

The logo for evocaBANK features the word 'evocaBANK' in a sans-serif font. The 'e' is lowercase and grey, while the 'v' is lowercase and purple. The remaining letters 'o', 'c', 'a', 'B', 'A', 'N', 'K' are uppercase and grey. The background consists of abstract geometric shapes, including a large white triangle pointing downwards and several grey and purple triangles and lines forming a complex, crystalline structure.

evocaBANK

Overview | 1stQ 2020

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.

MISSION

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

30 YEARS OF EXPERIENCE



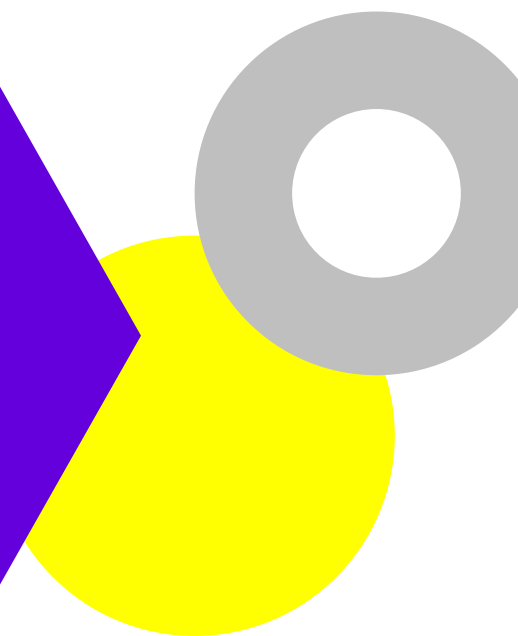
Evocabank is the first registered commercial bank in Armenia with over 30 years of experience in the banking market.



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



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





History of the Bank

1990 / The Bank was established in 1990 as **the FIRST PRIVATE 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 member of UNISStream 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.

2015 / Launched its mobile application and the supporting advertising campaign, starring Iveta Mukuchyan (prominent celebrity). Issued special branded card as part of the campaign. Launched a security mobile app on App Store and Play Store.

2016 / Bank's regulatory charter capital exceeded the minimal required level set by CBA. Legal entity was changed from LLC to CJSC. Bank's regulatory capital reached AMD 30.5 mln..

2017 / Launched massive rebranding campaign. The Bank was renamed as Evocabank, changed corporate identity and main strategic focus.

2018 / Bank introduced Online Shopping credit card Global Finance Magazine named Evocabank the Best Digital Bank in Armenia.

2019 / Best Consumer Digital bank award for three years

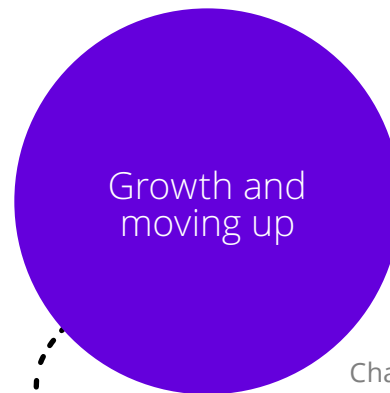
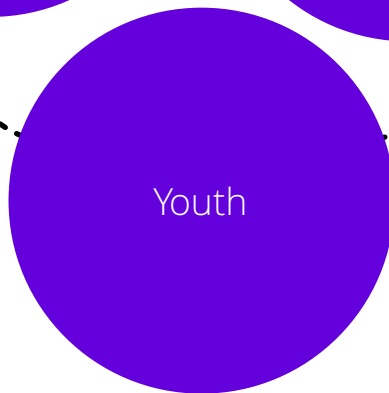
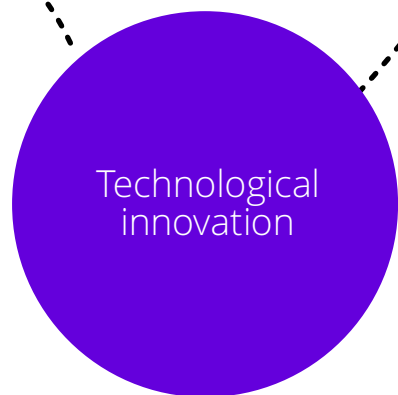
STP Quality Award 2018-2019 by Raiffeisen bank International

Introduced Visa Infinite card



Rebranding and Change of Corporate Identity

New identity of the Bank is based on the ideas of



Evocabank -

new name of the Bank is selected by association with the words Evolution and Evoke.

From October 1, 2017 the Bank was renamed to CJSC "Evocabank".

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

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

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

The Bank carried a large-scale advertising campaign as a part of the rebranding, with activities throughout Armenia, including all the spectrum of marketing means, ATL and BTL techniques, non traditional and guerilla tools.

The main focus of the advertising campaign is to promote **EvocaTouch**, the mobile application of the Bank and to publicize the new image.

As part of the campaign Evocabank carried series of events, unprecedented for Armenia in terms of scale and implementation

- Rebranding announcement event, with lottery of trip to Dubai for clients of the bank
- May, 2018 - concert of Armenian singer Srbuk, who represented Armenia in Eurovision 2019
- September, 2018 concert of Armenian sing-er Iveta Mukuchyan, the brand ambassa-dor of Evocabank
- Fly to Eurovision 2019 with Evocabank! campaign



