

Tembo News

ISSUE 02 2018

Save the Child's heart!

As a Bank, partner, neighbour and member of community our mission is to transform lives of our customers and the community at large, and we remain committed to that focus in the years to come

Right to life

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OUR VALUES

Professional

Responsive

Accountable

Committed

Team player

Innovative

Courteous

Efficient

Editor's message



Dear Readers,

One of my teachers once told me that change is the only thing which is constant in life. That's certain in our digital banking journey as we continually strive to improve service delivery to enhance our customers' experience.

Over a short period of time, we have managed to introduce customer-centered products and services such as SimAccount which provide self-service account opening through mobile phones and Simbanking that offers a range of self service transactions such as Salary Advance an instant personal loan available 24/7 at a convenience of your finger tips. At CRDB Bank, we always look forward to meet and exceed your expectations.

It is indeed a great honour to present to you another edition of our Tembo Newsletter. In this issue, we have presented various topics and activities undertaken during the first half of the year 2018. They include moments of our colourful campaign of "Shuhudia Kombe la Dunia FIFA 2018 na TemboCard Visa" that saw six lucky winners jetting off to Russia to witness the thrill of the FIFA World Cup 2018.

You will also get to know the possible risks of investing in cryptocurrencies and why your business needs an online presence now more than ever. All presentations are intended to make you more informed about the Bank and the change that is constantly revolving around us!

Enjoy the reading!

Tully Esther Mwambapa

Director of Marketing, Research
and Customer Service



WE ARE COMMITTED TO SME FINANCING

“ For over 20 years, CRDB Bank has been offering customized products and services for the SME segment. These tailor-made products and services are designed to meet the specific requirements of this vibrant segment. ”

Dr. Charles Kimei
Managing Director

Tanzania is set towards becoming a middle-income country whose economy is diversified and semi industrialized economy by year 2025. The "Tanzania Development Vision (TDV) 2025" highlights Small and Medium-Sized Enterprises (SME) sector as one important contributor to the country's long-term development goals. It is estimated that Tanzania's SME sector consists of more than 3 million enterprises which contribute to 27% of overall GDP.

However, it is also an open secret that a large portion of our SMEs in Tanzania are financially excluded. Meaning, they execute their transactions away from the formal financial system. Several factors have contributed to this scenario, ranging from poor KYC, proximity of their businesses and little financial know how. Banks and Financial Institutions have come up with several innovative solutions and I must admit, the future looks brighter!

WE OFFER SMEs TAILORED MADE SOLUTIONS, KARIBUNI

For over 20 years, CRDB Bank has been offering customized products and services for the SME segment. These tailor-made products and services are designed to meet the specific requirements of this vibrant segment.

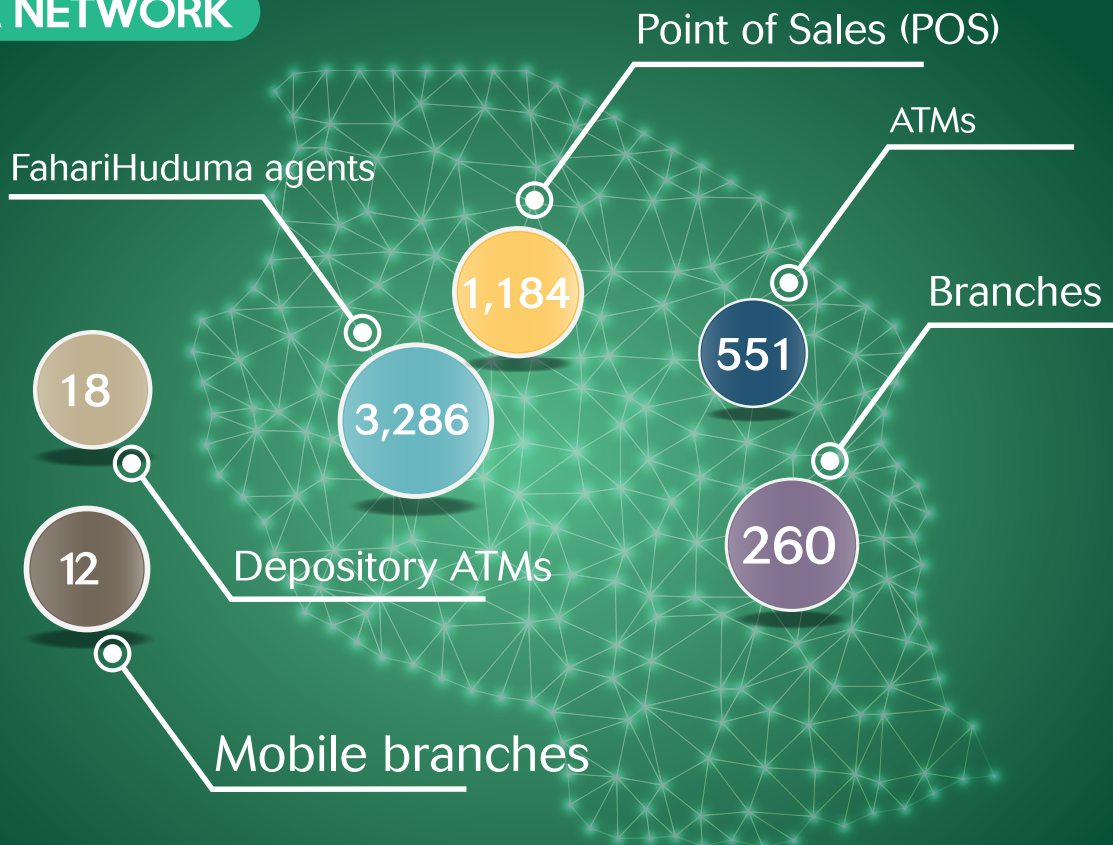
By 31st August 2018, the Bank had a total of 8,050 SME customers enjoying services through our extensive network. Loans totaling to TZS 2.2 trillion have been injected into this segment alone, covering areas of agriculture, trading, commerce and manufacturing.

