evocabank

OVERVIEW | 3rd 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 nondocumentary 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.

- 2015 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.
- 2016 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 loan program.The bank joins KfW bank loan program.The bank joins World Bank loan program.

Evocabank's capotal has been replenished by AMD 2.05B.

Evocabank opened 2 new branches.

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. FROM OCTOBER 1, 2017 THE BANK WAS RENAMED TO EVOCABANK CJSC.

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



We build **honest** relationships with everyone.

CUSTOMER CONFIDENCE

TEAM SPIRIT

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

RELIABILITY

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

COMFORT st

We strive to <mark>improve</mark> the lifestandards of our customers making them more comfortable.

We have formed the best

services for our customers.

<mark>team</mark> to ensure the best

INNOVATIVENESS

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

TRANSPARENCY

We are <mark>open and transparent</mark> 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



16 individual shareholders



VAZGEN GEVORKYAN, MBA. PHD Chairman of Supervisory Board



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



Member of Supervisory Board



VARAZDAT NERSISYAN, MBA Member of Supervisory Board



Member of Supervisory Board

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



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

META MUKUCHYAN

POPULAR SINGER AND PARTICIPANT OF EUROVISION SONG CONTEST IN 2016. BRAND AMBASSADOR OF EVOCABANK.

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.



ISSUED CARDS	31/12/2019	31/03/2020	31/06/2020	30/09/2020
Total ArCa, MasterCard and Visa cards issued	122,430	137,877	139,604	145,933

UNPRECEDENTED GROWTH OF THE NUMBER OF CLIENTS GROWTH IN 3Q 2020

<mark>CLIENTS</mark>	31/12/2018	31/12/2019	30/09/2020	NUMBER	PERCENT	
Legal entitie	s 2,048	2,893	3,482	589	20.4 %	
Individuals	35,280	58,915	65,042	6,127	10.4 %	
Total	37,328	61,808	68,524	6,716	10.9 %	



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 lveta Mukuchyan, the brand ambassador of Evocabank
- April, 2019 "Fly to Eurovision 2019 with Evocabank!" campaign

DEPAR JACKER SONG CONTEST

EVOCABANK HAS REPLENISHED ITS CAPITAL.

EVOCABANK'S CAPITAL HAS BEEN REPLENISHED BY AMD 2.05 BLN.



NEW BRAND IMAGE CAMPAIGN

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 profitability
- High level of capital adequacy

PERFORMANCE INDICATORS

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

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by the size of authorized capital	PLACE 14
by the value of assets	PLACE 13
by client credit portfolio	PLACE 12
by loans to individuals	PLACE
by retained earnings	PLACE 10
by client accounts and deposits	place 12

DIGITAL CHANNELS

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

evocaONLINE

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:

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

evocaONLINE

MANAGE YOUR BANK ACCOUNT REMOTELY WITHOUT VISITING THE BANK BY MEANS OF EVOCAONLINE

DIGITAL BANKING: EVOCATOUCH

MOBILE FIRST

EvocaTOUCH mobile app ranks N°3 by the number of downloads in Armenian AppStore and Google Play (among all apps).

14:56			©	
<		Rates (2		
1	Cash	No	n-Cash	
Currency	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	

NUMBER OF DOWNLOADS:

317,748 total downloads





BIOMETRIC IDENTIFICATION IN EVOCATOUCH APP

Available on the App Store

66,014

total downloads

Evocabank will be accessible everywhere owing to artificial intelligence biometric identification system.

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 (106,894 subscribers, 1st place).

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



click to visit

Evocabank has the most popular page on **Instagram** among banks in Armenia with 23,100 subscribers.

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

THE FIRST ARMENIAN BANK ON PINTEREST









OFFLINE CHANNELS:

BRANCH AND ATM NETWORK





NEW TUMANYAN BRANCH



EVOCABANK 3.0

Evocabank organized the first light drone show in Armenia in celebration of its 3rd anniversary and 30th anniversary of the Bank's incorporation.



The Dibrary will allow the customers to use electronic business resources like: e-Duke Journals Scholarly Collection, ASTM Compass, Edward Elgar Publishing Journals, Mathematical Sciences Publishers Journals, Royal Society Journals Collection, SAGE Premier, etc.

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.

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.

BEST CONSUMER DIGITAL BANK OF ARMENIA

Evocabank is named The Best Consumer Digital Bank in Armenia for the 4th year in a raw.

THE BEST MOBILE BANK

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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 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. 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 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.

When entering the Bank <mark>all the visitors should have their temperature taken</mark> 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.



OUR NEW PRODUCTS

Euerquurnanituutes uuruer

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 Mid-caps of Armenia operating in the fields of agriculture, agrifood processing, tourism, export promotion and manufacturing industry. The project is implemented joinly with the german-armenian fund (GAF).



Evocabank offers loans within the framework of the Program of Armenia Renewable Energy and Energy Efficient Fund, which aims to promote investments in energy efficiency area. Loans will be provided to RA non-gasified communities to finance the purchase of photovoltaic systems and solar hot-water heaters.

