND MOBILE APPS.

#### **evoca** ONLINE

Internet banking system for both individuals and corporate clients. The Bank makes digital security in online channels its top priority.





#### **EVOCATOUCH**

mobile banking application for individuals and corporate clients.



#### **EVOCATOKEN**

mobile application which provides secure access to the main application.

## DIGITAL CHANNELS: INTERNET BANK

#### ACCESSING EVOCAONLINE INTERNET BANKING SYSTEM CLIENTS CAN:

#### **evoca**ONLINE

MANAGE YOUR BANK ACCOUNT REMOTELY WITHOUT VISITING THE BANK BY MEANS OF EVOCAONLINE check account information, including account balances, statements, loans and repayments, deposits, exchange rates

manage products, for example open deposits and replenish them, make loan repayments

import data from XML files, create document templates

make payments and transfers, such as utility payments, tax payments and budget transfers

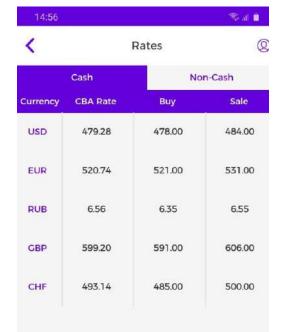
send and receive letters in free format with enclosed files

make foreign currency conversions

## DIGITAL BANKING: EVOCATOUCH

#### MOBILE FIRST

EvocaTOUCH mobile app ranks Nº3 by the number of downloads in Armenian AppStore and Google Play (among all apps).



#### NUMBER OF DOWNLOADS:

**391,718** total downloads

67,242 total downloads





458,960 total downloads

#### **EVOCATOUCH USERS CAN:**

#### **Get information:**

about accounts, payment cards, loans, deposits, account statements;

#### Make transactions:

transfers: in Armenia and internationally, currency exchange, loan repayment, opening and replenishment of deposits, payment of utility bills, budget payments get a credit card payment of property tax, cancellation of documents;

#### Other features:

send and receive letters in a free format with attached files, import data from an XML file, create document templates.

## SOCIAL NETWORKS

#### FIRST ON SOCIAL MEDIA



Evocabank actively interacts with its clients via Facebook (100,500 subscribers, 1st place).



Number 1 by the number of followers among banks in Armenia.



Evocabank has the most popular page on Instagram among banks in Armenia with 22,900 subscribers.



Number 1 by the number of followers among banks in Armenia.



# THE FIRST ARMENIAN BANK ON PINTEREST



#### **Evocabank**

1.3k monthly viewers

evocabank.am · Evocabank is a commercial bank. We are fast, innovative and stylish. Purple is our passion. Evocabank is controlled by the Central bank of Armenia.















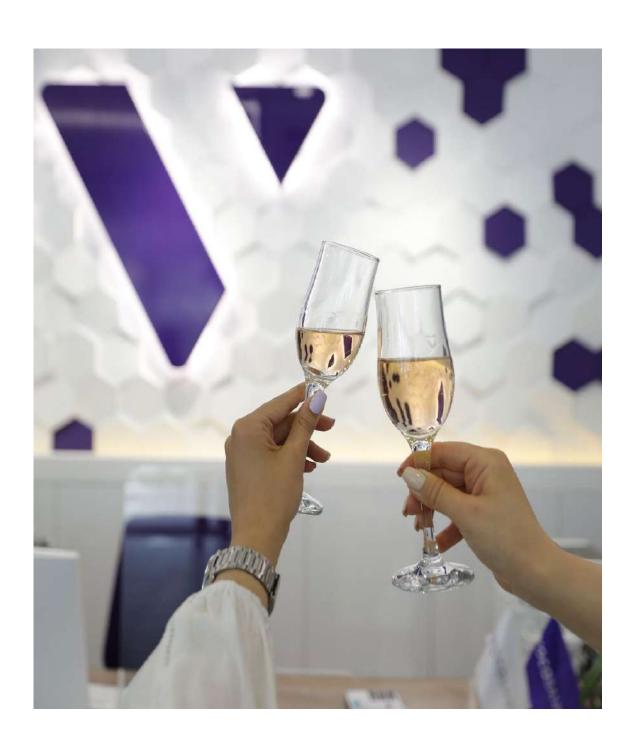




## OFFLINE CHANNELS:

#### **BRANCH AND ATM NETWORK**





#### **NEW MALATIA BRANCH**

The newly opened Malatia branch is the Bank's 9th one in Yerevan and the 12th in Armenia.

