

Pictorials



Chase Bank and Genghis Capital Scoop CMA Awards.

May Yahuma (Right) - Relationship Manager Custodial Services and Rebecca Tiba (2nd Right) General Manager Business Development Genghis Capital hold up their awards for 2nd runner up Leading Custodian, 2nd Runner up Stock Broker of the year and 1st Runner up research team of the year respectively at the 2012 CMA awards.

Kenya Institute Management Annual Business Award (KABA).



Eunice Kimeriah, presents the KTDA Factory Financial Management Award to one of the winners at the Kenya Institute Management Annual Business Award (KABA) held on 30th November 2012. The award recognizes Companies and Individuals committed to pursuit of Excellence and Integrity in Management Practice. Chase Bank is proud to have been a sponsor.

Chase Bank Donates to Cheryl Children's Home, Nairobi.



Administration and Facilities team poses with the children from Cheryl's children's home. The boys represented the team in the presentation of food stuffs and a water storage tank.

Chase Iman launches first ever Tuk Tuk Loan.



Assistant General Manager of Islamic Banking, Ms Iman Hussein addresses the press at the launch of the Chase Iman Tuk Tuk Loan in Mombasa.

Chase Mosaic Celebrates Diwali.



The Chase Mosaic team gather for a group photograph on Diwali outside the Chase Bank Riverside Mews Building.

Chase Bank and Zanaa Africa A-Pad-A-Day Drive.



High School students receive sanitary towels from the Chase Foundation through a partnership with Zanaa Africa. Zanaa are committed to keeping girls in school through the provision of sanitary towels.

A taste of...



Limuru Express Now Open!



Limuru DC Mr. Kangethe Thuku and Mr. Daniel Mavindu, CEO Rafiki DTM cut the ceremonial tape during the official opening of Rafiki DTM Limuru Branch.

MOU - Signing (Zenith and Rafiki DTM)



Rafiki DTM General Manager, George Mbiru and Zenith Steel Fabricators Ltd. CEO, Mr. Rahim Bivji during the signing of a partnership MOU.

Rafiki DTM Hosts Chama Breakfast



Mr. Zephaniah Mbugua, Chairman Trans Century, speaks during Rafiki DTM Chama Breakfast at Intercontinental hotel.



Bethosawa Development Ltd. member Sammy Odawa speaks during Rafiki DTM Chama Breakfast in October. Bethosawa, a chama of 84 members from Soweeto, Kayole were funded to buy 10 acres of land in Kangundo.

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www.chasebankkenya.co.ke

January - March 2013
Edition 23

CHASE news



Message from the Ass. General Manager Talent & Organisation Development

Hellen Akello

Happy New Year.

The year 2012 was one of great achievement for the Group. It has been an exciting year. One filled with new experiences and above all continuous learning. In July of 2011, we successfully transitioned to Flex Cube, a state of the art core banking software and 2012 is a milestone for us as it is our first full year on the system and the results have been positive.

We have taken this opportunity to train our staff to embrace technology and use this to enhance our internal workings to better the organization and in turn our service to you.

Last year, we hosted our first ever #ChaseDebate on Twitter. The debate was the first to be held on the social network by a financial institution in Kenya. The debate was a collaborative effort by the Chase Group of Companies and through this platform we were able to engage clients on a social level in matters relating to finance.

Innovation must be nurtured in order to harness its full potential. This is done through leadership. Good leadership is the foundation on which an organization is built. At Chase Group we blend talent and experience with youth and energy in order to create a leadership pipeline that meets the organization's ever growing requirements.

At the 2012 Annual Banking awards, Chase Bank was awarded First Runner Up for our contribution to the SME space. As the preferred SME Bank we are tirelessly working to provide services that are unique to the market. This can only be achieved through building relationships with our clients and creating avenues for our clients to engage with us.

It was this very engagement that brought about the creation of the **Chase Kilimo** bouquet of products. **Chase Kilimo** is the Banking solution that was created for those that play in the Agri-Business sector. The bouquet offers working capital, longer term loans, export financing, asset finance for agricultural equipment investments in addition to savings and current accounts.

Chase Bank has in the last 3 years opened its doors in locations that are the hub of the country's agricultural sector, with Kisii Branch being the newest addition to the network. Kisii is the home of fresh produce and we are excited to introduce our products and services to this key town.

Maple Management, our client focus for this edition is an SME that offers custom made trainings that are targeted to the specific needs of the organization. Maple Management has banked with Chase Bank for the last 2 years and their business model is built on providing unique products that nurture SMEs.

A similar model of business is employed by our very own companies. Chase Assurance is keen on providing insurance that is targeted at simplifying the life of the applicant. One signature and your vehicle insurance is issued to you. Hassle free, with value additions that are only available to Chase Assurance clients.

Rafiki (DTM) have perfected the art of simplicity, they have taken the concept of 'Chama Banking' and reinvented it so as to build their Chama's through workshops and seminars which have grown the groups' portfolios and therefore their borrowing appetite.

Innovation and execution is what Chase Group is all about. We believe that with the right staffing, the rest of the dominos fall into place. We invest in our staff, so that they can invest in our clients.

As we start the New Year, we look forward to your continued support as we work towards continuously providing relationship based banking services to suit your every business need.

We wish you a prosperous 2013.

Hellen Akello

Customer Focus: Maple Management E.A. Limited



June Gathoni, Director Maple Management East Africa speaks at an interview.

Maple Management E. A. Limited is a company on the fast lane. Incorporated in 2010, Maple was formed with the vision of being the leading training, exhibition and events company in East Africa. The company was incorporated mainly in response to a growing interest in exhibitions as a sales and marketing tool.