https://www.youtube.com/watch?v=FBytCBg4_v0



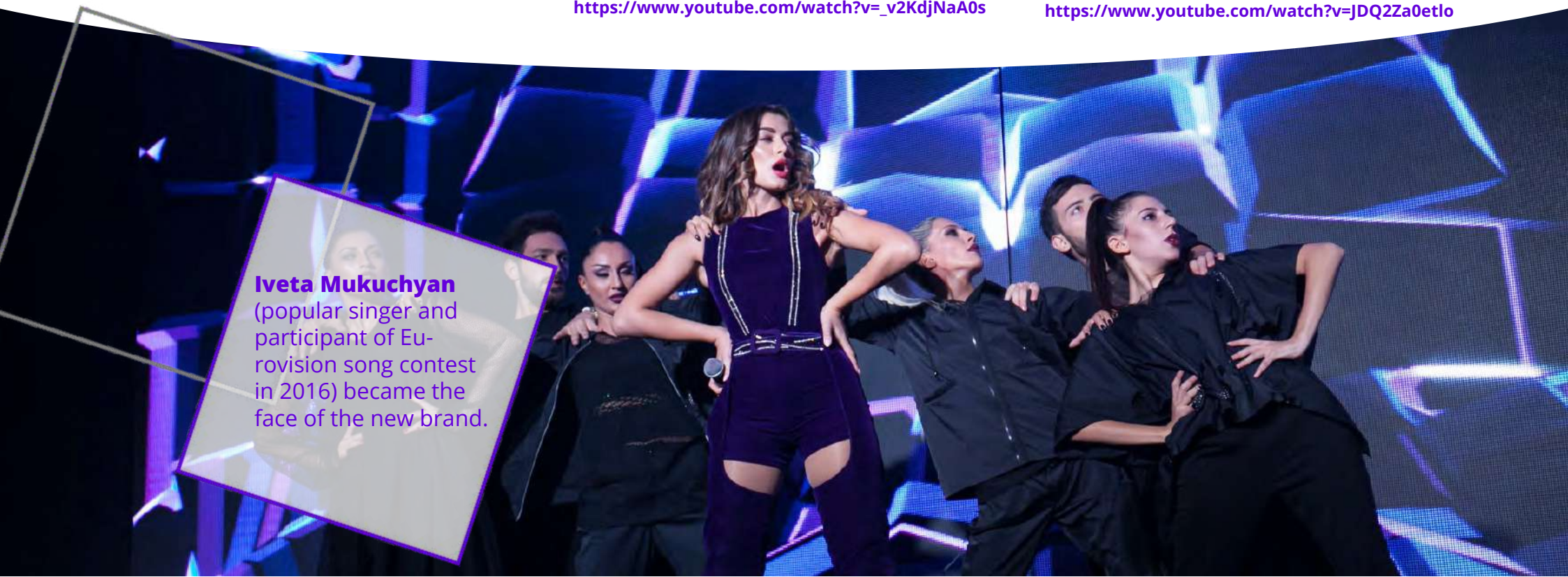
https://www.youtube.com/watch?v=_v2KdjNaA0s

Major Advertising Campaign



<https://www.youtube.com/watch?v=JDQ2Za0etlo>

Iveta Mukuchyan
(popular singer and participant of Eurovision song contest in 2016) became the face of the new brand.



Three years after Rebranding

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

Increased brand recognition and knowledge about the Bank among potential clients

Unprecedented growth of the number of clients

Clients	31/12/2018	31/12/2019	31/03/2020	Growth in 1Q 2020	
				number	%
Legal entities	2,048	2,893	3,075	182	6,3 %
Individuals	35,280	58,915	65,576	6,661	11,3 %
Total	37,328	61,808	68,651	6,843	11,1 %



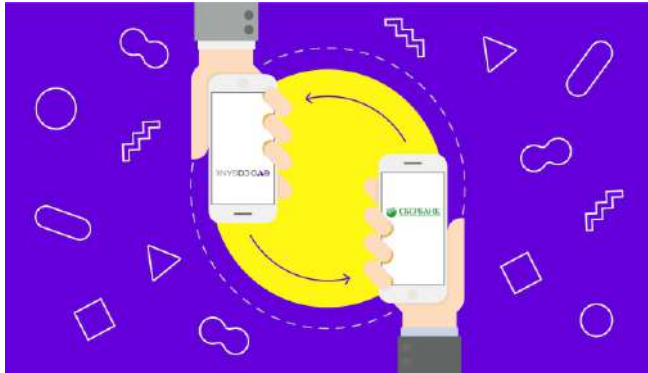
<https://www.youtube.com/watch?v=Up79Y2PsAxA>



Rapid growth of the number of issued cards

Issued cards	31/12/2018	31/12/2019	31/03/2020	Growth in 1Q 2020	
				number	%
Total ArCa, MasterCard and Visa cards issued	65,481	122,430	137,877	15,447	12,6 %

Our Campaigns



Evocabank is the first and the only bank in Armenia to join the **Russian Sberbank's system of instant money transfers**. Mobile app can transfer money by contact data – phone number - from Russia to Armenia directly to Evocabank cards. The fee for money transfer is 1%, while the maximum transferable amount is RUR 50,000 per day. Money is transferred in rubles and in a few seconds automatically credited to the recipient's account in the currency of the card.



Holders of **Mastercard or Visa cards** got an opportunity to make reservations and online payments **EvocaTOUCH app's Booking.com** section while earning **5%-cashback**.



The bank started to provide **Visa Infinite** cards to its customers, and influencers with more than 20,000 followers in social media.

Evocabank has been actively participating in programs to combat COVID-19

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. Bank in line with its **corporate social responsibility** 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 spread of and cope with COVID-19.

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

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 sole proprietors, 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 10a.m. to 12.00a.m. is the priority hours for senior customers** (aged 60 and older).

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 sanitizers **both for employees and customers**. At least twice a day the employees body temperature is measured with a contactless thermometer.



Our Successes



On November 27 Evocabank was awarded the prize for Successful Launch of Visa Infinite. The award was presented at Visa International Payment System's Recognition Award Ceremony.



On October 29 Evocabank's Visa Infinite premium class card received New Product of the Year Award at KAMOBLOG 2019 AWARD ceremony.



Our New Products

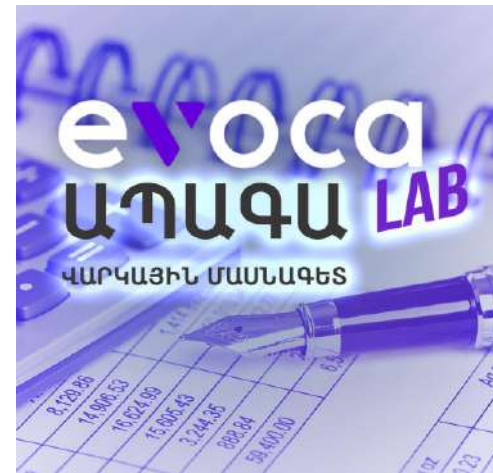
Individuals having made a **deposit** at Evocabank during the period of March 2 to May 31 will be entitled to take part in the draw and **double their interest rate.**



Evocabank is offering **energy efficient loans for sole proprietors and legal entities.** The loan will be provided for purchasing energy efficient equipment and technology, and designing and building relevant infrastructure based on renewable energy sources. The project is implemented jointly **with German-Armenian Fund (GAF).**

ROBIN

Evocabank introduced Robin - an artificial intelligence robot which helps and entertains customers at the Bank's headquarters. Robin is the one and only in Armenian financial sphere.