### 2 NEW BRANCHES TO BE OPENED IN 2020





# THE BEST DIGITAL BANK IN ARMENIA

GLOBAL FINANCE INTERNATIONAL MAGAZINE RECOGNIZED EVOCABANK AS THE BEST RETAIL DIGITAL BANK IN ARMENIA IN 2017, 2018, 2019 AND 2020...





SME BANKING CLUB NAMES THE BEST MOBILE BANK IN ARMENIA

Evocabank has been listed among top 20 mobile banks in CIS. Evocabank is also announced the best mobile bank in Armenia.



Evocabank has donated AMD 10,000,000 to support the efforts of the Ministry of Health of Armenia to prevent the spread and overcome the coronavirus. In line with its corporate social responsibility the Bank keeps supporting the social initiatives of major importance.

The Bank added a new function to its app, enabling the Bank customers and even non-customers to donate funds to treasury account opened by the RA Ministry of Finance to combat the spread of COVID-19 and cope with it.

The Bank has deferred the dates of full payment of SingleTOUCH loans and point-of-sale installment loans for 6 months and postponed the monthly payments of the loans until July 16.

The Bank has joined the lending programs approved by the RA Government to minimize the economic impacts of COVID-19.

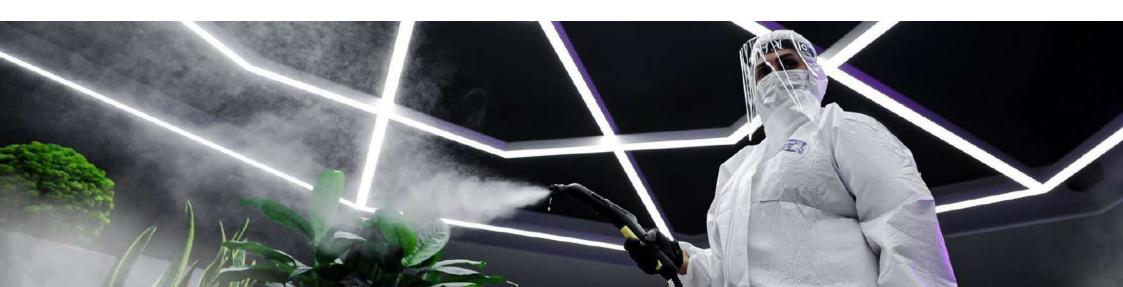
More than 100 Bank employees work from home receiving their full salary.

As of April 10, the Bank revised tens of thousands of loans at total amount of AMD 35 billion, including business loans, consumer loans, loans granted to individual entrepreneurs, mortgage loans, etc.

When entering the Bank all the visitors should have their temperature taken with a laser thermometer.

The Bank services its customers in due course while the period from 10AM to 12.00AM. These are the priority hours for senior customers (aged 60 and older). The Bank has joined the lending programs approved by the RA Government to minimize the economic impacts of COVID-19

The Bank employees working in Bank premises have been servicing their customers in special medical masks, transparent protective plastic masks, disposable gloves, equipped with disinfectant substances, and alcohol based hand sanitizers for both employees and customers. At least twice a day the employees' body temperature is measured with a contactless thermometer.



### **DUE TO COVID-19**

EVOCABANK DEFERS FULL REPAYMENT DATES ON SINGLETOUCH AND POINT-OF-SALE INSTALLMENT LOANS FOR 6 MONTHS

Wishing to ease the burden of monthly payments by our borrowers, Evocabank has deferred the full repayment dates on SingleTOUCH and point-of-sale installment loans for a six-month period.

#### LOANS UNDER GOVERNMENT SPONSORED PROGRAMS

The economic entities experiencing financial hardship can apply to Evocabank for a loan.

### **OUR NEW PRODUCTS**



Evocabank offers energy efficient loans for individual entrepreneurs and legal entities financed by the KFW. The loan will be provided for purchasing energy efficient equipment and technology, as well as for designing and building relevant infrastructure based on renewable energy sources. The project is implemented jointly with the German-Armenian Fund (GAF).



There is an excellent opportunity to get a loan on favorable terms financed by the European Investment Bank (EIB) program. The Bank will offer loans to SMEs and Midcaps of Armenia operating in the fields of agriculture, agri-food processing, tourism, export promotion and manufacturing industry. The project is implemented joinly with the german-armenian fund (GAF).

