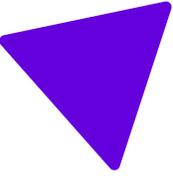




evocaBANK

Summary overview | 3rd Q 2019



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.

28 YEARS OF EXPERIENCE



Evocabank is the first registered commercial bank in Armenia with over 28 years of experience in the banking market.

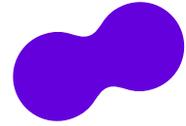


Stability and reliability of the Bank allowed it to constantly meet the increasingly strict regulatory environment and successfully overcome more than one crisis in the banking market.

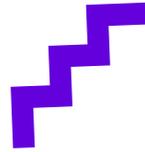


Today Evocabank boasts client service of high international standards, effective and reliable management and strategic focus on development of new technologies.





History of the Bank



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



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.

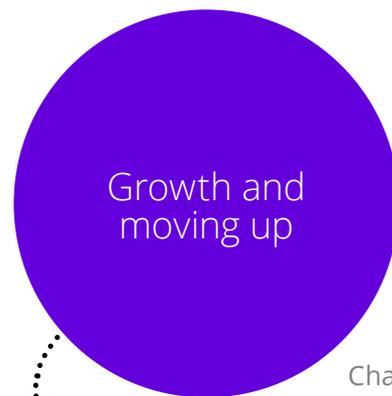
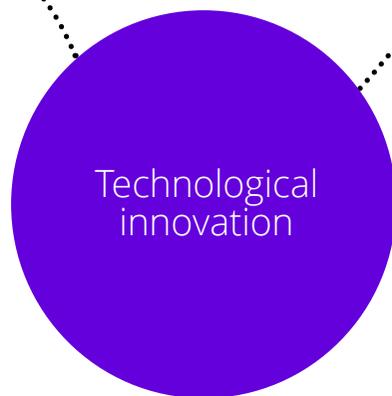
2006 / Became an affiliated member of "MasterCard Europe".

2008 / For the first time in Armenia the Bank issued its own non-documentary unsecured bonds and sold them to a leading Swiss bank.



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



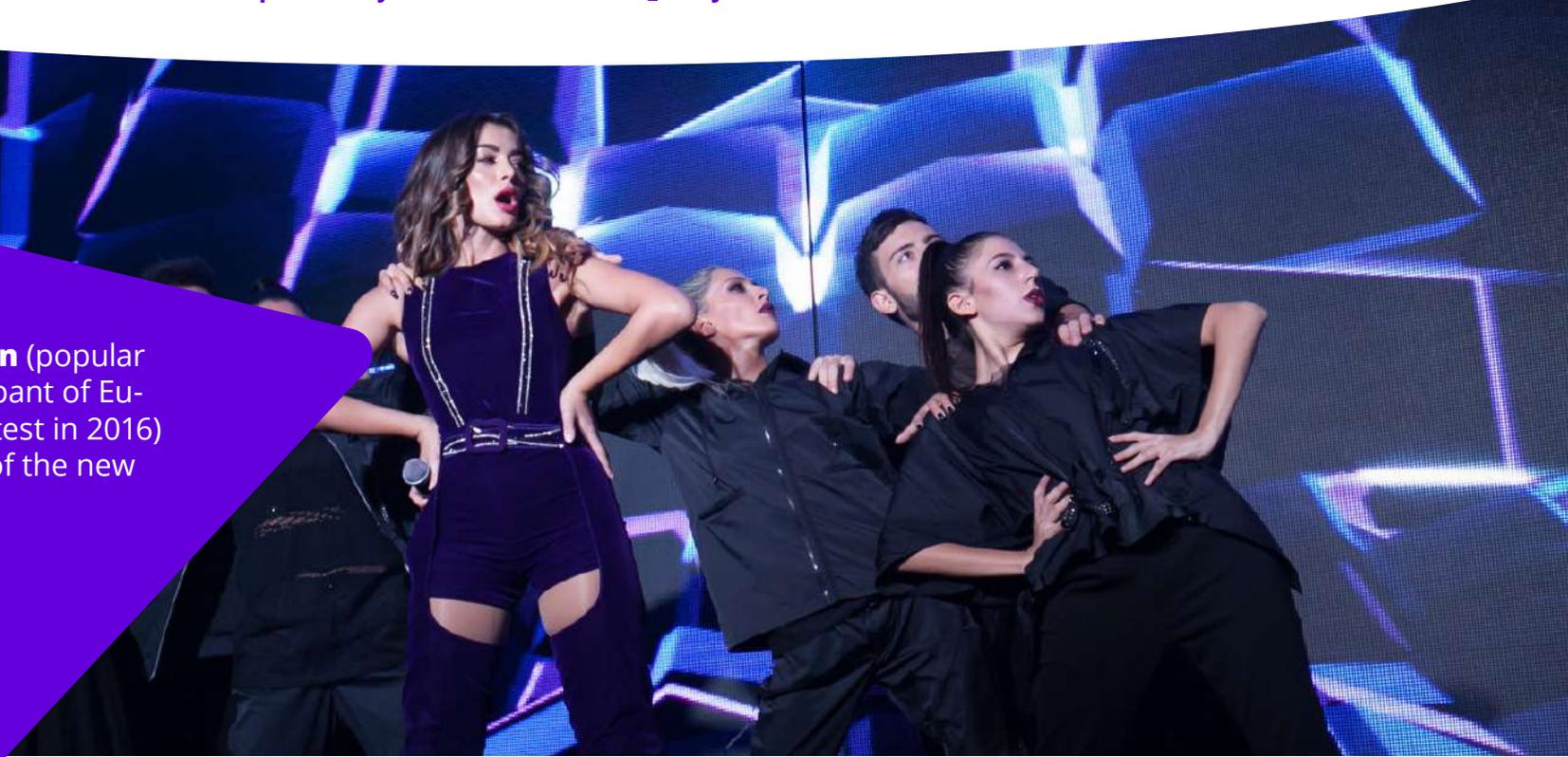
https://www.youtube.com/watch?v=_v2KdjNaA0s

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.