Apart from the loans advanced, the Bank also offers advisory services to our SME customers on areas of financial management, marketing, packaging, tendering and ways to get credentials from entities such as Tanzania Bureau of Standards (TBS), Tanzania Food and Drugs Authority (TFDA) and many others.

We are also partnering with several Government and Non-Governmental Institutions in a bid to include more SMEs into the formal financial circle. For instance, few years back we joined forces with Tanzania Women Chamber of Commerce (TWCC) in offering "mentorship programs" to women entrepreneurs. We are also in partnership with Small Industries and Development Organization (SIDO) to offer loans to SMEs under their umbrella.

As a Bank, we will continue to strive to find the right solutions that will make Banking with CRDB Bank a first choice option for all the SME customers in the country.

OUR NETWORK



“If there is one area to be proud of our privatization policy that looked at privatizing public corporation to increase productivity and efficiency, it should be on how well CRDB Bank has performed since its privatization in the nineties. I sincerely congratulate everyone at CRDB Bank for exemplary work ”

President John Pombe Magufuli during official launch of CRDB Bank Chato branch, Friday, March 9, 2018.



John Pombe Joseph Magufuli
President of the United Republic
of Tanzania

Digital Transformation Journey

Harnessing innovation to improve customer experience

“ Amid the technological changes taking the industry by storm, CRDB Bank is striving to position itself at the forefront of banking technology in the country.

We have been actively working to remain ahead of the curve by deploying services across digital channels, both online and mobile which are designed to enhance and streamline the virtual banking experience we offer.

To keep up with the changing market, banks must be dynamic and flexible, adapting in real-time to meet the needs of their sensitive, demanding and ever increasing tech-savvy clients. ”

Esther Kitoka

Deputy Managing Director
(Operations and Customer Service)

CRDB Bank places customer prosperity at the heart of its business model by helping to drive the digital transformation of the financial services sector. This is a conscious move towards meeting the evolving needs of tech-savvy customers. Data from the National Bureau of Statistics (NBS) reveals that over 70 percent of Tanzania's total population is under 40 years of age, so acting fast on digital trends is a must. Consequently, the level of digital progress seen in the financial sector has been remarkable.

The Bank has over the years grown to become the leading Bank in innovation. CRDB Bank has constantly been introducing new technologies to its systems and processes in a bid to improve service delivery.

To give our readers more insights about the Bank's digital strategy, Mrs Esther Kitoka, Deputy Managing Director responsible for Operations and Customer Services sat with TemboNews correspondent for an interview.

TemboNews: How has CRDB Bank introduced alternative banking channels over the years?

Mrs Esther Kitoka: Amid the technological changes taking the industry by storm, CRDB Bank is striving to position itself at the forefront of banking technology in the country. We have been actively working to remain ahead of the curve by deploying services across digital channels, both online and mobile, which are designed to enhance and streamline the virtual banking experience we offer.

This all comes as part of a comprehensive and long-term program that is aimed at transforming the way CRDB Bank engages with customers across every touch point and communication channel. The goal is not only to offer pioneering solutions with advanced technical capabilities, but also to provide the latest digital solutions that are user-friendly and easily accessible at all times.

Recently, one of the most important milestones under the umbrella of our digital revolution has been the introduction of Fahari fasta, a self service model offered across the Bank's branches and Service Centres whereby customers can access services through digital gadgets. Last year the Bank launched an innovative mobile wallet branded as SimAccount which provide customers with a convenient way to open a bank account via their mobile phones and access most of our services on their palms.

TemboNews: Technology is changing rapidly, how can commercial banks cope up?

Mrs Esther Kitoka: The rapid pace of technological advancement is not unique in the banking industry, it cross cuts to all economical sectors. Nevertheless, as with any change, the technological shift presents risks as well as abundant of opportunities. Most commercial banks have recognized the rapid growth of mobile technology and consumer dependence that stems from it hence shifted their focus to expand and enhance digital channels.