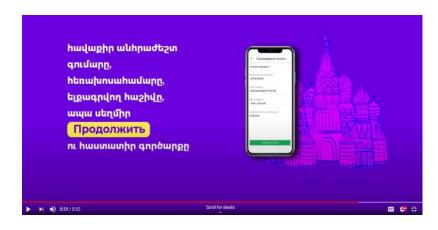
# INNOVATIONS & EVOCABANK





#### FIRST CARDLESS CASH WITHDRAWAL IN ARMENIA

From now on, the Bank customers can withdraw money WITHOUT a card through Bank ATMs.





Evocabank is the first and the only bank in Armenia to join the Russian Sberbank's system of instant money transfers. Mobile app allows to transfer money by contact data – phone number - from Russia to Armenia directly to Evocabank cards.

# PRODUCTS FOR INDIVIDUALS

## CARDS



**MASTER STANDART** 



**MASTER GOLD** 



MIR



**TOUCH** 



### COBRANDED CARDS WITH RETAIL GROUP



COBRANDED CARDS WITH DALMA SHOPPING MALL



COBRANDED CARDS WITH YERAZ STORE

### VISA INFINITE CARD

#### **VISA: EVERYWHERE YOU WANT TO BE**



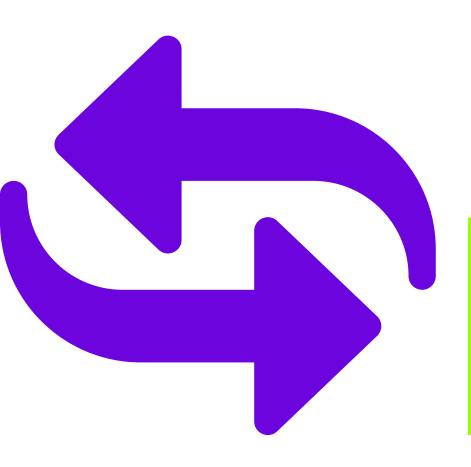
#### EVOCA VISA INFINITE IS THE HIGHEST TIER OF VISA-BRANDED CARDS:

- Premium service
- Unique approach
- · Exclusive benefits worldwide.

#### **ADVANTAGES**

INTERNATIONAL MEDICAL ASSISTANCE
TRAVEL INSURANCE
WORLD OF PRIVILEGES
PURCHASE SECURITY
SPEEDPASS
LOUNGE KEY
CONCIERGE SERVICE
SAFE DEPOSIT BOXES

# ACCOUNTS AND TRANSFERS



A WIDE RANGE OF ACCOUNT OPTIONS ARE AVAILABLE TO CLIENTS OF EVOCABANK.

#### **Current accounts**

In AMD and foreign currency, available to residents and non-residents of Armenia.

#### **Unallocated metal accounts**

Accounts tied to gold prices in the international market.

#### Special state support accounts

For state welfare payments.

#### **Money transfers**

Transfers within Armenia and to other countries, available with opening and without opening an account.

#### Transfer payment systems

Money transfers without opening an account with the following systems: the RIA, BEST, Converse TRANSFER, INTELEXPRESS, UNIStream, MoneyGram.

# LOAN AND CARD PRODUCTS FOR INDIVIDUALS

#### Shopping card

credit card for shopping at Armenian shops and abroad

#### **SingleTOUCH**

online-credit 24/7 without paperwork and loss of time

#### Unsecured personal loans

Loans for any purpose

#### Mortgage loans

Residential and commercial mortgages
Mortgage special programs (NMC, housing for young families)

#### **Consumer loans**

Profitable with a reduced rate Consumer loans for purchase of goods

#### Car loans

Loans to purchase cars both new and used

#### **Credit card**

Credit cards
Loans on Mastercard E-commerce



prepared an option of applying for student loans online – through EvocaTOUCH app.

#### Student loan

Student loans for tuition pay

#### Other loans

Loans under guarantee Pawn loans, Overdraft

# SINGLETOUCH AND SHOPPING CARD

#### **ONLINE LOANS PROVIDED**

01/01/20-30/06/20

Number of online loans provided

Online loan amount, mln AMD 15,526

10,850





#### FAST ONLINE LOAN VIA SINGLETOUCH

The maximum loan amount is increased to AMD 5 mln or USD 10,000. Loan application is approved in a few seconds, automatically without human interference. The ammount is transferred to Evoca Touch card.

### CONVENIENT SHOPPING EXPERIENCE WITH SHOPPING CARD











# DEPOSITS AND INVESTMENT PRODUCTS

EVOCABANK OFFERS BOTH CLASSIC DEPOSITS AND INVESTMENT PRODUCTS.

### **Classical Deposit**

Providing a stable high yield.

### **Evoca Online Deposit**

Place Evoca Online deposit remotely through our remote service systems.