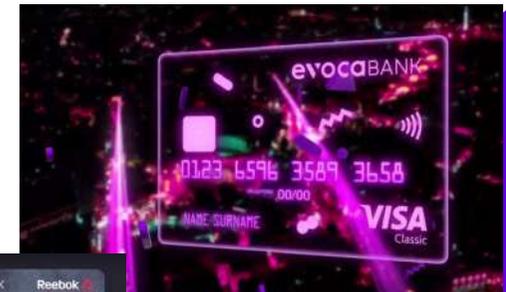
One year after Rebranding

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

Increased brand recognition and knowledge about the bank among potential clients

Unprecedented growth of the number of clients

Clients	31/12/2017	31/12/2018	30/09/2019	Growth in 2019	
				in number	in %
Legal entities	1 438	2 048	2 646	598	29%
Individuals	15 487	35 280	52 680	17 400	49%
Total	16 925	37 328	55 326	17 998	48%



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



Rapid growth of the number of issued cards

Issued cards	31/12/2017	31/12/2018	30/09/2019	Growth in 2019	
				number	in %
Total ArCa, MasterCard and Visa cards issued	24 668	65 481	107 322	41 841	64%

Evocabank's new credit products



Evocabank has started mortgage lending with a lower down payment.

Mortgage Loans with 7.5% Down Payment and without Additional Property Pledging.

For the first time in Armenia Evocabank is introducing Online Installment Shopping system and inviting all online-trading organizations for cooperation.



ROBIN

Evocabank has announced to introduce a **robot assistant** in its headquarters, first among banks in Armenia.



evoca LAB 4

The Bank launches an innovative professional development program for graduates and 2-nd year master students.

EVOJI – Evocabank’s Emojis

For the first time in Armenian financial system, Evocabank is introducing its own-trendy, unique emojis.



INNOVATIONS & EVOCABANK



Evocabank's social awareness projects

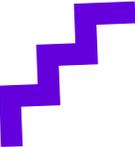


Evocabank made a donation to help the restoration effort of Notre Dame Cathedral in Paris

evocaBANK *Segafredo*

ՎԱՐԻՐ ԱՌԱՆՑ ԱՂՏՈՏԵԼՈՒ ԵՎ ՇԱՀԻՐ

Sponsorship support to city cycling event, promoting ecologically clean transportation



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



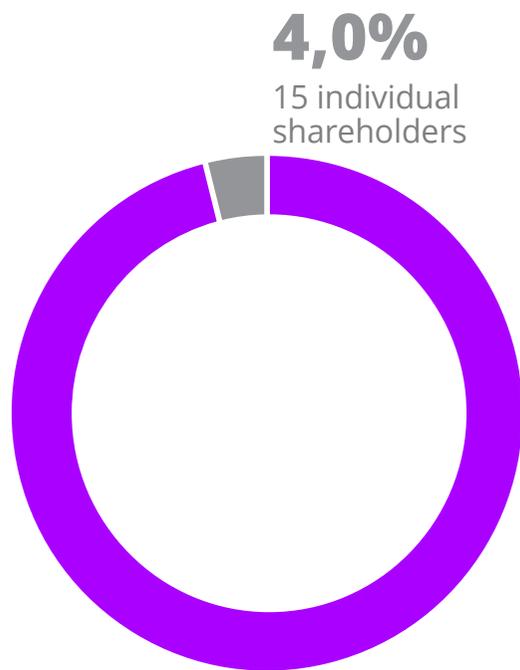
Felix Dilanyan, PhD
Member of Supervisory
Board



Varazdat Nersisyan, MBA
Member of Supervisory
Board



Armen Manukyan
Member of Supervisory
Board



4,0%
15 individual
shareholders

96,0%

"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
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



Press Release

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

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

A 3D perspective of a tunnel formed by glowing blue rectangular frames receding into the distance. The frames are arranged in a series of concentric, slightly offset rectangles that create a sense of depth and movement. The lighting is a vibrant blue, and the overall effect is futuristic and dynamic.

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



Mobile first

EvocaTouch mobile app ranks №3 by the number of downloads in Armenian **Appstore** (among all apps).

Performance indicators

according to **ARMINFO** news agency **Evocabank** holds the following positions as of June 30, 2019:

by the size of authorized capital

place 14

by the value of assets

place 14

by client credit portfolio

place 13

by loans to individuals

place 11

by retained earnings

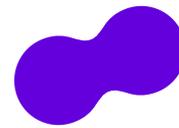
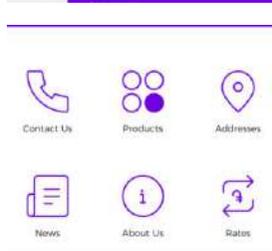
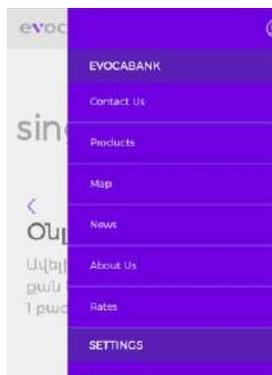
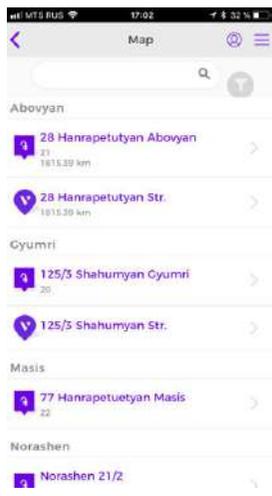
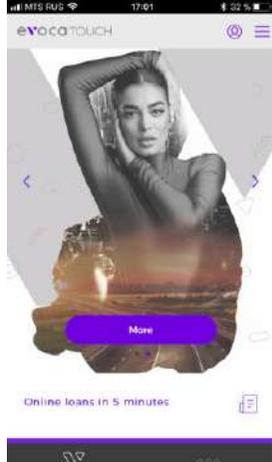
place 15

by client accounts and deposits

place 14

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.