To keep up with the changing market, banks must be dynamic and flexible, adapting in real-time to meet the needs of their sensitive, demanding and ever increasing tech-savvy clients. The reality is that customers are no longer satisfied with a traditional banking experience so commercial banks need to think on how to reach and serve them out of the branches with same experience.

Today, we can see banks investing heavily in technology and expand their presence across multiple platforms including SMS, internet banking, websites and banking applications. More integration of online and mobile channels can now be seen throughout the industry, as financial institutions work towards cross-platform solutions and a multichannel customer experience. This integrated approach must also be coupled with a tailored user experience in order to leverage technology to its fullest capability and offer customers a complete virtual banking experience.

TemboNews: How can digital banking enhance customer experience?.

Mrs Esther Kitoka: Since CRDB Bank embarked onto digital banking, many services have now become easily accessible. Customers no longer need to queue in long lines as they can access bank services at their convenience. Digital platforms are currently in place as we aim at enhancing service delivery to suit busy, fast-paced life styled customers.

This enable the Bank to deliver better digital experience, strengthen customer relationship, grow customer base and lower costs. Looking forward, there will be a shift from digital quantity to digital quality meaning we will be focusing on improving the usability of the digital platforms. Currently, we are working hard to make sure that we satisfy customer expectations across digital channels.

TemboNews: Does CRDB Bank has any plans for the future in this area?

Mrs Esther Kitoka: Absolutely! As consumer preferences move towards more direct channels, we focus on providing a simpler and faster customer experience. We have developed a strategic plan that aims to deliver new, customer-centric banking experience. Our goal is to expand our digital and mobile solutions and channels, but to also remain user-friendly in order to deliver the ultimate customer experience.

By incorporating more digital solutions, we will drive the bank towards becoming a more customer-centric business, delivering greater value to customers and remaining an indispensable element to their everyday lives.



BITCOIN? Invest at your own risk



Tanzania and the world in general has witnessed the rise and fall of several Cryptocurrencies (digital assets designed to work as a medium of exchange). BITCOIN is one of the popular Cryptocurrencies that have hit the market by storm. Several debates have surfaced worldwide on whether investing in BITCOINS is a safe idea. Our TemboNews Correspondent, Godwin Semunyu, interviewed CRDB Bank Director of Treasury and Capital Markets, Mr. Alex Ngusaru who takes us through the whole Cryptocurrencies phenomenon.

Alex Ngusaru

Director of Treasury and Capital Markets

TemboNews: In a nutshell what is BITCOIN?

Alex Ngusaru: To understand Bitcoin and Cryptocurrencies, one needs first to understand their origin. For thousands of years, physical tokens have been used as means of payment to facilitate direct exchange of sellers' goods and buyers' tokens. Tokens which would later develop into money, allowed them to achieve an immediate and final settlement. However, the physical nature of money (coins, notes etc) had some limitations when it comes to trading with people of distant markets. This then gave rise to the birth of digital money, technically known as Cryptocurrencies, one of them being "Bitcoin"

TemboNews: How does BITCOIN operate? What's so special?

Alex Ngusaru: Bitcoin was the first cryptocurrency to use blockchain and has been the market leader since the first bitcoin was introduced in 2009. Like every other cryptocurrency, Bitcoins are just lines of computer codes that hold monetary value. Bitcoins are completely virtual coins designed to be self-contained for their value, with no need for banks to move and store the money. Once you own bitcoins, they behave like physical gold coins: You can use your Bitcoins to purchase goods and services online, or you can tuck them away and hope that their value increases over the years. They can be traded from one personal wallet to another. Physically, there is nothing to hold although you can exchange cryptocurrencies for cash. Bitcoin was invented by a Japanese developer named Satoshi Nakamoto.

TemboNews: How are BITCOINS Tracked

Alex Ngusaru: A Bitcoin holds a very simple data ledger file called a blockchain. Each blockchain is unique to each individual user and his or her personal Bitcoin wallet. All bitcoin transactions are logged and made available in a public ledger, helping ensure their authenticity and preventing fraud. This process helps to prevent transactions from being duplicated and people from copying bitcoins.

TemboNews: Why are Bitcoins so popular?

Alex Ngusaru: Governments have no control over the creation of cryptocurrencies such as BITCOIN, which is what initially made them so popular. Most

cryptocurrencies begin with a market cap in mind, which means that their production will decrease over time thus, ideally, making any particular coin more valuable in the future.

TemboNews: Why are BITCOIN so controversial?

Alex Ngusaru: Various recent events turned bitcoins into a media sensation. From 2011-2013, criminal traders made bitcoins famous by buying them in batches of millions of dollars so they could move money outside of the eyes of law enforcement. Subsequently, the value of bitcoins skyrocketed. Another reason is because of the fact they take the power of issuing money away from central banks and give it to the general public. Bitcoin accounts cannot be frozen or examined by tax inspectors, in other words, Bitcoins are beyond the control of police and financial institutions. Somehow this fascinates some investors!