### Children's Deposit

Opened in the name of the child until he/she reaches the age of maturity.

### Investment service

Brokerage (dealer) and Depository services (including intermediary services in provision of Depository services by the Central securities Depository of Armenia) on the territory of the Republic of Armenia, in the Russian and world securities markets.

### Personal Safe Boxes

Fireproof individual safe deposit boxes - for valuables.



### PRODUCTS FOR LEGAL ENTITIES

### EVOCABANK PROVIDES A FULL RANGE OF SERVICES FOR LEGAL ENTITIES.

### **Business Loans**

Commercial loans for financing various business sectors

### **Classical Deposit**

Classical deposit with stable high yield

### Online Deposit

Place Evoca Online deposit remotely through our remote service systems.

### Accounts

Accounts for legal entities and individual entrepreneurs in AMD and foreign currency

### International Trade Services

Letters of credit Documentary Collection Guarantee

### Money transfers

Transfers on the territory of the Republic of Armenia and abroad in AMD and foreign currency

### Investment services

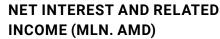
Broker (dealer) and depository services on the territory of the Republic of Armenia, in the Russian and global securities markets

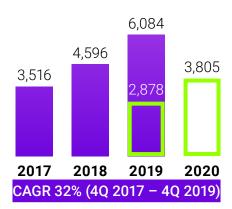
## FINANCIAL INDICATORS



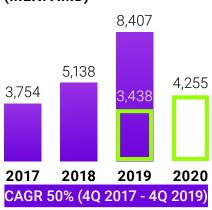
### INCOME STATEMENT INDICATORS

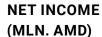
**IN 2017-2020 EVOCABANK DEMONSTRATED STABLE GROWTH** OF INCOME INDICATORS

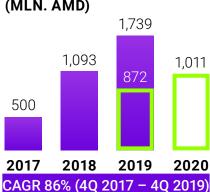




### **OPERATING INCOME** (MLN. AMD)







### **NET COMMISSION INCOME** (MLN. AMD)



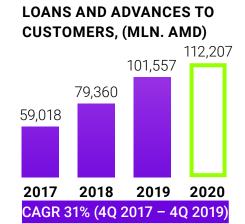




### BALANCE-SHEET INDICATORS

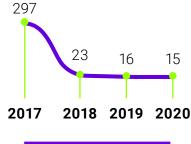
IN 2017-2020 EVOCABANK DEMONSTRATED STABLE GROWTH IN ALL BALANCE SHEET INDICATORS



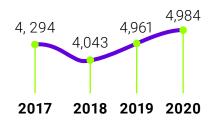




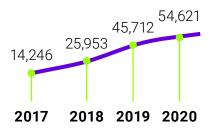
**STRUCTURE OF THE LOAN PORTFOLIO 2017- 2020, MLN. AMD (WITHOUT INTERBANK LENDING)** 



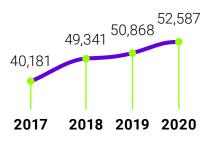
PUBLIC ORGS, NGOS



IND. ENTREPRENEURS



**INDIVIDUALS** 



CORPORATE CLIENTS

## CREDIT PORTFOLIO OF THE BANK

LOAN PORTFOLIO STRUCTURE BY TYPES OF CREDITORS, 30.06.2020

48.68%

Corporations

4.09%
Financial institutions
Individual entrepreneurs

0.01%
Public organizations

- Credit Portfolio is almost equally split between legal entities and individuals.
- Retail loans account for 48.68% of the total loan portfolio of the Bank.
- The share of retail lending has grown since the beginning of the year by 3.68% in the portfolio structure, due to current focus on retail consumers.

# CREDIT PORTFOLIO OF THE BANK: LOANS TO INDIVIDUALS

RETAIL LOAN PORTFOLIO STRUCTURE BY PRODUCT, 30.06.2020

60.6% Consumer loans

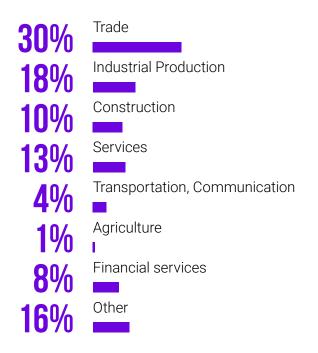
34.96% Mortgage

4.43% Credit cards (overdraft)

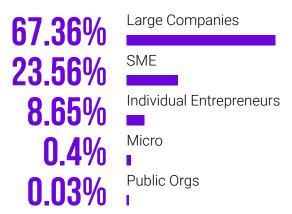
- Consumer loans (which include car loans and other consumer loans, and exclude mortgages, cards and reverse repo agreements) make up 61% of the portfolio of retail loans.
- The most demanded product in 2019-2020 is mortgage with 35% of the portfolio).
- Due to its focus on consumer lending, including through online channels, consumer loans maintain above 60% share of the portfolio throughout the year.