EvocaLAB credit specialist

The Bank launched an innovative professional development program for graduates and 2nd year master students and has successfully implemented it.



DZEN music and art event

On February 29, took place a DZEN event- which became a traditional event in the life of Yerevan electronic music. The event was sponsored by Evocabank.



EVOJI - Evocabank's Emojis

For the first time in Armenian financial system, Evocabank regularly introduces its own trendy, unique emojis.

Evojis were available through all messengers and the New Year issue of Yerevan Magazine.

INNOVATIONS &
EVOCABANK



New Brand Image Campaign

ARE YOU READY FOR THE NEW REALITY?

It is here...
now...

**Click here
to see
more...**



Corporate Values of the Bank

We build honest relationships with everyone.

Honesty

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

Innovativeness

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

Customer Confidence

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

Comfort

Impeccable reputation is our most valuable and irreplaceable asset.

Business Image

Reliability

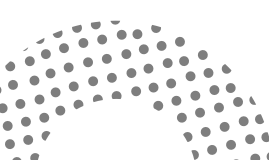
We are stable and reliable for both our customers and partners.

Transparency

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

Team Spirit

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



Shareholders and Supervisory Board of the Bank



Vazgen Gevorkyan, MBA, PHD
Chairman of Supervisory Board



Gegham Gevorgyan, Dr.Sc., NAS full member
Deputy Chairman of Supervisory Board



Felix Dilanyan, PhD
Member of Supervisory Board



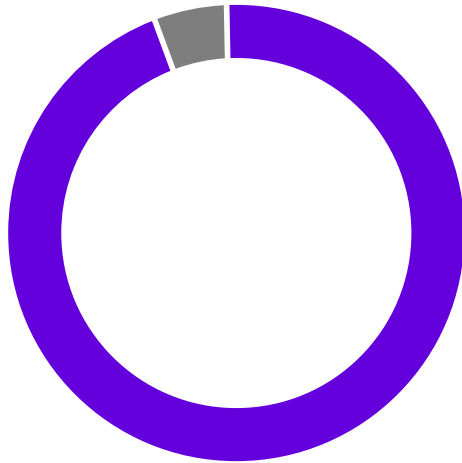
Varazdat Nersisyan, MBA
Member of Supervisory Board



Armen Manukyan
Member of Supervisory Board

5.01%

15 individual shareholders



94.99%

"Prometey City" LLC

Management Board 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



Lilit Gaboyan, MBA
Deputy Chairman of Management Board, CFO



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



Tatevik Janoyan, MBA
Member of Management Board, Head of HR Management Division



The Best Digital Bank in Armenia 2020

For the second consecutive year Evocabank is announced The Best Digital Bank in Armenia by the Global Banking and Finance Review magazine.

Global Finance Names The World's Best Consumer Digital Banks In Central & Eastern Europe 2019

COUNTRY WINNERS

Armenia	Evoca Bank
Belarus	Alfa Bank
Bulgaria	UniCredit Bulbank
Estonia	SEB Estonia
Georgia	TBC Bank
Hungary	OTP Bank
Latvia	SEB Latvia
Lithuania	SEB Lithuania
Poland	ING Bank
Romania	Garanti Bank
Russia	Tinkoff Bank
Serbia	Raiffeisen banka Beograd
Slovakia	Tatra banka

REGIONAL SUB-CATEGORY WINNERS

Best Online Deposit, Credit and Investment Product Offerings	Tinkoff Bank
Best Bill Payment & Presentment	Sberbank
Best Web Site Design	Bank Millennium
Best Integrated Consumer Bank Site	Tinkoff Bank
Best in Mobile Banking	TBC Bank
Best Information Security and Fraud Management	Sberbank
Best in Social Media Marketing and Services	Tinkoff Bank
Best Mobile Banking App	TBC Bank
Most Innovative Digital Bank	Tatra banka
Best Mortgage Bank	Alfa Bank
Best Open Banking APIs	Citi

The Best Digital Bank

Global Finance international magazine recognized Evocabank as the best retail digital bank in Armenia in 2017, 2018 and 2019.

The background features a white canvas with various abstract shapes. In the top left, there is a grey stepped geometric shape. A purple triangle points towards the center. Two yellow wavy lines are positioned in the upper left and center. A grey triangle points upwards at the top center. A yellow pill-shaped oval is in the center. A purple triangle points towards the top right. A purple wavy shape is in the top right corner. In the bottom right, there is a grey ring, a yellow circle, and a purple circle overlapping it. A grey triangle points downwards at the bottom center.

Key
Strategic
Directions

Competitive Position in the Banking Market of Armenia

Competitive advantages of the Bank

Innovation and technological novelty

Stability and reliability

High level of capital adequacy

High level of profitability

Performance indicators according to **ARMINFO** news agency **Evocabank** holds the following positions as of March 31, 2020:

by the size of authorized capital

place 14

by the value of assets

place 14

by client credit portfolio

place 12

by loans to individuals

place 11 as of 31.12.2019

by retained earnings

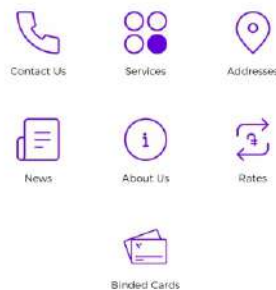
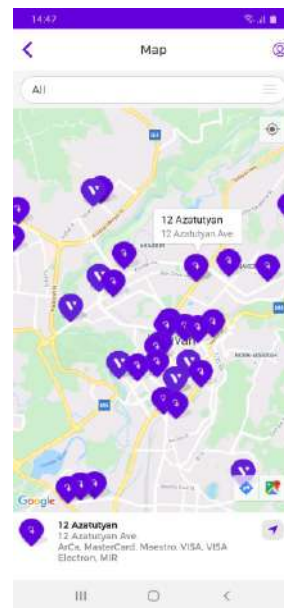
place 13

by client accounts and deposits

place 12

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.



EVOCAONLINE

Manage your bank account remotely without visiting the bank by means of EvocaOnline and Client-Bank systems.