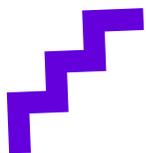
The Bank makes digital security in online channels its top priority.

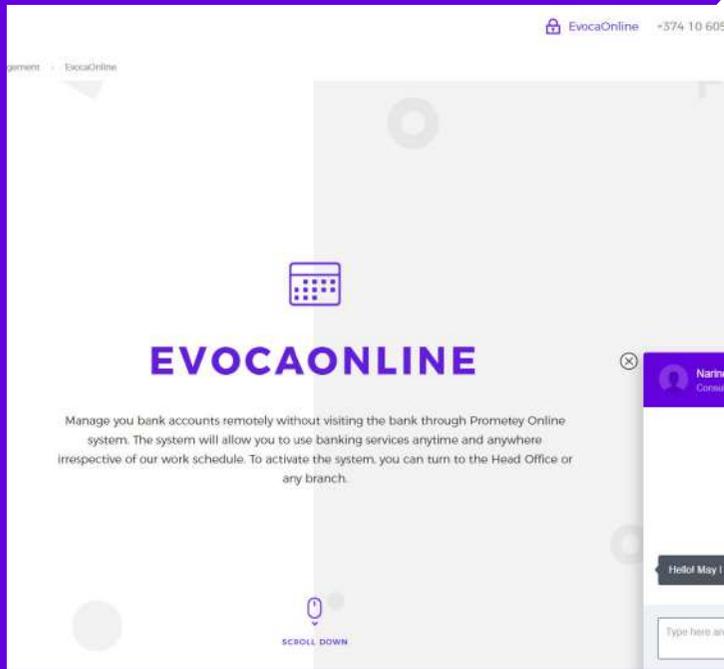


EvocaTouch
mobile banking application for individuals and corporate clients.



EvocaToken
mobile application which provides secure access to the main application.





Digital Channels: **internet bank**

Accessing EVOCAONLINE internet banking system clients can:

manage their current accounts

check information on accounts, history of operations, loans and repayment schedule

make transfers with loans and current accounts

send and receive letters in free format with the enclosed files

import data from xml files

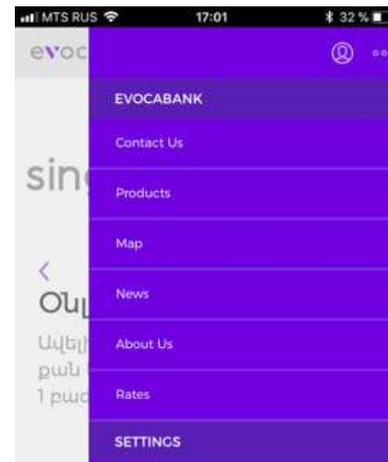
create document templates

Digital Banking: EvocaTouch



The screenshot shows the "Rates" screen in the EvocaTouch app. It features a table with columns for Currency, CBA Rate, Buy, and Sale. The table lists rates for USD, EUR, RUB, and GBP. There are also buttons for "Cash" and "Non-Cash" transactions.

Currency	CBA Rate	Buy	Sale
USD	480.57	480.00	482.50
EUR	590.67	588.00	594.00
RUB	8.47	8.43	8.52
GBP	667.57	662.00	672.00



Mobile First

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

Number of downloads:

191 053 total downloads

64 816 total downloads

255 869 total downloads



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 the 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.

singleTOUCH and Shopping Card

Online loans provided

	30/09/2019
Number of online loans provided	54 273
Online loan amount, mln AMD	38 537 578

Fast online loan with singleTOUCH



https://www.youtube.com/watch?v=X0uprmLp_HQ



<https://www.youtube.com/watch?v=oqDcdP7enFM>



Convenient shopping experience with Shopping Card



<https://www.youtube.com/watch?v=BXilj5FgxU>



Communication with Clients through Social Networks

The Bank actively interacts with clients via social networks.



Evocabank has the most popular page in [Instagram](#) among banks in Armenia with more than 16 500 subscribers.