Tembonews: What's your advice to those about to invest in BITCOINS

Alex Ngusaru: The decision to invest remains purely on the interested individual. However, I would advise that you only invest in Bitcoins when you have enough extra income, one should think twice before investing into Bitcoins due to their unpredictable trends. For instance, by December 2017 a single Bitcoin was valued at USD 20,000 (roughly TZS 44.4 millions) but by March 2018, the value slumped to USD 7,000 (roughly TZS 15.9 million).

This sharp decline should tell you all you need to know in terms of the associated risks. Speculation is what makes the value of the Bitcoin to rise. This is not the right avenue to invest money if you don't have extra cash.

"We have heard that there are some groups of people in the country engaging in the Cryptocurrencies business, but my message for now is that they should understand that they are putting themselves at risk and we can't help in case anything bad happens," Prof Benno Ndulu, Former Bank of Tanzania (BOT) Governor.

FahariHuduma



By Godwin Semunyu

When CRDB Bank becomes your “next door neighbour”

Towards achieving a more inclusive financial sector and bringing services closer to customers, especially in rural areas, in June 2013 CRDB Bank introduced its own framework for agent banking dubbed “FahariHuduma Wakala”. This initiative aimed at enabling the Bank to reach out to the underserved segments (by then only 12% of population had a bank account) in a more cost efficient manner through the use of non-bank retail outlets (Wakala).

Continue on the next Page.....



Speaking at the launch of FahariHuduma Wakala services earlier that year, CRDB Bank's Group Managing Director, Dr Charles Kimei expressed his vision on the new services as Bank's commitment towards ensuring that all Tanzanians have access to banking services. "Our Wakala will provide just the right solution that the financial services industry in Tanzania lacks," said Dr Kimei.

Fast forward, seven years later, FahariHuduma Wakala is now amongst major CRDB Bank service delivery channel that accounts for millions of transactions monthly. Nowadays our customers do not have to visit the branches to do their banking services, thanks to branch less banking through FahariHuduma Wakala (mostly a retail outlet) who performs banking services on behalf of the bank.

Our customers are now provided with convenience of accessing their banking services through appointed agents across the country. Our agents that includes reputable business and institutions, operates beyond normal banking hours and are also located close to the customers. They are equipped with electronic terminals that enable them to render specific services that are similar to the brick and mortar branches.

In the last 7 years, FahariHuduma Agent banking business has not only proved to be a necessary wheel in the bank's drive towards decongesting branches, it has also raised the bank's flag internationally. Recently, the Bank has been approached by Botswana Building Society (bank) to provide consultancy for establishing its Agency Banking business model.

FahariHuduma is a win, win, situation

All three stakeholders in the FahariHuduma agent banking model named: CRDB Bank, the agents (Wakala) and the customers, benefit from the network model.

The customers: Through FahariHuduma Wakala model, the customers who were previously unbanked and underbanked, now have easy access to their accounts through Wakala near them. Apart from reduced travel time and expenses, the transaction fees are also lower.

The Wakala: Apart from the commissions garnered from each transaction performed, which is an additional income, they also enjoy increased sales from additional walk-ins. They can also differentiate themselves from competitors since they are now affiliated with a well-known bank. CRDB Bank also brands every Wakala outlet hence increasing their visibility.

CRDB Bank, through this model is able to expand customer base by onboarding new customers that were previously out of reach.

CURRENT SITUATION

Through comprehensive agent banking strategy the Bank has managed expansion of the services through various business centers. As of 31st June, 2018, the Bank recruited the total number of 4,234 FahariHuduma Wakala countrywide. Currently, our customers can access the following services

from our FahariHuduma Wakala;

- Cash deposits and withdrawals
- Balance inquiry and mini statements
- Fund transfers
- School fees/University payment/ Municipal payments
- PIN Change
- Facilitating account opening

FUTURE PLANS

Speaking of next move forward, Manager responsible for Agent Banking business, Mr Donat Mushi narrated the following; "We are in advanced stages to enroll more institutions and private business to act as our agents countrywide. We are also keeping an eye on several reputable institutions to be our collective agents, in the similar mode to that Tanzania Posts Corporation, where we are in contract to use 90 of their offices country wide as our agents. We are grateful of the the market's positive response towards our FahariHuduma Wakala model and we will make sure no one is left behind".

DO YOU WANT TO BE A FAHARIHUDUMA WAKALA?

Becoming a CRDB Bank FahariHuduma is a rewarding and exciting opportunity. If you would like to become our Wakala make sure you have the following credentials:

1. Your business should be in a good, easily accessible location.
2. Your Business License should be operational for atleast 2 years
3. Certificate of incorporation or equivalent.
4. Memorandum and Articles of Association.
5. TIN and VAT certificates.
6. Copy of ID or passport.
7. 2 passport-size photos.