Digital Channels: **internet bank**

Accessing EVOCAONLINE internet banking system clients can:

check account information, including account balances, statements, loans and repayments, deposits, exchange rates

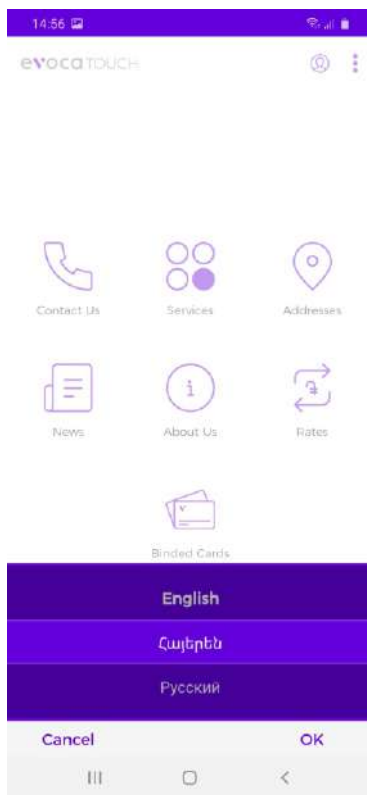
make payments and transfers, such as utility payments, tax payments and budget transfers

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

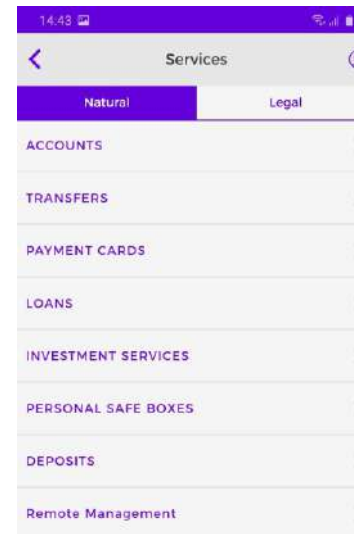
foreign currency conversion

send and receive letters in free format with enclosed files

import data from xml files, create document templates



Currency	Cash		Non-Cash	
	CBA Rate	Buy	Sale	
USD	479.28	478.00	484.00	
EUR	520.74	521.00	531.00	
RUB	6.56	6.35	6.55	
GBP	599.20	591.00	606.00	
CHF	493.14	485.00	500.00	



Clients using the application have access to the following features:

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.

Mobile First

EvocaTouch 📱 mobile app ranks №3 by the number of downloads in Armenian **AppStore** and **Google Play** (among all apps).

Number of downloads:

284,196 total downloads

74,744 total downloads

358,940 total downloads



Digital
Banking:
EvocaTouch

singleTOUCH and Shopping Card

Online loans provided

	01/01 - 31/03/2020
Number of online loans provided	12,776
Online loan amount, mln AMD	9,389

Fast online loan with 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 amount is transferred to Evoca Touch card.



<https://youtu.be/RG0U39WuawQ>



Convenient shopping experience with Shopping Card



<https://youtu.be/BXILj5FgxU>



Communication with Clients through Social Networks

The Bank actively interacts with its current and potential customers via social networks



Evocabank has the most popular page on **Instagram** among banks in Armenia with more than 23,200 subscribers.

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

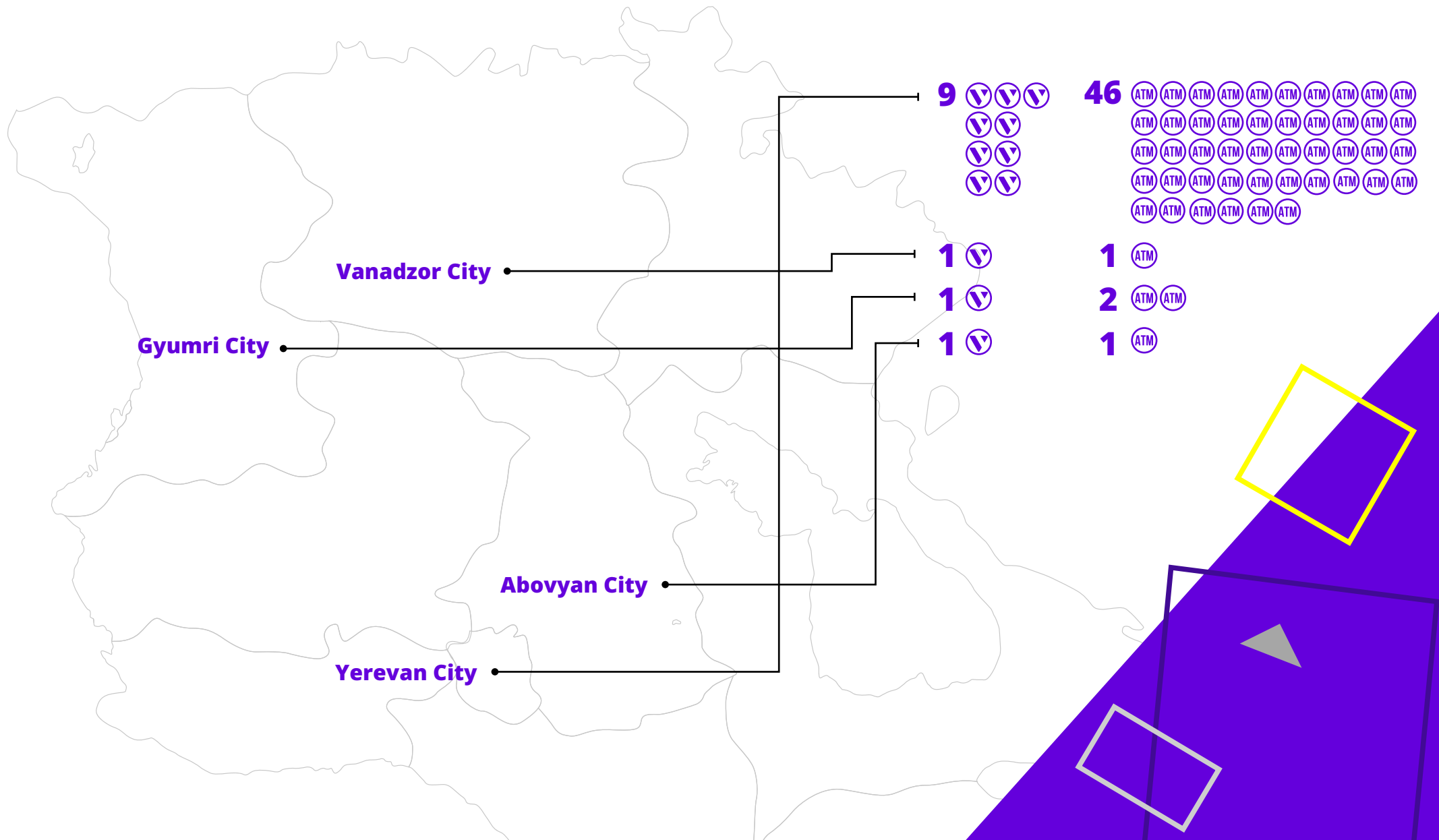


Evocabank also actively interacts with clients via **Facebook** (more than 97,000 subscribers).

