

◆ Highlights

Sacombank (Cambodia) Plc. is opening its 7th business location in Cambodia – Pochentong Branch



(Phnom Penh) 24 June 2013 – Colorful street banners are hung along the Russian Boulevard to celebrate the grand opening of Pochentong Branch - 7th business location of the bank in Cambodia, bringing its broad range of banking products & services to the community at the western part of Phnom Penh.

Following the orientation “To be the first modern universal bank in the region”, network expansion is one of the bank priorities in order to increase the trading capacity, create more opportunities for individual and business customers and therefore improve the living standards for the community, where the bank operates. As of May 2013, Sacombank (Cambodia) Plc. has

one headquarter and 5 branches in Cambodia, includes Olympic Branch, ChbarAmpeou Branch, PreahMonivong Branch, PhsarHeng Ly Branch and Kampong Cham branch. With the opening of Pochentong branch, the bank network has increased into 7 business locations. With high-quality amenities and a strategic location near jobs and transit, located at 378-379 Russian Boulevard, SangkatKaKap, Khan Posenchey, Phnom Penh, Pochentong Branch is designed to provide private individuals, self-employed customers as well as small and medium sized enterprises with the experience of quick access to variety of innovative banking solutions including receipt of demand deposits,



◆ Upcoming Events

Orientation Program to welcome new employees

Being a largest recruiter of university graduates which in Vietnam, Sacombank is an institution that highly values new talents. To welcome new members, the bank is hosting an essential seminar – Orientation Program by introducing new employees to the bank and sharing the vision of the bank so that the entire organization is moving in the right direction toward success. Participants will be briefly introduced to the bank’s general information, shared about the bank mission, vision and core values and of course, some inspiring stories and senior role models.



term deposits, savings deposits and other types of deposits; grant of credit in the form of lending, bank’s guarantee; international payment and money transfer services, trade finance, etc...

To celebrate the grand opening of Pochentong Branch, customer will receive a special gift for account opening or any transaction at the branch office until 24 July 2013. The branch will be open from 8 a.m. to 4 p.m. Monday to Friday. Additionally, the bank also continues the road show routine, aiming to promote brand name of the bank as well as the on-going fixed deposit promotion “Deposit money – Win Scoopy i”.



## Sacombank (Cambodia) Plc. reports first half year 2013 earnings before income tax of USD 1.17 million

As at 30 June 2013, Sacombank Cambodia's total asset was USD 118.2 million, reflecting an increase of USD 29.2 million, equivalent to about 32.8% compared to year begin, accounted for 82.5% of annual plan.

Total deposit reached over USD 72 million, reflecting an increase of USD 27 million, equivalent to 60% higher against start of year. It accounted for 70.2% of annual plan. In particular, corporate and retails deposits increased by USD 5 million, upped 21.7% compared to start of year. This is a positive sign despite of difficulties in the local fund-raising market.

Credit growth moved positively with a diversified loan portfolio and reached USD 77.3 million as at June 2013, an increase of USD 14 million or 22.9% against start of year.

Revenues from interest income were USD 3.2 million and from service income were more than USD 250 thousand while earnings before income tax reached USD 1.17 million, accounted for 53.4% of annual plan. Operating cost is well-controlled reflects disciplined cost management within the bank.

In term of branch network, as of 30 June 2013, there are 7 business locations in Cambodia, include one Head Office, 5 branches in Phnom Penh and one in Kampong Cham province.

Based on the positive business result of first half year 2013, Sacombank (Cambodia) Plc. will continue to preserve, promote and improve the advantages, and adjust the operational shortcomings in the second half year in order to achieve 2013 plan.

## Insurance to be implemented for Market Loan

After nearly 3 years of launching, Market Loan has become an attractive product for market vendors at Orruesey and Olympic market - two of the biggest markets in Phnom Penh. As at June 2013, Sacombank (Cambodia) Plc. has assisted nearly hundred market vendors with a total disbursed loan amount of \$1,930,135.00 and an average interest rate of 16.8% p.a.

As a part of service improvement and risk reduction, the bank will implement insurance for all market loan customers from quarter 3, 2013 onward. It's also the way Sacombank (Cambodia) Plc. shows commitment to create added values for customer and improve the competitiveness in the local market.

## Launching annuity method of loan repayment



Starting from May 2013, loan customers at Sacombank (Cambodia) Plc. are able to choose annuity method for their loan repayment. Different from differential method that principal is divided into equal parts and paid monthly, plus that part of the interest accrued on the balance of the principal, with annuity method, principle

and interest are paid in equal installment.

With a grace period up to 6 months, annuity method is a good option for loan customer as their repayments are becoming less burdensome in the first terms. This service is a commitment of the bank to continuously add values for customers.

