

CONSUMER BANKING

The Consumer Banking cluster has four pillars to respond to the clients' needs; Wealth Management, Private Banking, Personal Banking and Business Banking. Under this structure, AfrAsia has the aim to continue building the customer trust, providing a high-quality service and enhancing the customer experience. The clients have praised this structure, as the cluster has been able to grow significantly its Custody portfolio over the last year. Deposits had a slight growth and the Loans book had a neutral growth due to the focus of the Bank.

For our High Net Worth Individuals (HNWI) segment, a new dedicated pillar; "Wealth Management"; was created in order to help our clients to grow their wealth and prepare for their retirement. After consulting our clients, the department came up with a new client proposition, which will respond to their needs and deliver an outstanding customer experience. The features of the new proposition are:

- › Access to worldwide financial markets;
- › Portfolio management and investment advisory;
- › Margin lending in USD / EUR / GBP / MUR on listed securities;
- › Preferential rates on currencies exchange; and
- › Exclusive Investment Funds.

Having the clients' best interest at stake, the Personal Banking and Business Banking team has structured the team in a way where every Relationship Manager has a specific client segment to service. With this configuration, the team has increased efficiency in cross selling mainly in the investment products proposed by AfrAsia Capital Market. Furthermore, specific product propositions have been introduced to target new business for specific segments:

- › Mortgage package for acquisition of residences, including luxury villas;
- › A Loyalty Package for employees of IBL Group;
- › A Bills Discounting service for suppliers of IBL Group of Companies; and
- › Trade finance for SMEs.