Number 1 by the number of subscribers among banks in Armenia

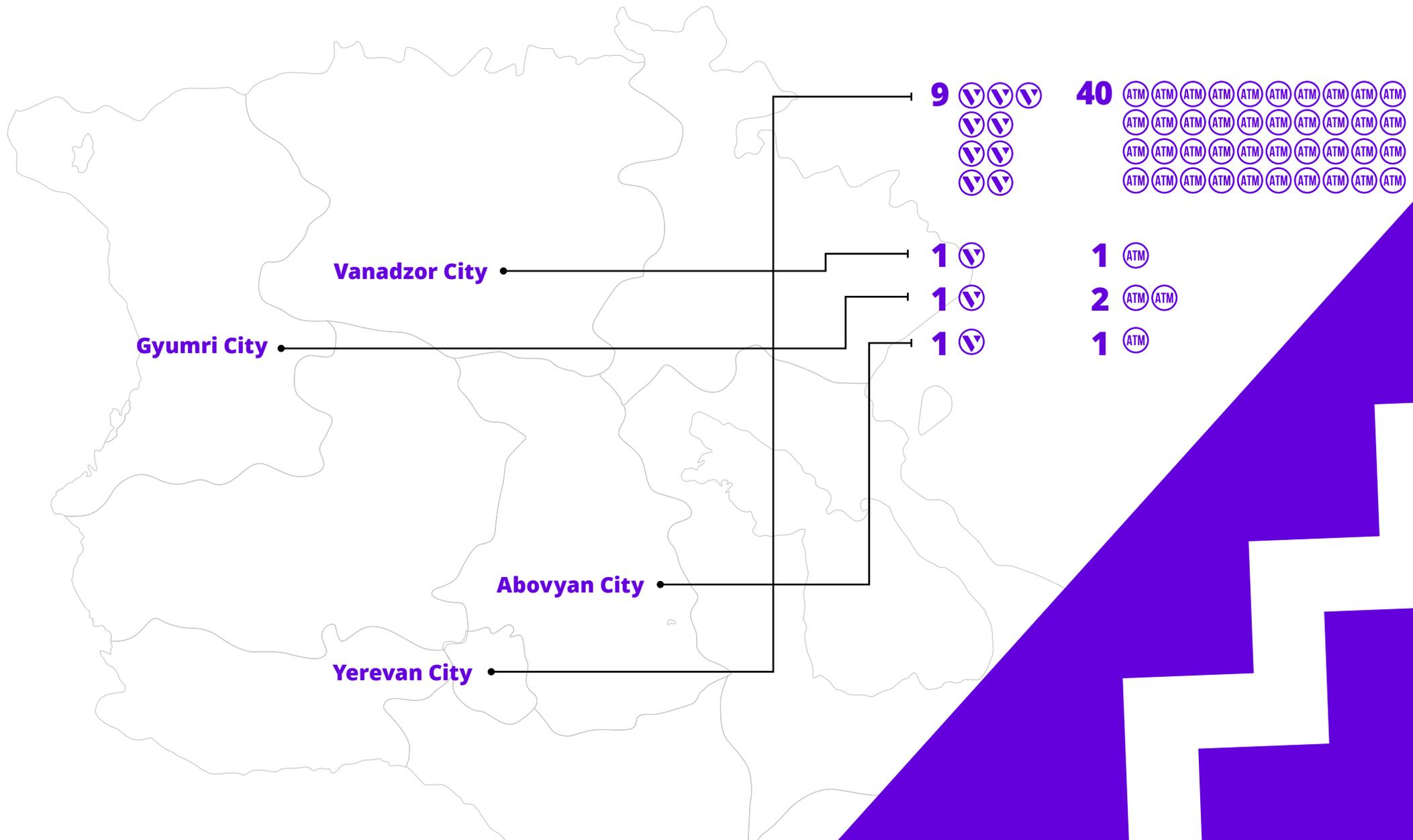


Evocabank also actively interacts with clients via [Facebook](#) (more than 75 000 subscribers).

Number 2 by the number of subscribers among banks in Armenia

Offline channels: Branch and ATM Network

Today, the Bank has **12 branches** (including the Head Office) and **44 ATMs** on the territory of Armenia.



Products for Individuals



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 BEST, Converse TRANSFER, INTELEXPRESS, UNISream, 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.