EXPERIENCE TOP CLASS

BANKING



SERVICES

Meet our FahariHuduma Wakala



Name: Musa Mohamed Mnasi
Area: Soko Matola Mbeya
Business name: Mnasi Communications
Contacts: +255 786 277 077

Remarks:

I have been a Fahari Huduma Wakala since 2006, started with very little commissions, but now I am up to six figures. My advise to all CRDB Bank customers is to not be afraid to use Fahari Huduma Walaka as they are as good as CRDB Bank branches, in your own neighbourhood.





Name: Michael Nsyami
Area: Ilomba, Mbeya
Business name: Nsyami Communications
Contacts: +255 754 531 779

Remarks:

In few years of operating as Fahari Huduma Wakala, I have managed to open two more outlets in Mbeya town, hence double my income. I advice my fellow businessmen especially those in agent business to hurry up and grasp this opportunity.



Digital Marketing



By Godwin Jaha Semunyu

Your business needs online presence now more than ever!

Dear customers!

New digital media have dramatically changed the way people get information and communicate with each other. The booming growth of social media in Tanzania has been attributed to among other factors, the emergence of Internet supported by Web and growth of mobile phone technology, especially smart-phones. A report by Tanzania Communications Regulatory Authority (TCRA) has indicated that by December 2017, Tanzania had 23 million internet users, where 82 percent go online via mobile phones. A large part of their time online is spent perusing the commonly used social media platform of Facebook (66.84%), Pin-Interest (12.08%), Youtube(11.7%), Twitter (5.26%), Instagram (2.91%) and Google+ (0.52%).

The importance of social media in business is growing at great speed and as a nation we have witnessed the massive wave of people buying and selling via the social media channels commonly known as 'online business'. It is therefore an open secret that as an advertiser or business owner, you can no longer afford to turn a blind eye or ignore this vehicle. Thus, it is a question of "when" rather than "if" you need to attach your business to social media. Not because it is the "in thing", but because this is where your target audience spends most of their time.

Here is why your business needs social media channel now more than ever:

Lower Ad costs: Most social media advertising is cheaper than traditional advertising, so you don't have to spend a lot of money to reach more people, increase your audience, and grow your business.

Targeted reach: Traditional advertising doesn't give you the luxury to reach out to your target audience the way social media do.

Social media helps get the word out, faster: Social media provides you with an opportunity to grow relationships with your target audience and create what are known as "fans" or "followers". They are likely to talk good about your brand and give you that positive word of mouth factor.

Social media knows no age barriers: So, no matter how young or old your target audience may be, chances are most of them are already logging on and waiting for you to get started.

Encourages two-way communication: Through social media posts, you get the power to learn more about your audience, their interests, and collect feedback. Customers can easily air their views whether positive or negative and you can respond instantly.

Increase brand awareness: With nearly half of the world's population using social media platforms, they are a natural place to reach new and highly targeted potential customers.

Stay on the top of the mind of customers: Most social media users log into their accounts atleast once per day. This gives you the opportunity to connect with them every time they log in, keep your social posts entertaining and informative and they will keep you top of their mind so you're their first stop when they are ready to make a purchase.

World Cup with TemboCard Visa



By Kilo Mgaya

Celebrating FIFA World Cup 2018

For many of us, football is much more than just a game; it's a relationship where only love prevails, love for the colors of our national flag. 2018 was another year to cheer out, when 32 countries which qualified for the finals rubbed their shoulders on 12 pitches in Russia.

Though Tanzania did not qualify for the FIFA World Cup 2018 finals, CRDB Bank customers had the privilege to join thousands of spectators from around the world to watch a number of matches after emerging winners of the TemboCard Visa usage campaign which sponsored their trips and stay in Russia.

Through a campaign dubbed 'Shuhudia Kombe la Dunia FIFA 2018 na TemboCard Visa,' a number of cardholders won and got their trips to Russia paid. The package included a return air tickets, airport meets, a two-day hotel accommodation, paid up tickets to attend matches, pocket money for shopping.

"The fact that our National Team did not make it to the finals does not disqualify us from celebrating football. As the leading Bank in Tanzania, we have always been delivering beyond our customers' expectations. Taking our customers to the World Cup is our

appreciation for their loyalty to the Bank, and this is our way of saying – Thank you," said the Director of Marketing, Research and Customer Service, Ms Tully Mwambapa during the launch of the campaign.

A total of 32 customers emerged winners of the TemboCard Visa Campaign. Among them six were awarded tickets to Russia to watch the matches while the remaining 26 were given smart TVs and along with DSTV decoders with premium packages giving them an exclusive access to the tournament with their families.

Highlighting the results of a three-month campaign during the prize handover ceremony that took place at the Ramada Encore Hotel on July 1, 2018, the Bank's Group Managing Director, Dr Charles Kimei revealed that during the campaign, the Bank recorded an increase of transactions to more than 100,000 compared with 60,000 recorded during same period previous year.