Maple offers various services such as Corporate Trainings and Events; Exhibitions; Trade Fairs and Expos; Professional Conference Organizing (PCO); Trade Missions & Business Linkages; Workshops and Seminars organizers; Public Relation & Media Consultancy; Events Equipment Hire.

The company is also a full-service event organizing company that provides complete planning, consulting, and supervision for both corporate and social events.

Maple Management E. A. Limited is among the leading training companies in East Africa. Asked how they manage to keep aloof of the competition in this market, Dorcas - Head of the Training Division, was quick to point out, "Our approach is comprehensive, tailored made trainings geared towards becoming a part of our clients' businesses and knowing as much about their operations and challenges and how we can help address them...we have a large team of skilled local and International training professionals who have the capabilities to deliver the results you want efficiently."

Maple offers various trainings including Workplace Essentials in Administration; HR Management & Customer Care; Leadership; Strategic Marketing & Planning; Change Management; Risk Management; E-marketing & Online Platform Management; Public speaking & Etiquette and Entrepreneurship.

Dorcas concludes by further explaining what drives them as the training team, "Our competitive advantage is the ability to offer training based on the specific needs of a particular client. We have done this extremely effectively in the past with outstanding results and positive feedback. We do this not only because it makes for a good relationship with you, but also because it makes good business sense. This is what we call Getting the Best from the Best!"

If you are interested in consulting with this great team, get in touch with Dorcas on, dorcas@maplekenya.com; or 0723-355-408; or visit their website: www.maplekenya.com.

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Team Spotlight - Chase Kilimo



Kathleen Goense Head of Agribusiness has a sit down with her team during a weekly brainstorming session.

According to PWC Kenya, agriculture has, for many years, formed the backbone of Kenya's economy; the agriculture sector contributes more than 30 per cent of the Gross Domestic Product (GDP) and accounts for 80 per cent of national employment, mainly in the rural areas.

In addition, the sector contributes more than 60 per cent of the total export earnings and about 45 per cent of government revenue, while providing for most of the country's food requirements. The sector is estimated to have a further indirect contribution of nearly 27 per cent of GDP through linkages with manufacturing, distribution, and other service related sectors.

Chase Kilimo is Chase Bank's answer to the financial needs of those in the Agri Business sector. *Chase Kilimo* focuses on the whole value chain and serves the sector across the Chase Group; from Bank Assurance, to Genghis Capital, Rafiki DTM and Chase Bank. Relationship Management, in depth sector knowledge, quality of service and risk management are key drivers for this sector and we use these to provide those in the Agri Business sector with the necessary financial tools to grow their business.

The Agri Business team has been hand-picked and trained in the specifics of this very result

driven sector. This team has been tasked with training staff across the network and across the group companies. In addition, we are working on the creation of an internal knowledge center, which all colleagues will be able to tap into. We will focus on in depth sector knowledge of value chains; first we will start with Dairy, Horticulture and Warehouse Receipt Finance in the Cereal market. We are adjusting our products, procedures and systems to support the financial products for the agricultural sector as it is a more seasonal cash flow sector.

Apart from exporters, traders, agribusiness companies and farmers that are coming in as a new clients, we have approached companies for various sector specific partnerships to form packages for smaller scale farmers.

There are many great solutions cooking in the Agri Business kitchen and we are very keen on seeing these solutions benefit our clients.

We attribute the development of this product to the fact that we work as a team and we have our loyal clients who continuously guide us and advise us as we go along.



What's Happening Online?



The new media space is something we are very passionate about. We are inspired by the digital age and thinking outside the box is what this space is all about.

On 16th November, the Chase Group hosted the first ever Twitter debate organized by a Kenyan financial institution. It is ChaseGroup initiative and not only limited to the Bank but our sister companies, Genghis Capital, Winton Research, Chase Assurance and Rafiki DTM.

The objective of the online discussion was to create a platform where people locally and internationally can come together and not only discuss financial topics but other topics relevant to our business society.

The topic for the first debate was Projections2013, with the top issues mentioned by our online community being the political instability. The debate was very well received and we couldn't wait to host the next one.

The second **#ChaseDebate** hosted on the 7th December 2012 had a great turn out. After partnering with Capital FM and an online agency we were able to generate a total of 472 interactions on Twitter alone in 1.5 hours. Being the preferred SME bank, the second topic focused on SMEs, getting to the bottom of their business needs so as to better understand our customers.

The Chase Group is very keen to hear from you, whether via the #ChaseDebate or otherwise. We look forward to hearing from you and stay tuned for the next #ChaseDebate.



CHASE ASSURANCE

Chase Auto Covers



Are you covered by Chase Auto Private? If you are then you know that this is the most comprehensive personal motor vehicle package in the market.

Chase Assurance creates insurance packages that are focused on the clients' needs and above all else the value additions that make the products unique. The premiums are competitive and through Chase Bank, this can be financed allowing for easy payments.

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- Free emergency medical services for vehicle occupants in the event of an accident up to Kshs. 30,000
- Auto Assured for Kshs. 9,280 per vehicle (applicable to Chase Auto private only)
- Damage and theft cover is extended while the vehicle is in East Africa (Kenya, Uganda, Tanzania, Rwanda and Burundi)

Chase Auto Private also offers you reimbursement of maximum Kshs. 3, 000 per day subject to a maximum of Kshs. 30, 000 should you temporarily loose the use of your vehicle.

To enjoy this and many other tailor-made insurance packages, call us on 0727 331175, 0736 432025 or simply drop us an email on assurance@chase-assurance.com, or visit any Chase Bank Branch.

*Terms and Conditions apply

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Reflect On The Cause

STAND UP

for african mothers

CHARITY WALK

DATE: 9th February 2013 | VENUE: Ngong Road Forest | TIME: 8:00 am



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