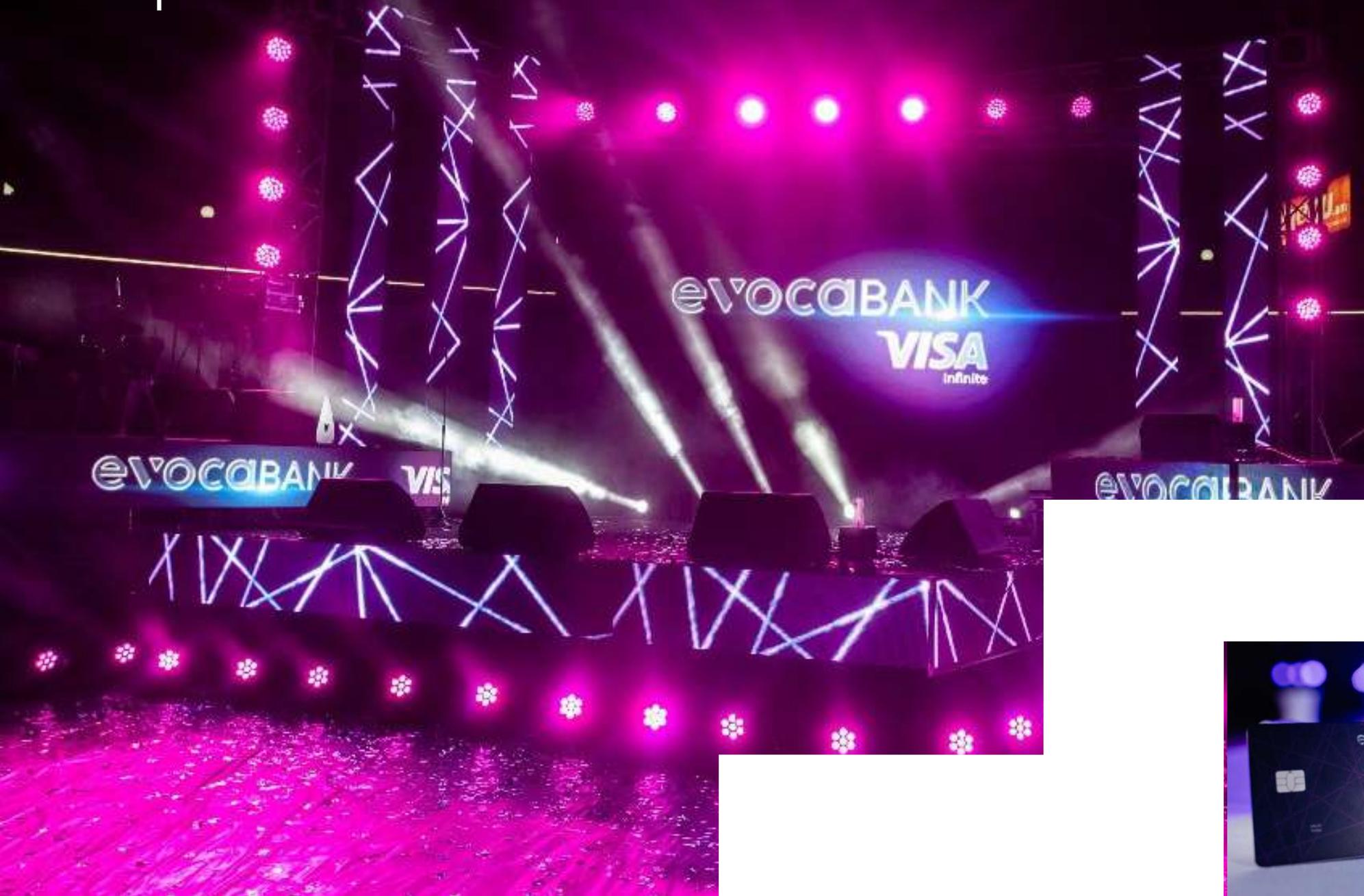
Investment service

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

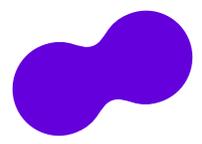
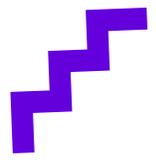
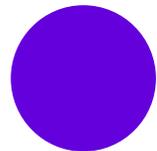
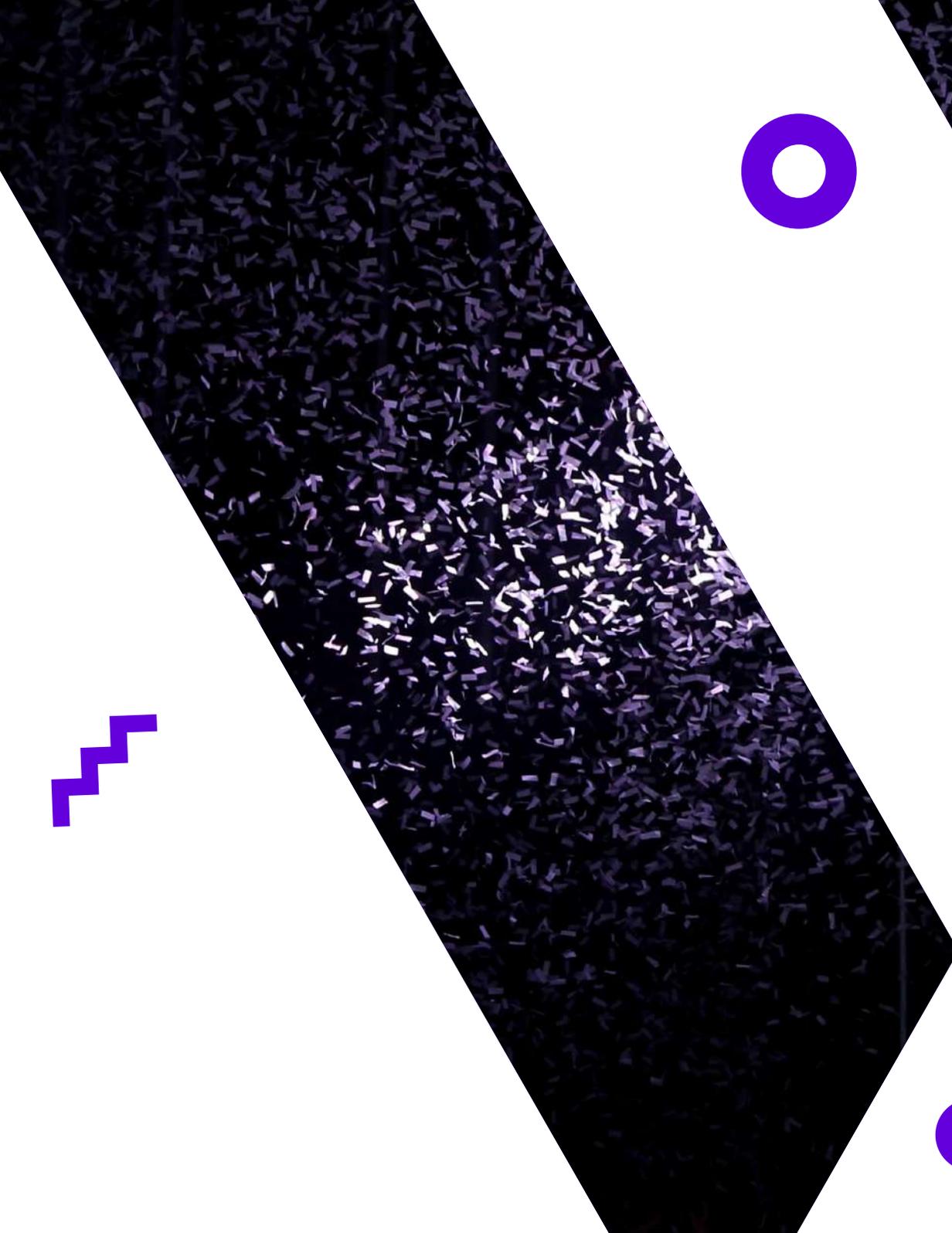
Letters of credit
Documentary Collection
Guarantee