To make the dream come true, CRDB Bank partnered with Visa International. "One of Visa's largest and most prominent partnerships worldwide is the FIFA World Cup, an occasion that the entire world looks forward



Ms. Nuru Nassoro Kisome, one of the winners of the fully paid trip to Russia with Mr. Danford Muyango, Ag. Branch Director of CRDB Bank Nyanza branch enjoying a FIFA World Cup match in Spartak Stadium, Moscow.



Ms. Tully Esther Mwambapa, DMRCs handing over a dummy ticket to Grand Prize winner (Semi Final Package) of the TemboCard Visa Campaign Mr. David Gareth Hughes, a customer of CRDB Bank Geita branch.

to,” said Sunny Walia, Visa International General Manager for East Africa. He added that, “We are thrilled that our strategic partnership with CRDB Bank has brought TemboCardVisa cardholders an opportunity to enjoy safe, convenient and reliable electronic payments coupled with football passion and excitement of this global event. For the 2018 FIFA World Cup Russia that will kick-off on June 14 to July 15, 2018, Visa is an exclusive payment service partner.

On partnership Ms Tully added, “CRDB Bank is the leading bank in innovation. Visa is innovative. Together, we have managed to help our customers and football fans to not miss a moment of the FIFA World Cup 2018.”

Whether travelling to the tournament or watching it from home, TemboCardVisa’s fast and easy payments mode helped fans catch all moments of the FIFA World Cup 2018 with easy. In Russia, customers were able to spend less time in queues enabling them to more time of excitement. Customers who had TemboCardVisa could make payments from more than 30,000 Points-of-Sale (Pos) in shops and restaurants around the stadiums.

Winner opens up

One of the winners of a ticket to the semi-finals, David Gareth admitted that he had never thought of going to Russia. “I had never imagined that one day I would win a trip to Russia to watch the World Cup finals,” he said with tears of joys rolling down his cheeks.

“I opened an account and applied for TemboCardVisa in 2007. I have always been using it to effect various transactions like making online purchases, paying at restaurants, supermarkets and retail shops or being served from FahariHuduma Wakala. TemboCardVisa has been useful as it helps me stay connected with my bank account and enjoy cash-free transactions,” he said.

The TemboCardVisa campaign aimed to encourage customers make payments and purchases using their cards as part of the initiative towards a cashless society. Speaking on the terms and conditions of the campaign, Ms Tully said winners were the customers who had made more transactions in a particular week during the period of the campaign and paid with their cards.

Commenting on the Social Media activation, Ms Tully said that customers were also able to win other football-themed prizes including smart TVs and DSTV



Smiles! Mr. Mohammed Kinjenge, a winner of the TemboCard Visa Campaign delighted as he was departing to Russia to watch a FIFA World Cup match.

decoders through the social media campaign branded #TwenzetuRussia2018. All they had to do was to participate in weekly contests that were organized through social media with a different theme each week.

As we are back on our usual routines, 2018 was another year of dreams coming true through the national team. Hearts had longed for a moment and joy of flagging the national flag amongst the world’s football giants but the hopes were dashed out, when ‘Taifa Stars’ was knocked out in the qualifying stage.

However, in the midst of sadness, being the customers’ first choice and the leading Bank in innovation, CRDB Bank through TemboCardVisa revived the hopes of many to participate and join the world in celebrating 2018 FIFA World Cup, a most joyous season indeed, happening once after every other four years!

“The fact that our National Team did not make it to the finals does not disqualify us from celebrating football. As the leading Bank in Tanzania, we have always been delivering beyond our customers’ expectations”

Celebrating FIFA WORLD 2018



Diaspora Banking



By Lucy Kimei

All you need to know about CRDB Bank Diaspora Banking

Over the years, Tanzanians living and working abroad have had a critical contribution to the country's economy. According to recent data from the Ministry of foreign Affairs and International Cooperations, Tanzanians in Diaspora has remitted a total of USD 2.283 billion (TZS 5.2 trillion) between 2013 and 2017.

Like every other nation in the world, Diasporas are key partners for development by harnessing the power of their remittances, which can be channelled to contribute into job creation, entrepreneurship and overall national economy.

In line with our objective of reaching all our customer segments under the concept: "Ulipi Tupo", we have extended our service to Tanzanians in Diaspora that suits their banking needs while they are living and working abroad. Using CRDB Bank's Diaspora Banking services, you are guaranteed to easily access:

- Tanzanite Savings Accounts,
- Mortgage Loan,
- Diaspora Investment advisory services
- Insurance Service (the Bank acting as a facilitator)

Benefits

- Convenience of saving at home while abroad
- Tanzanite account can be opened while abroad
- Convenience of saving in TZS/USD/GBP/EURO
- 7 days a week support online
- Enabling online account opening
- Access to our Premier Lounges
- Free monthly E-statements
- No limit on the frequency of withdrawals
- Access to a Tembocard Visa Gold Debit Card
- Access to internet banking and mobile banking
- Access to Credit Card
- Account could be open solely and joint

Available remittance services

1. Western Union
2. RIA Financial services
3. Swift Services from anywhere in the world

FOR MORE INFORMATION

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Cell: +255 786 499 944



Jiachie



By Tully Esther

Let your dreams turn into reality - Jiachie hadi miaka Saba

A feeling of having an extra time which can make a difference is basically priceless. It is as good as adding some Shillings to make a million or a step that takes you further. By clearly understanding this feeling, CRDB Bank has brought a personal loan that allows customers to repay for much longer time and, at a reduced interest rate.