## CREDIT PORTFOLIO: CORPORATE CLIENTS

CORPORATE LOAN PORTFOLIO STRUCTURE BY INDUSTRY, 30.06.2020

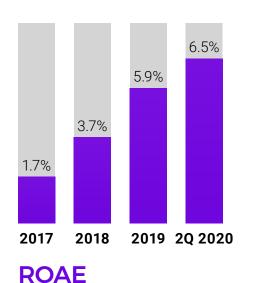


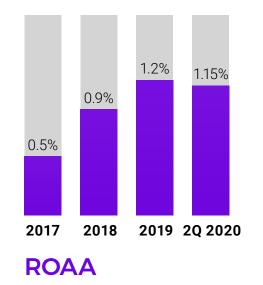
CORPORATE LOAN PORTFOLIO STRUCTURE BY COMPANY SIZE, 30.06.2020

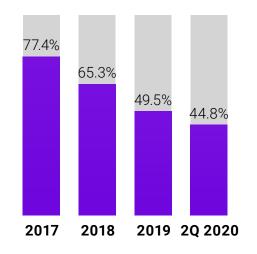


- Corporate portfolio equals to 51% of the total loan portfolio of the Bank (45% of loans to private sector enterprises, 6% to individual entrepreneurs and 0.1% to public organizations).
- Corporate loans are dominated by loans to Trade (30%) and Industrial (18%) companies.
- Loans to large enterprises account for more than half of the portfolio (67%), however Bank also actively lends to small and medium-sized enterprises and individual entrepreneurs.

# OPERATIONAL PERFORMANCE OF THE BANK







**COST TO INCOME** 

Evocabank demonstrated growth in return on equity in 2017-2020.

At the same time operational efficiency of the Bank (C/I) has improved and reached the level of 44.8% in 2Q 2020.

# IMPLEMENTATION OF OBLIGATORY STANDARDS OF THE CENTRAL BANK

EVOCABANK HAS RELIABLE FINANCIAL
PERFORMANCE AND HIGH LEVEL OF
CAPITALIZATION ALLOWING IT TO
CONFORM TO ALL REQUIREMENTS OF
THE CENTRAL BANK OF ARMENIA

The admissible size of the standard established by Indicator the Central Bank of RA		2015	2016	2017	2018	2019	2Q 2020	
Minimal amount of the Bank's charter capital	50,000	14,400,000	17,950,000	17,950,000	17,950,000	17,950,000	17,950,000	
Minimum amount of total (private) capital	<b>30,000,000</b> (since 01.01.2017)	23,065,971	32,712,307	33,607,165	33,211,112	33,672,562	35,385,637	
N 1 Minimal ratio of total capital to risk weighted assets	12 %	34.82 %	39.41 %	30.82 %	27.02 %	20.98 %	20.26 %	
N 2 Minimal ratio of highly liquid assets to total assets	<b>15</b> %	28.60 %	32.41 %	29.25 %	22.93 %	21.85 %	21.80 %	
N 2 Minimal ratio of the Bank's highly liquid assets to the callable liabilities	<b>60</b> %	173.34 %	196.00 %	183.19 %	139.67 %	142.64 %	136.53 %	
N 3 Maximal ratio of one borrower's risk	20 %	13.73 %	17.41 %	17.47 %	14.84 %	16.32 %	14.23 %	
N 3 Maximal ratio of all major borrowers' risk	<b>500</b> %	46.38 %	<b>58</b> .17 %	71.64 %	<b>75.67</b> %	69.83 %	70.93 %	
N 4 Maximal ratio of one borrower's risk affiliated with the Bank	<b>5</b> %	4.16 %	0.31%	0.45 %	0.45 %	0.79 %	0.78 %	
N 4 Maximal ratio of all major borrowers' risk affiliated with the Bank	20 %	7.69 %	2.10 %	2.67 %	2.90 %	3.70 %	3.18 %	
Maximum ratio of the currency position to the Bank's total capital	10 %	0.50 %	0.12 %	0.44 %	4.47 %	4.70 %	2.79 %	

# TOWARDS THE NEW REALITY

YEREVAN, ARMENIA 44/2 HANRAPETUTYAN STR.

(+374 10) 60 55 55





