Money transfers

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

Investment services

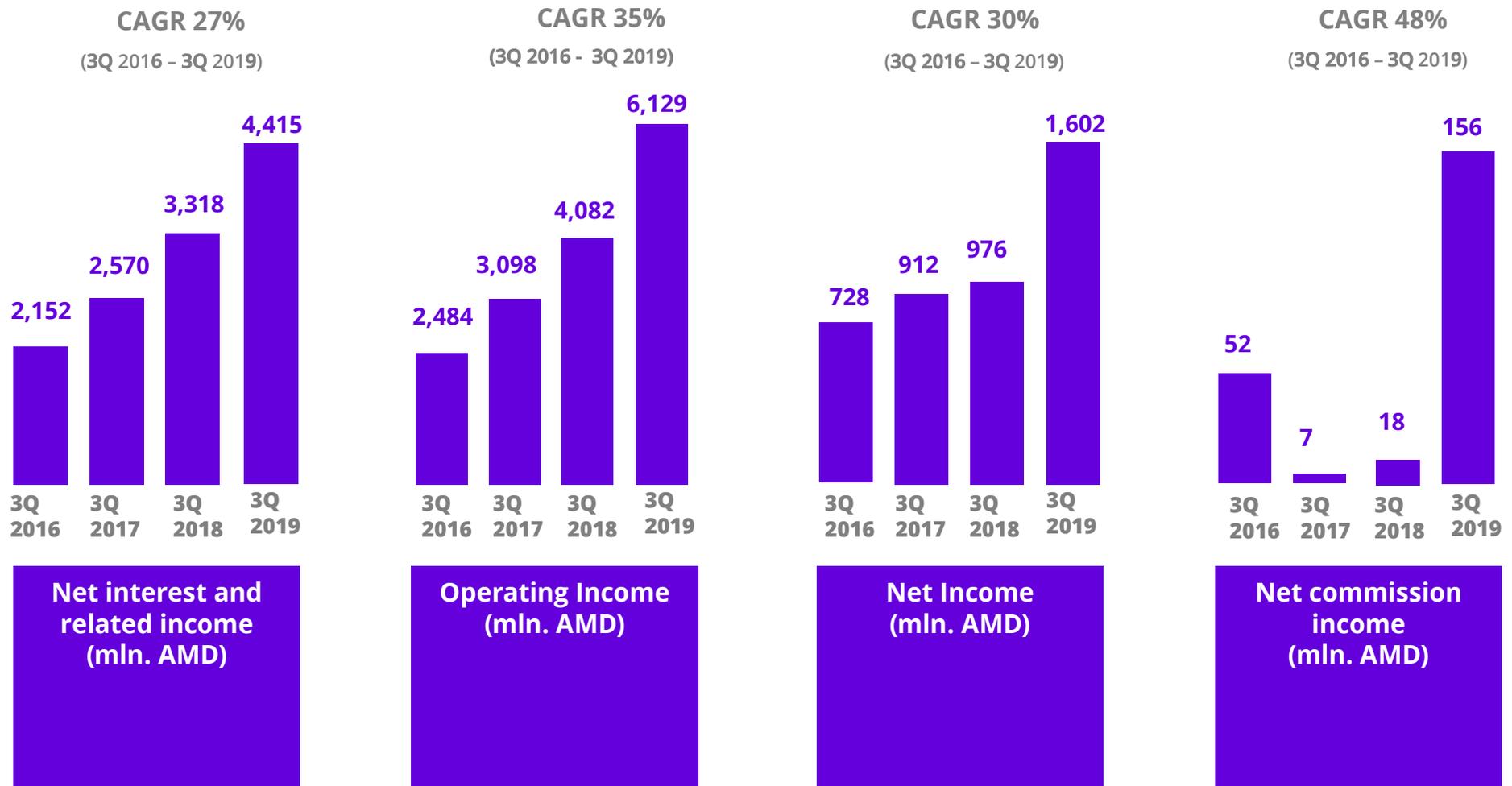
Broker (dealer) and depository services on the territory of the Republic of Armenia, in the Russian and global securities markets



Financial Indicators

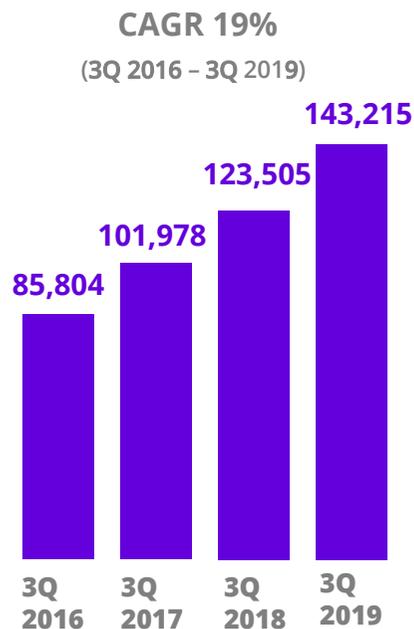
Income Statement Indicators

In 2016-2019 Evocabank demonstrated stable growth of income indicators

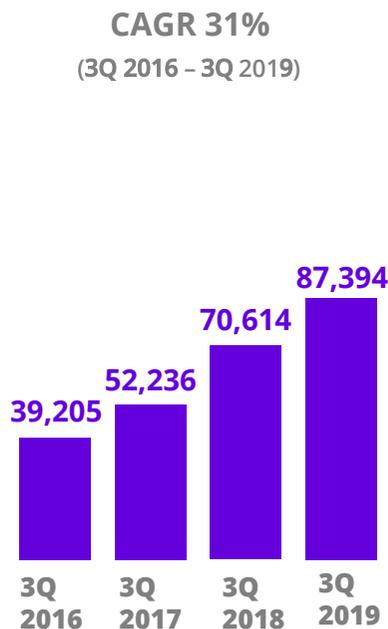


Balance-sheet Indicators

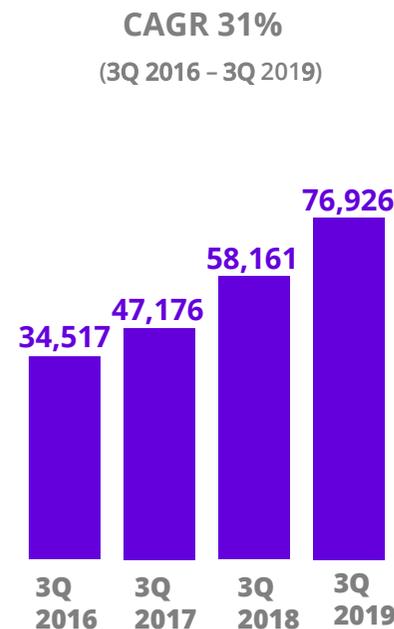
In 2016-2019 Evocabank demonstrated stable growth in all balance sheet indicators