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

Offline channels: Branch and ATM Network

Today, the Bank has **12 branches** (including the Head Office) and **50 ATMs** on the territory of Armenia.



Products for Individuals



Loan and Card Products for Individuals

The following card products are available to clients of Evocabank:

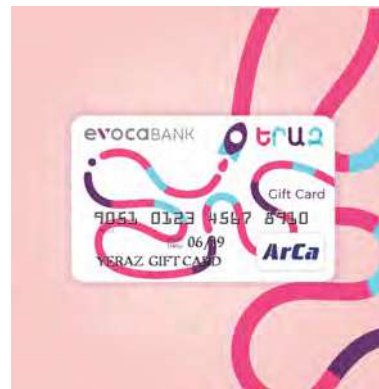
Cobranded cards with Dalma shopping mall



Cobranded cards with Retail group



Cobranded cards with Yeraz store



- **Shopping card**
credit card for shopping in 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
- **Student loan**
Student loans for tuition pay
- **Other loans**
Loans under guarantee
Pawn loans
Overdraft

Accounts and Transfers

A wide range of account options are available to clients of Evocabank.

Current accounts

In AMD and foreign currency, available to resident 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.

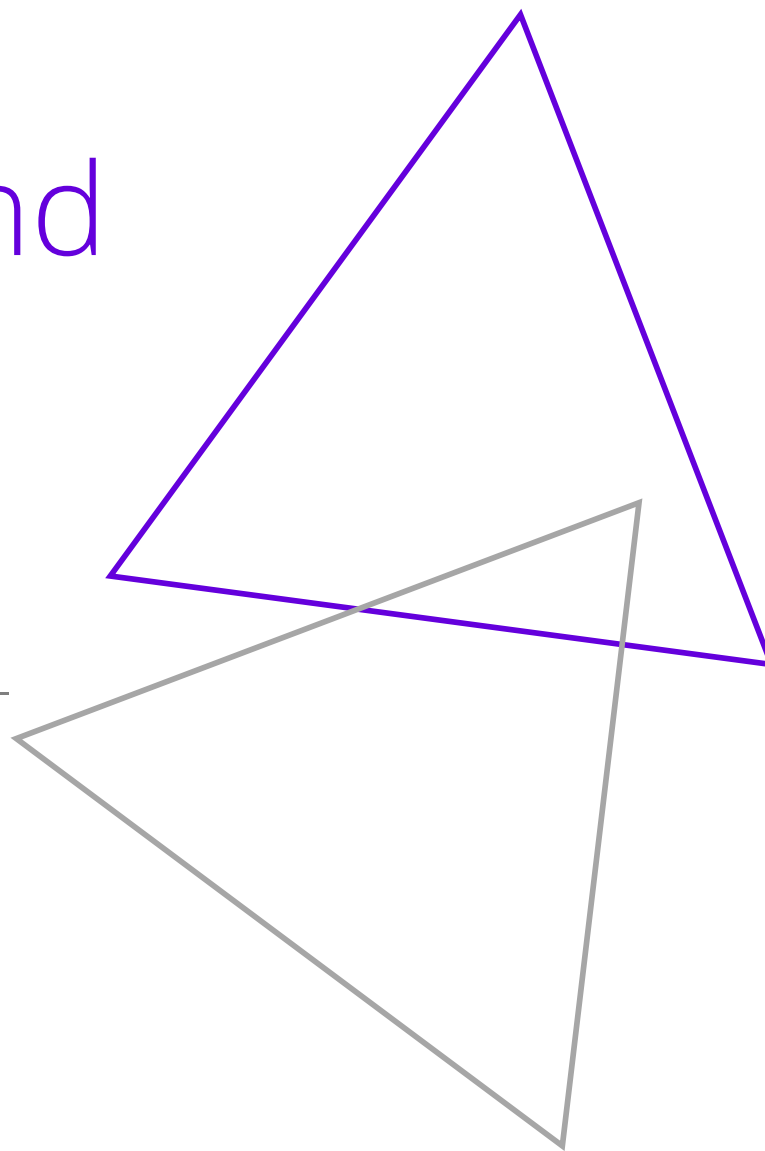
Transfer payment systems

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



Deposits and Investment Products

Evocabank offers both classic deposits and investment products.



Classical Deposit

Providing a stable high yield.

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
Corporate
Clients

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

Classic deposit with stable high yield

Accounts

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

International Trade Services

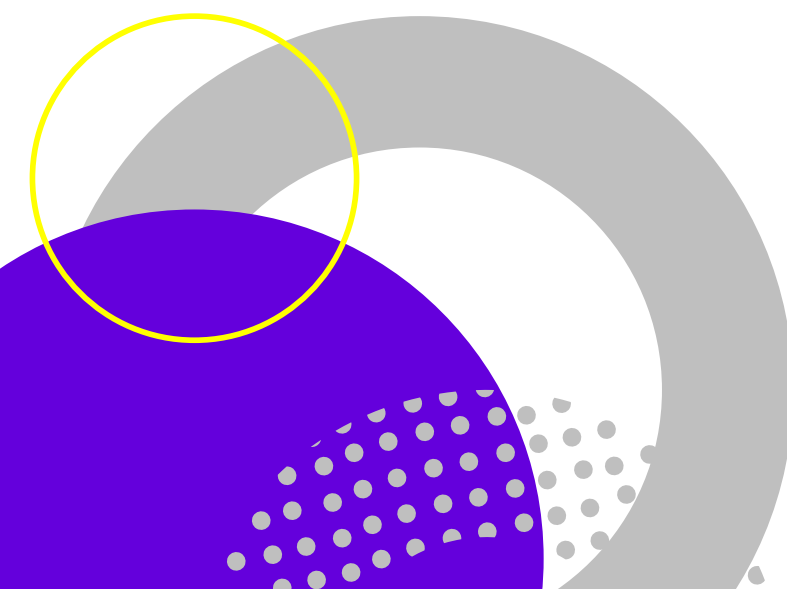
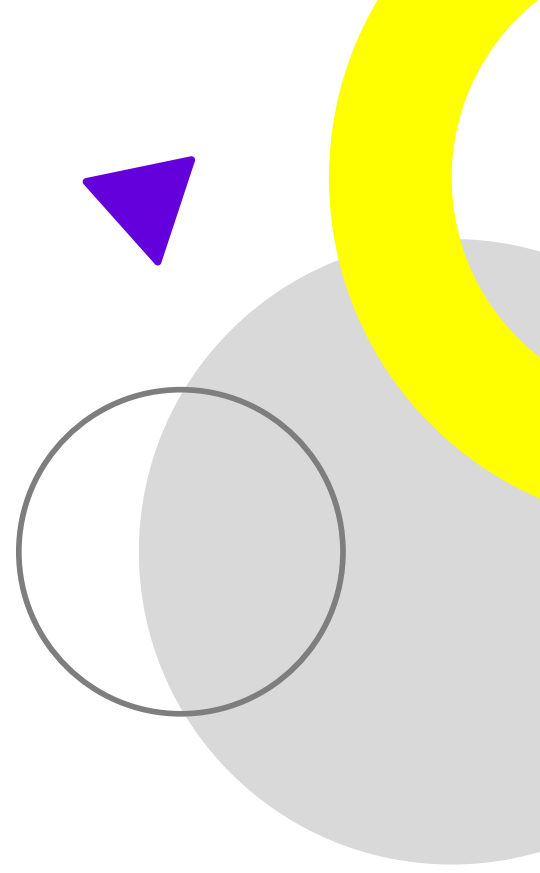
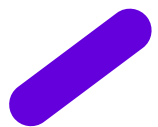
Letters of credit
Documentary Collection
Guarantee

