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Media Release

EBank celebrates its 1 Year Anniversary

EBank Limited Reg no 2011/0591

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EBank Celebrates its 1 Year Anniversary

On 1 November 2015, EBank celebrated its first year anniversary. This vibrant banking brand showed impressive growth in its first year, having recorded a client base of 40,000 personal accounts. Driven by their vision to be the *most accessible bank in Namibia*, EBank continuously pushed the boundaries of innovation and technology to deliver easy, safe and smart banking solutions for all in Namibia.

Accessible banking through innovation

A fundamental trait of EBank's rising success was its introduction of retail outlets, enabling clients to choose where they bank whilst doing their shopping. "Our aim was to increase the ease at which people can bank and move money around," recalled Mike Mukete, EBank's CEO. The retail partner network offered a unique banking experience by turning every EBank-enabled till point into a deposit, withdrawal or payment point. This model allows for EBank clients to safely withdraw or deposit money and make payments without the inconvenience of long queues or separate visits to a bank.

Key milestones

EBank launched with a set of personal banking solutions – EBank Easy, the only self-activated bank account in Namibia, and EBank Smart, the most affordable, fully functional transaction account in the market. Since launch, EBank has achieved several milestones:

- Personal banking solutions have been opened for over 40 000 clients, providing both a transaction and free 32-day notice savings account
- Successful implementation of online banking, smart-phone access and USSD access to accounts
- Recent launch of chip-and-pin Master Card debit cards
- Introduction of Client Service Centres at key locations
- EBank retail partner network grew to 109 outlets countrywide
- EBank has become an Authorised Dealer in Foreign Exchange

The way forward

With the continued success of EBank's personal banking solutions, the focus is now also on developing and rolling out a business banking solution, treasury and foreign exchange offerings as well as a lending capability. "The key to our model is accessible banking for all," said Mukete. "This past year, we have shown that we will innovate whenever there is a need to improve or expand our service and channel offerings to ensure that everyone in Namibia has access to and full use of a full range of banking services. Namibians have shown great enthusiasm for EBank and we look forward to another exciting year," concluded Mukete.

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