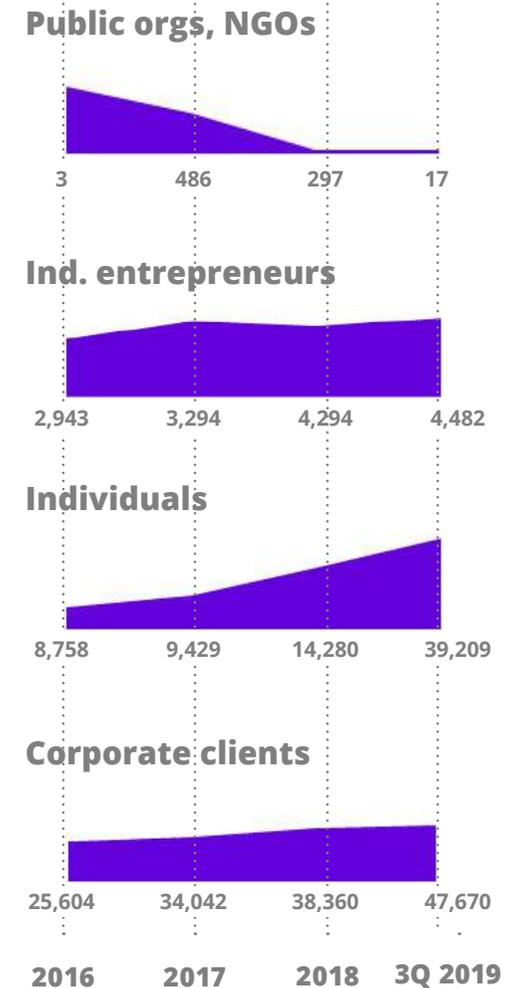
Total assets,
mln. AMD



Loans and advances to
customers,
mln. AMD



Amounts due to
customers,
mln. AMD



Structure of the loan
portfolio 2016- 2019,
mln. AMD (without
interbank lending)

Credit Portfolio of the Bank

Loan portfolio structure by types of creditors,
30.09.2019



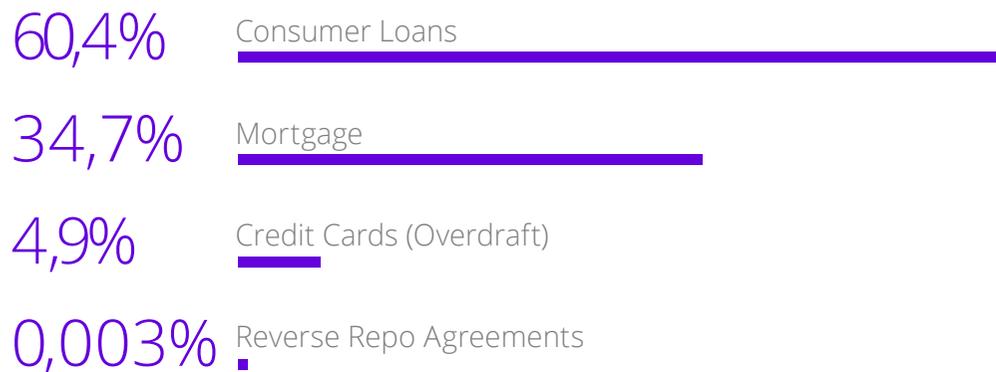
■ Credit Portfolio is almost equally split between legal entities (56%) and individuals (44%)

■ Retail loans accounted for **44%** of the total loan portfolio of the Bank.

■ The share of retail lending has grown since the beginning of the year by **11%** 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,
30.09.2019



Retail loans (which include auto loans and other consumer loans, and exclude mortgages, cards and reverse repo agreements) make up **60%** of the portfolio of retail loans.



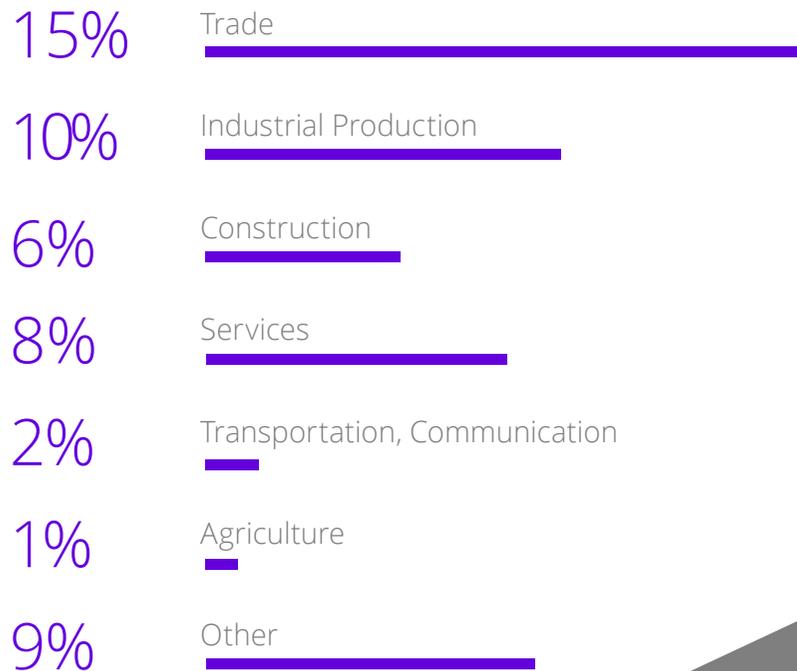
The most demanded product in 2019 is mortgage (**35%** of the portfolio).



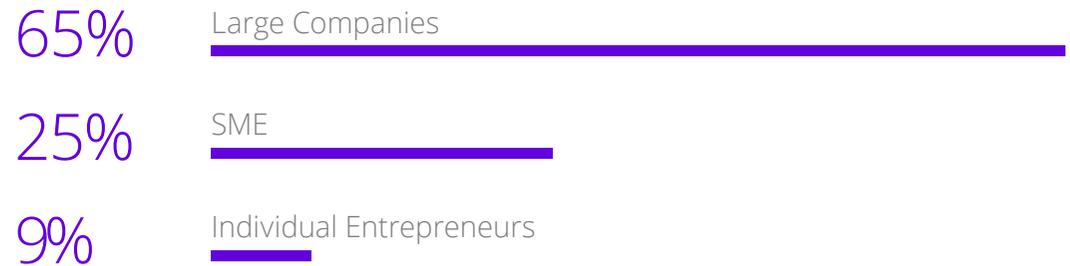
Due to its focus on consumer lending, including through online channels, the consumer loan share maintains the large share of 60% throughout the year.