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

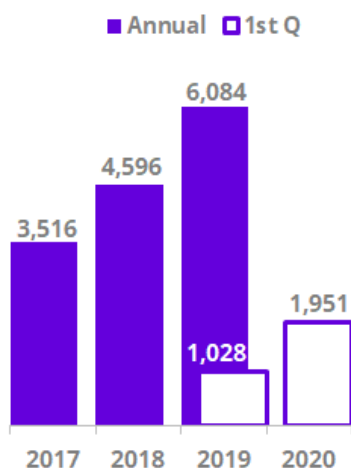


Financial Indicators

Income Statement Indicators

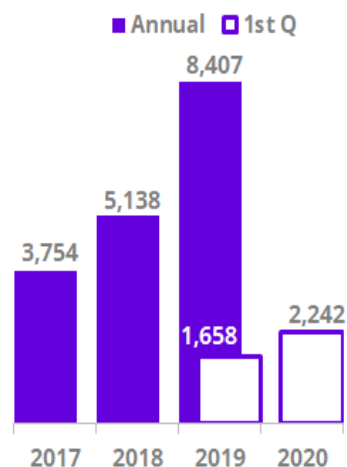
In 2017-2020 Evocabank demonstrated stable growth of income indicators

CAGR 32%
(4Q 2017 - 4Q 2019)



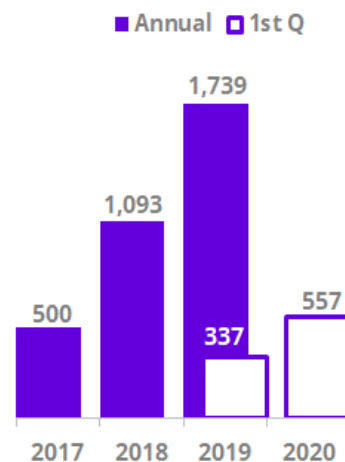
Net interest and related income (mln. AMD)

CAGR 50%
(4Q 2017 - 4Q 2019)



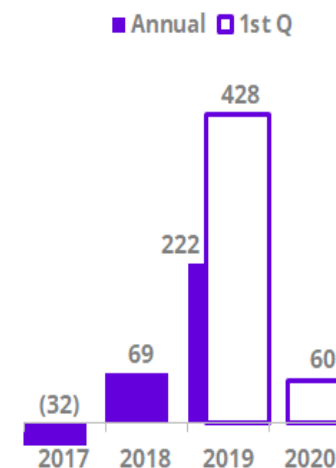
Operating Income (mln. AMD)

CAGR 86%
(4Q 2017 - 4Q 2019)



Net Income (mln. AMD)

CAGR 222%
(4Q 2018 - 4Q 2019)

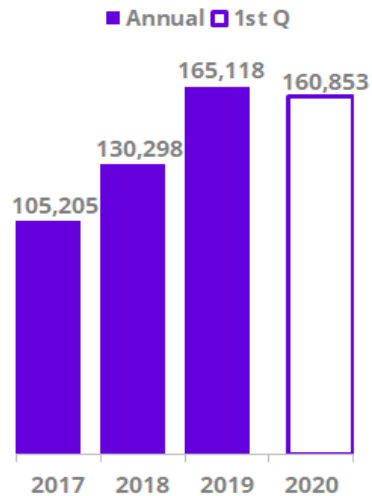


Net commission income (mln. AMD)

Balance-sheet Indicators

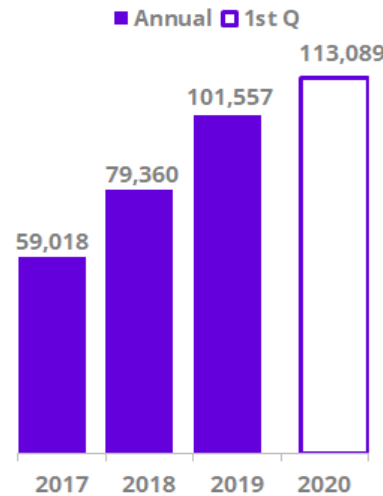
In 2017-2020 Evocabank demonstrated stable growth in all balance sheet indicators

CAGR 25%
(4Q 2017 - 4Q 2019)



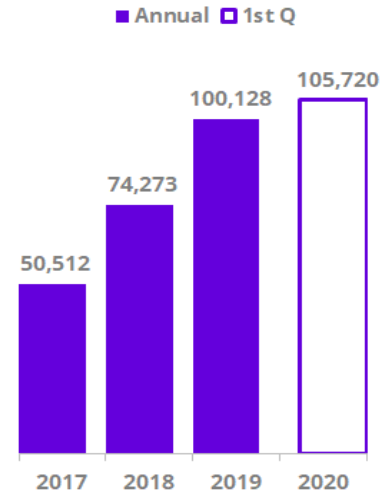
Total assets,
mln. AMD

CAGR 31%
(4Q 2017 - 4Q 2019)