What is it?

- A loan amounting up to TZS 100 Million
- Interest rate as low as 16% charged on a reducing balance
- Long repayment period of up to 84 months (7 years)
- Loan repayment through salary
- A life insurance cover attached to the loan.
- Allows loans repurchase from other commercial banks or financial institutions.

What to expect from such extra of CRDB?

- A competitive interest rate
- Long repayment period.
- Loan acquired within a business day (24 hours)
- It gives easy financial means of acquiring assets rather than saving for a time or by depending on a salary
- No collateral seizing in case a borrower gets permanent disability or pass away
- Enjoy exclusive services throughout bank's network with TemboCard Visa Gold
- The Bank gives a repurchase opportunity to borrowers from other banks and enjoy the named benefits

What is needed to experience extra from CRDB?

- An employee of government or private sector
- Existence of MoU between the employer and CRDB Bank
- Borrower's employment contract (if any)
- A minimum net salary of TZS200,000/-
- Salary slips for 3 consecutive months.
- A Copy of either a National ID, voters registration card, driving license, passport or staff identity card

Wait no more, come get extra with CRDB Bank!!!

Jiachie

hadi miaka saba na *Mikopo ya Wafanyakazi*

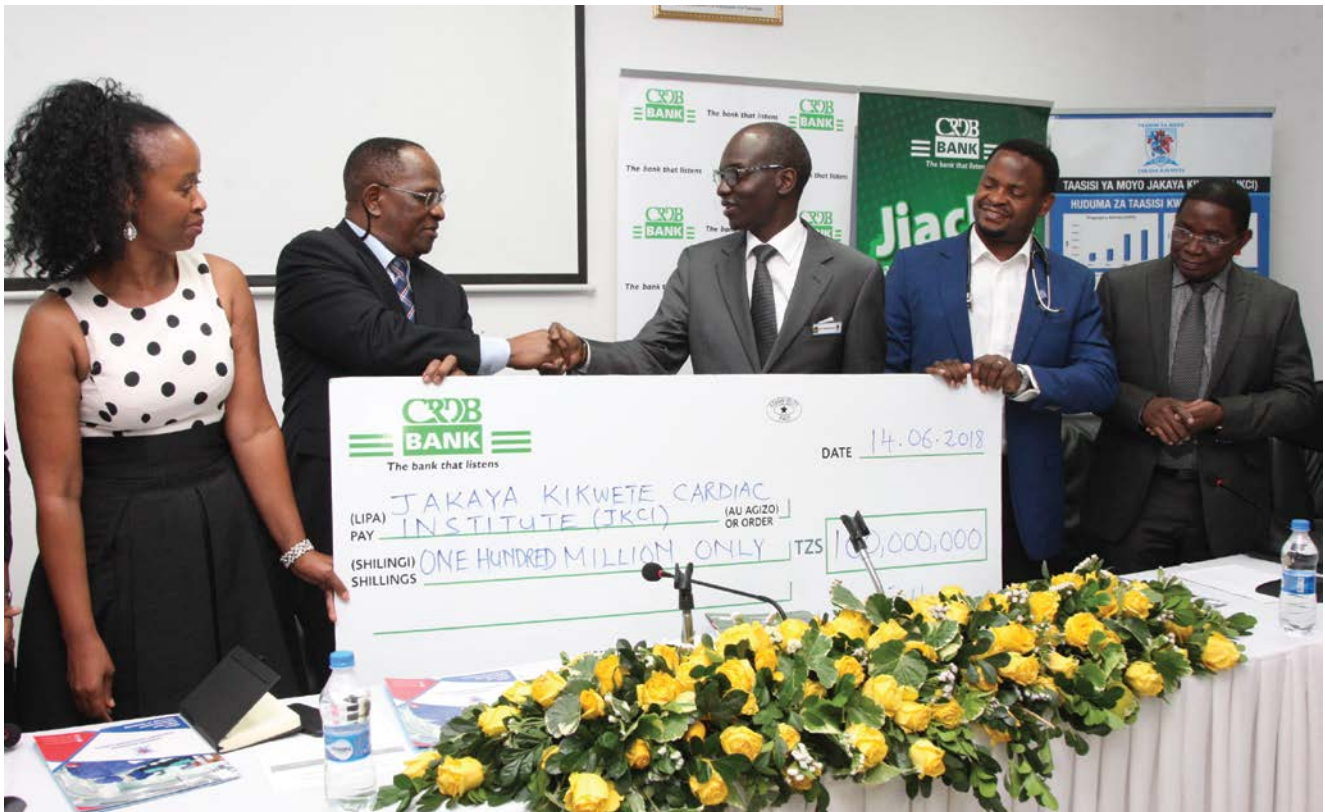


Save a Child's Heart



By Kilo Mgaya

CRDB Bank helping hand to Jakaya Kikwete Cardiac Institute (JKCI)



CRDB Bank Managing Director Dr. Charles Kimei (2 nd L) handing over a dummy cheque worth TZS 100 million to the Executive Director of JKCI Prof. Mohammed Janabi (3 rd R). Witnessing are CRDB Bank and JKCI officials.