Credit Portfolio: Corporate Clients

Corporate loan portfolio structure by industry, 30.09.2019



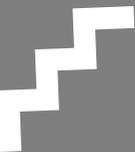
Corporate loan portfolio structure by company size, 30.09.2019



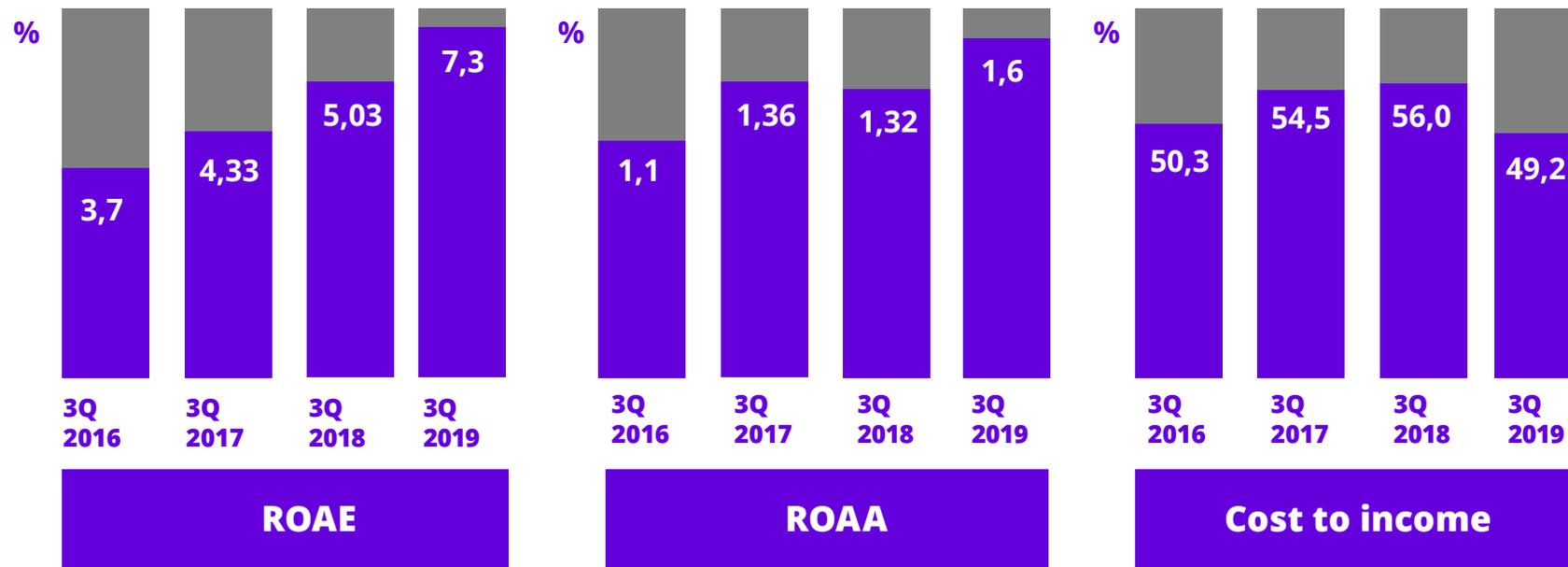
■ Corporate portfolio equals to 51% of the total loan portfolio of the Bank (46% of loans to private sector enterprises, 5% to individual entrepreneurs and 0.1% to public organizations).

■ Corporate loans are dominated by loans to Trade (15%) and Industrial (10%) companies.

■ Loans to large enterprises account for more than half of the portfolio (65%), 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 2016-2018

At the same time operational efficiency of the Bank (C/I) has improved and reached the level of 49% in 2019.

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

Name		2014	2015	2016	2017	2018	3Q 2019
Minimal amount of the Bank's charter capital	50 000	14 400 000	14 400 000	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)	18 476 997	23 065 971	32 712 307	33 607 165	33 211 112	32 602 353
N 1 Minimal ratio of total capital to risk weighted assets	12 %	29,00 %	34,82 %	39,41 %	30,82 %	27,02 %	23,04 %
N 2 Minimal ratio of highly liquid assets to total assets	15 %	28,79 %	28,60 %	32,41 %	29,25 %	22,93 %	24,33 %
N 2 Minimal ratio of the Bank's highly liquid assets to the callable liabilities	60 %	181,58 %	173,34 %	196,00 %	183,19 %	139,67 %	158,04%
N 3 Maximal ratio of one borrower's risk	20 %	19,15 %	13,73 %	17,41 %	17,47 %	14,84 %	17,13 %
N 3 Maximal ratio of all major borrowers' risk	500 %	68,35 %	46,38 %	58,17 %	71,64 %	75,67 %	78,78 %
N 4 Maximal ratio of one borrower's risk affiliated with the Bank	5 %	0,93 %	4,16 %	0,31 %	0,45 %	0,45 %	0,8 %
N 4 Maximal ratio of all major borrowers' risk affiliated with the Bank	20 %	5,23 %	7,69 %	2,10 %	2,67 %	2,90 %	3,59 %
Maximum ratio of the currency position to the Bank's total capital	10 %	0,18 %	0,50 %	0,12 %	0,44 %	4,47 %	3,27 %

evocabANK

TOWARDS THE NEW REALITY

Evocabank

Yerevan, Armenia
44/2 Hanrapetutyan Str.
(+374 10) 60 55 55