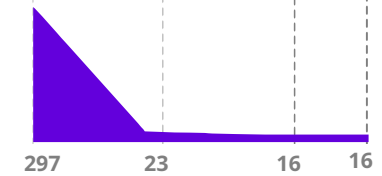
Loans and advances to
customers,
mln. AMD

CAGR 41%
(4Q 2017 - 4Q 2019)

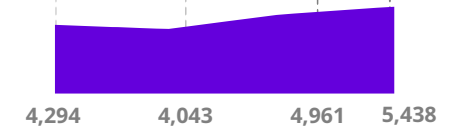


Amounts due to
customers,
mln. AMD

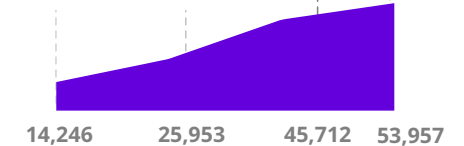
Public orgs, NGOs



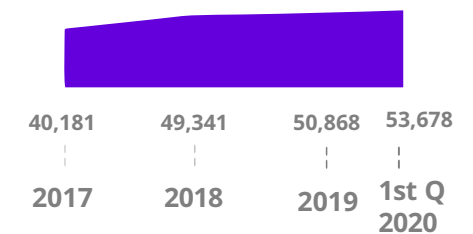
Ind. entrepreneurs



Individuals



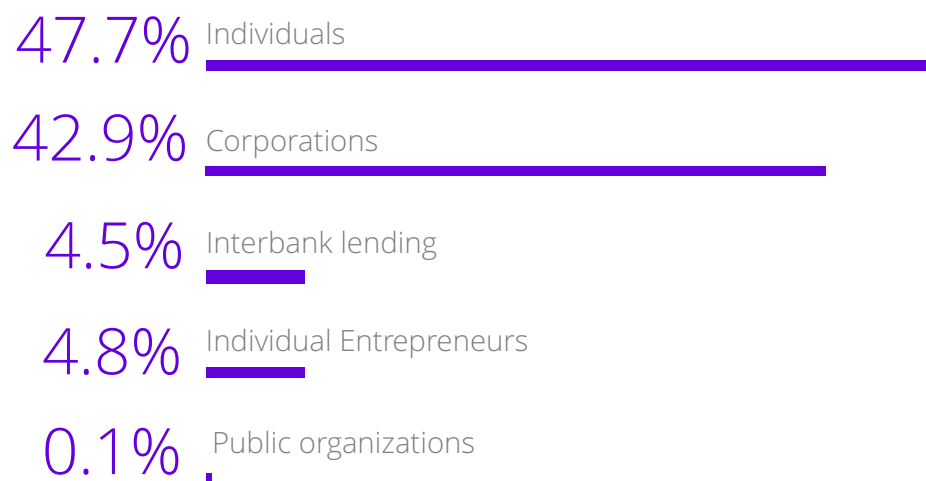
Corporate clients



Structure of the loan
portfolio 2017- 2020,
mln. AMD (without
interbank lending)

Credit Portfolio of the Bank

Loan portfolio structure by types of creditors,
31.03.2020



Credit Portfolio is almost equally split between legal entities and individuals.



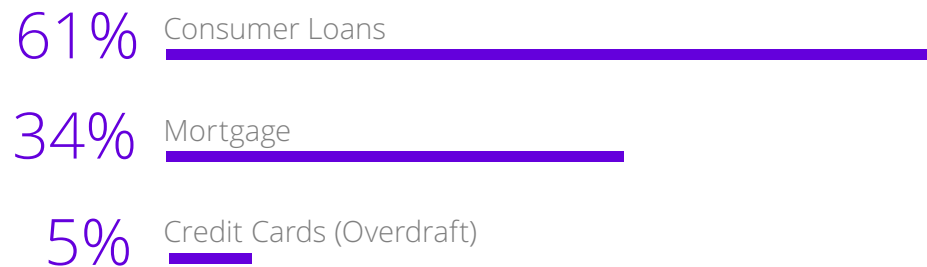
Retail loans account for 48% of the total loan portfolio of the Bank.



The share of retail lending has grown since the beginning of the year by 3% 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,
31.03.2020



Consumer loans (which include auto loans and other consumer loans, and exclude mortgages, cards and reverse repo agreements) make up 61% of the portfolio of retail loans.



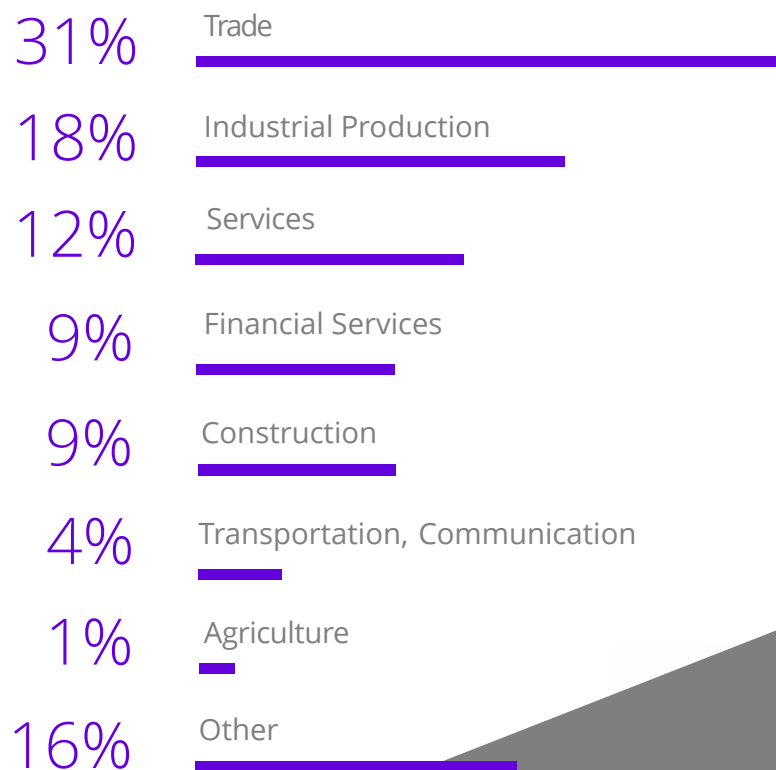
The most demanded product in 2019-2020 is mortgage with **34%** of the portfolio).