## Essential Managerial Skill Training for Intermediate Management

At Sacombank (Cambodia) Plc., Human Resource development is considered as one of the most important strategies of the bank to improve competitiveness and meet the development requirement of the bank. HR development is strictly practiced to ensure employees experience in the bank ready for the challenging working environment and upgrade their skills. As a part of career development program for employees, many different trainings and soft skill courses have been organized to strengthen employee's abilities in both banking

and management, includes essential managerial skill training for intermediate management as well as the new generation managers. With this essential managerial skill, participants are given an opportunity to nurture their leadership skill - one of the most important skills to upgrade career competency and professional values. By applying this knowledge at work, supervisor and manager are potentially becoming great leaders while being good team-player which will highly contribute in pushing the bank toward success.



## Launching Raincoat Giving-away Promotion

To thank customers for their on-going support, Sacombank (Cambodia) Plc. will be launching raincoat promotion by giving-away the high quality raincoat to potential customers and customers having transaction with the bank included

account opening, all types of deposits and loans, remittance or money transfer service, trade finance. As the rainy season approaches, this raincoat promotion will last from mid of June to the end of August 2013 or while stocks still last.







Is it a trend with those must-have-hats? Anyway, it's a refreshing getaway spot



Finally, here we are at the beautiful landscape of Koh Kong beach



Can you count how many people in this Group Photo? We love the big smiles on thier faces



Everyone is witnessing the adventure in the beauty of the "Prey Korng Kang"



Yay... We have a lot of funs in Safari World...



# ANNUAL TRIP

As a part team building session, Sacombank (Cambodia) Plc. took 3 day, 2 nights, making a visit to Koh Koh and Sihanouk Ville. This trip aims promote team building, allowing the staffs to relax after the hard working days at the same time getting to know the bank better.



Thanks to management for the unforgettable memories... We look for another trip with you again next year



## Web hacks a risk for banks

Growing cyber attacks on government institutions and infrastructure could pose a threat to Cambodia's vulnerable banking sector, officials with the National Cambodia Computer Emergency Response Team (CamCert) said.

With relatively weak internet security systems in Cambodia, the threat was more serious. "Banks in Cambodia are getting more threats from attacks of hackers, cyber criminals and even other nation states," said Ou Phannarith, head of CamCert.

Grant Knuckey, CEO of ANZ Royal Bank said "We have our secure program in verifying each client's identity and tight protection of their information and privacy," adding that

the bank may launch an upgrade later this year. So Phonnary, executive vice president of ACLEDA Bank Plc., said the company had not experienced any attacks from hackers, and their IT department was strong enough to "kick the thefts out."



## Room for improvement in Cambodia's bank sector



Cambodia still lags behind countries in the region in accessibility to e-banking and services, industry experts attending the 5th Banking and Microfinance Conference said.

Ros Sokha, senior manager of cards and e-banking at the FTB, said information technology and connectivity would help drive an industry that currently trails behind regional neighbours including Thailand, Vietnam and Malaysia.

"Amret is pursuing a service-oriented strategy by installing more ATMs and mobile-banking opportunities, right now we are still far from other countries," said Chea Phalarin, CEO at Amret MFI.

At the end of March, Cambodia had 713 ATMs, compared with 613 after the first three months of 2012 and counted only 500 in 2011, data from the NBC show.

## Cambodia Election Campaign 2013



Cambodian political parties kicked off on 27 June 2013 official campaign with

rallies, music, loud-speakers, leaflets, and throngs of supporters. There are 7 parties to take part in this year national election including 3 major representatives: the ruling Cambodian People's Party (CPP), the opposition Cambodian National Rescue Party (CNRP), and the League for Democracy Party. The national election will take place on July 28 and the official one month campaign season will last until July 26 2013.

## Confidence at central bank



As volatility strikes Asian markets in anticipation of the US Federal Reserve winding down quantitative easing – the practice of injecting money into the economy – the National Bank of Cambodia says the Kingdom will remain largely insulated thanks to an investment market still in its infancy.

Nguon Sokha, National Bank of Cambodia director general said "while the country may have benefited from the Fed's stimulus that began in 2008 in response to the global financial crisis,

the expected wind-down will have little impact due to the Kingdom's nascent securities market, its non-existent bond market and its favourable conditions for foreign investment."

Cambodia's emerging market "means capital coming in is mostly in the form of foreign direct investment, which means long-term and not speculative investment [short-term capital flow]," Sokha said. She said other countries in the region with short-term markets are vulnerable because capital could flow just as quickly in or out.

## ANZ bank opens an office in Myanmar

Australia and New Zealand Banking Group Ltd opened a representative office in Myanmar yesterday, making inroads into a country undergoing widespread political and economic reforms.

ANZ's chief executive officer for the Asia Pacific region Gilles Plante said the move – typically seen as an initial step in emerging markets before establishing a branch – reflects the expansion of the bank's network in the region.

"ANZ's representative office in Myanmar is the first point of contact for customers interested in doing business in Myanmar, and for businesses in Myanmar looking for opportunities in the 33 markets where ANZ operates across Asia-Pacific, Australia, New Zealand, Europe, America and the Middle East," Plante said.

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