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.



EVOCABOT – FIRST ARMENIAN PAYMENT BOT IN BANKING BY EVOCABANK

As the first and only mobile-first bank in Armenia, Evocabank launches its first functional banking bot service - Evocabotto provide information and perform transactions.



EVOCA-COLOURED PHOTO SHOOT Evocabank presented its unique project: Evoca-style photo shoot.

click here to see the backstage



HOT SUMMER AND NEW EVOJIS FROM EVOCABANK! Evocabank offers its most trendy and desired emojis – summer line of evojis.



EVOCABANK ONLINE POINT-OF-SALE LOANS AT CROSSROAD. COM ONLINE STORE.

From now on you can shop online at Crossroad.com using installment payment plan, interest rate -0%, no prepayment is required, payment should be made in installments, during 2 years.



CONTACTLESS CASH WITHDRAWAL USING NFC Using NFC, perform contactless cash withdrawal from Evocabank ATMs.

PRODUCTS FOR INDIVIDUALS

CARDS



MASTERCARD STANDART



MASTERCARD GOLD



ARCA-MIR



ARCA TOUCH



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.

<mark>Student Ioan</mark> Student Ioans for tuition pay

Other loans Loans under guarantee

Pawn loans, Overdraft

SINGLETOUCH AND Shopping Card

ONLINE LOANS PROVIDED

01/01/20-30/09/20

Number of online loans provided

Online loan amount, mln AMD





click here to see the ad

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.



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 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

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 NUMBER OF THE SECOND SECOND

INCOME STATEMENT INDICATORS

IN 2017-2020 EVOCABANK DEMONSTRATED STABLE GROWTH OF INCOME INDICATORS

NET INTEREST AND RELATED **INCOME (MLN. AMD)**



OPERATING INCOME (MLN. AMD)





NET COMMISSION INCOME (MLN. AMD)





BALANCE-SHEET INDICATORS











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



CREDIT PORTFOLIO OF THE BANK

LOAN PORTFOLIO STRUCTURE BY TYPES OF CREDITORS, 30.09.2020



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

 Retail loans account for 47.82% of the total loan portfolio of the Bank.

CREDIT PORTFOLIO OF THE BANK: LOANS TO INDIVIDUALS

RETAIL LOAN PORTFOLIO STRUCTURE BY PRODUCT, 30.09.2020



- Consumer loans (which include car loans and other consumer loans, and exclude mortgages, cards and reverse repo agreements) make up 56.2% of the portfolio of retail loans.
- The most demanded product in 2019-2020 is mortgage with 39.35% of the portfolio).
- Due to its focus on consumer lending, including through online channels, consumer loans maintain above 56.2% share of the portfolio throughout the year.

CREDIT PORTFOLIO: CORPORATE CLIENTS

CORPORATE LOAN PORTFOLIO STRUCTURE BY INDUSTRY, 30.09.2020



CORPORATE LOAN PORTFOLIO STRUCTURE BY COMPANY SIZE, 30.09.2020

67.05%	Large Companies				
23.88%	SME				
8.60%	Individual Entrepreneurs				
0.44 %	Micro				
0.02%	Public Orgs				

 Corporate loans are dominated by loans to Trade (29%) 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 equity in 2017-2020.

At the same time operational efficiency of the Bank (C/I) has improved and reached the level of 44.4% in 3Q 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

standard	ible size of the established by ral Bank of RA	2015	2016	2017	2018	2019	3Q 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	20,000,000
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	37,588,000
N 1 Minimal ratio of total capital to risk weighted assets	12 %	34.82 %	39.41 %	30.82 %	27.02 %	20.98 %	20.07 %
N 2 Minimal ratio of highly liquid assets to total assets	15 %	28.60 %	32.41 %	29.25 %	22.93 %	21.85 %	23.97 %
N 2 Minimal ratio of the Bank's highly liquid assets to the callable liabilities	60 %	1 73.34 %	1 96.00 %	1 83 .1 9 %	1 39.67 %	1 42.64 %	1 46.05 %
N 3 Maximal ratio of one borrower's risk	20 %	13.73 %	17.41 %	1 7.47 %	14.84 %	16.32 %	1 3.60 %
N 3 Maximal ratio of all major borrowers' risk	500 %	46.38 %	58.17 %	71.64 %	75.67 %	69.83 %	62.20 %
N 4 Maximal ratio of one borrower's risk affiliated with the Bank	5 %	4.16 %	0.31%	0.45 %	0.45 %	0.79 %	0.76 %
N 4 Maximal ratio of all major borrowers' risk affiliated with the Bank	20 %	7.69 %	2.10 %	2.67 %	2.90 %	3.70 %	3.36 %
Maximum ratio of the currency position to the Bank's total capital	10 %	0.50 %	0.12 %	0.44 %	4.47 %	4.70 %	4.21 %

TOWARDS THE NEW REALITY

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