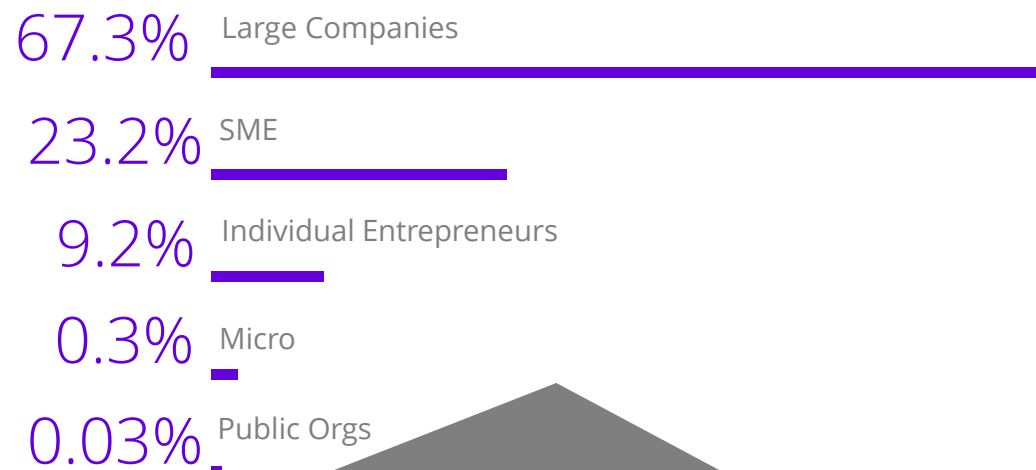
Due to its focus on consumer lending, including through online channels, consumer loans maintain above 60% share of the portfolio throughout the year.

Credit Portfolio: Corporate Clients

Corporate loan portfolio structure by industry,
31.03.2020



Corporate loan portfolio structure by company size,
31.03.2020

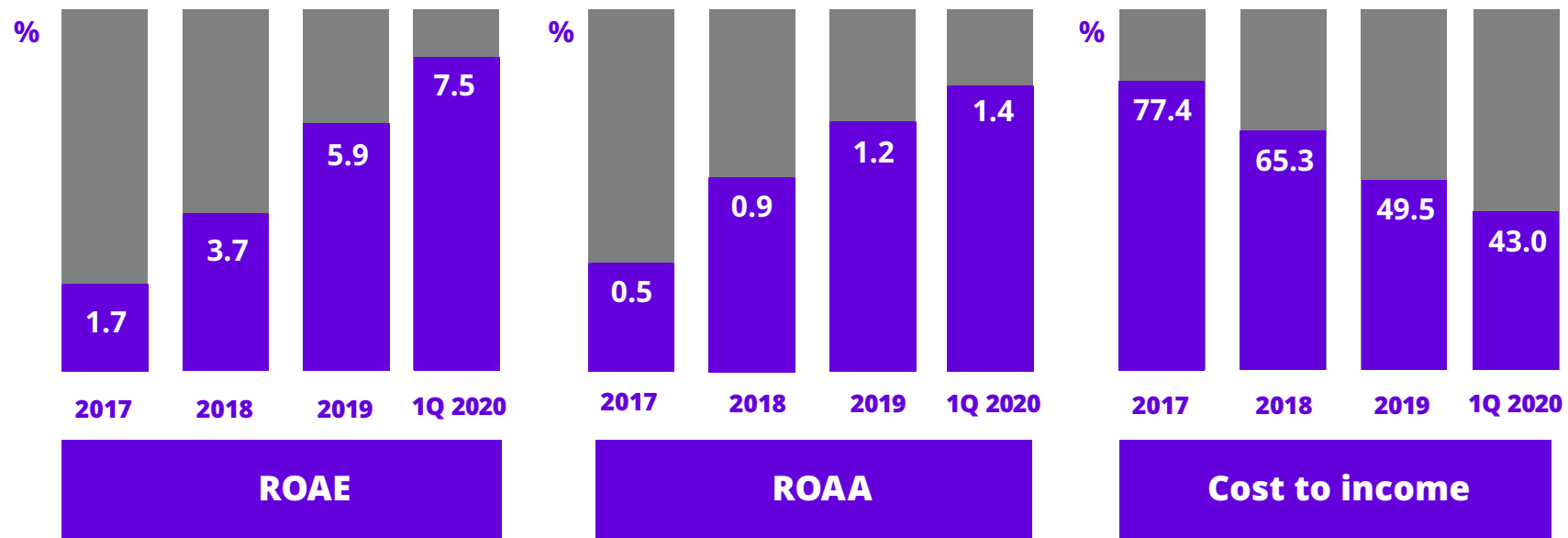


Corporate portfolio equals to 48% of the total loan portfolio of the Bank (43% of loans to private sector enterprises, 5% to individual entrepreneurs and 0.1% to public organizations).

Corporate loans are dominated by loans to Trade (31%) 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



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

At the same time operational efficiency of the Bank (C/I) has improved and reached the level of 43.0% in 1Q 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 the Central Bank of RA

Indicator		2015	2016	2017	2018	2019	1Q 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	30,000,000 (since 01.01.2017)	23,065,971	32,712,307	33,607,165	33,211,112	33,672,562	32,094,102
N 1 Minimal ratio of total capital to risk weighted assets	12 %	34.82 %	39.41 %	30.82 %	27.02 %	20.98 %	18.81 %
N 2 Minimal ratio of highly liquid assets to total assets	15 %	28.60 %	32.41 %	29.25 %	22.93 %	21.85 %	20.08 %
N 2 Minimal ratio of the Bank's highly liquid assets to the callable liabilities	60 %	173.34 %	196.00 %	183.19 %	139.67 %	142.64 %	127.13 %
N 3 Maximal ratio of one borrower's risk	20 %	13.73 %	17.41 %	17.47 %	14.84 %	16.32 %	14.81 %
N 3 Maximal ratio of all major borrowers' risk	500 %	46.38 %	58.17 %	71.64 %	75.67 %	69.83 %	84.56 %
N 4 Maximal ratio of one borrower's risk affiliated with the Bank	5 %	4.16 %	0.31 %	0.45 %	0.45 %	0.79 %	0.89 %
N 4 Maximal ratio of all major borrowers' risk affiliated with the Bank	20 %	7.69 %	2.10 %	2.67 %	2.90 %	3.70 %	3.47 %
Maximum ratio of the currency position to the Bank's total capital	10 %	0.50 %	0.12 %	0.44 %	4.47 %	4.70 %	3.95 %

evocaBANK

TOWARDS THE NEW REALITY

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