Corporate Social Responsibility (CSR) has been a long-standing commitment at CRDB Bank and forms an integral part of the Bank's activities. The Bank has developed a CSI Policy that requires at least 1% of Bank's profit invested in community support especially in the areas of health, education and environment.

The community has rising expectations for more and better health care services, yet face serious resource constraints. The health-care challenge in Tanzania spans a number of dimensions; to help communities addressing these

challenges CRDB Bank trusts that it is essential to achieve the objective of inclusive growth. The Bank has put a major focus in improving health of mother and child. This year, the Bank donated a total of TZS 100 million to Jakaya Kikwete Cardiac Institute (JKCI) during the event that took place on 14th of July at JKCI, Muhimbili National Hospital in Dar es Salaam. The donated funds aim at supporting the Institute in its efforts to build children's ward.

Speaking during the event the Executive Director of Jakaya Kikwete Cardiac Institute (JKCI) Prof Mohammed Janabi said, "We

experience acute shortage of wards and Intensive Care Units. At least 60 percent of patients who undergo heart surgeries are children while adults account for 40 percent hence there is a need to build new facilities to accommodate the patients especially children."

According to the World Heart Federation; heart disease causes around 233,000 deaths annually in Africa – mostly children and young adults. It is estimated that more than 15.6 million people have this disease and a significant number requires repeated hospitalization and heart surgery.

Prof. Janabi said that the institute was unable to receive and accommodate a large number of patients due to shortage of space.

“One out of every 100 children in the world is born with congenital heart defects, and a third of these children need medical care to survive,” added Prof. Janabi.

Speaking after handling the cheque, Dr. Charles Kimei, CRDB Bank Group Managing Director said that too many people in Tanzania are unable to access good quality healthcare, which is why CRDB Bank has been working hard to help improve health sector by supporting healthcare providers and government in implementing higher quality standards.

“Our interest is in having the community access quality and affordable care in line with the government objectives of offering universal healthcare,” noted Dr. Charles Kimei.

During the past five years, CRDB Bank has constructed and refurbished maternity and children’s wards in major hospitals in three regions. The hospitals that benefited were Morogoro Regional Hospital, Meta Referral Hospital in Mbeya and Bugando Referral Hospital in Mwanza. The three hospitals were also furnished with hospital beds, mattresses, bed sheets, blankets and other medical equipments.

Complementing the health system in the country, CRDB Bank has also developed a financing and a quality improvement program for healthcare providers to provide financial support and assistance. Through this program the Bank has been identifying suitable healthcare providers to access loan solutions. The Bank also extending assistance to help these providers fulfill their business potential and improve their services so that more people in Tanzania gain access to quality healthcare. Among the health providers that benefited from this program are Arusha Lutheran Medical Centre (Selian) and Masana Hospital in Dar es Salaam.

“As a Bank, partner, neighbour and member of community our mission is to transform lives of our customers and the community at large, and we remain committed to that focus in the years to come”, commented Dr. Kimei.



CRDB Bank Managing Director Dr. Charles Kimei (L) and Executive Director of JKCI Prof. Mohammed Janabi (R) inspecting children’s ward during the Bank’s visit



CRDB Bank Director of Marketing comforting a child patient during the Bank’s Management visit at JKCI

Teens Account, Bank your way!



By Salome Magita

Get ready for the cool wave - CRDB Bank "Teens Account"

Have you ever thought of a bank matching your level of coolness and not only understands that but also brings a product that will raise your game? Then CRDB Bank has done exactly that by making you even cooler, we have introduced Young Money Teen's account with amazing features that you shouldn't miss out.

To the parents/guardians, it is a great way of knowing how best their children have adopted to the saving habit which could be a good method of obtaining feedback and get to know areas of improvement in making the child the best version of him/herself in saving.

This cool wave comes with more to offer and it is absolutely the account to have since it is a great beginning to build a saving culture but also learning on how to manage your savings is another important step in reaching your ambitions. We believe that, a great dream is achieved with a big plan which begins with the right bank account and that is CRDB Bank's Young Money Teen's Account.

How cool is it?

- It is for teens aged between 13-17 years.
- It can be opened and operated in either USD or TZS
- A cool designed TemboCard Visa Teen's Gold debit card
- No withdrawals restrictions
- Incredible opening balance of only TZS 20,000 or USD equivalent
- Allows you to make purchases on your favourite online shops
- Parents/guardians can make deposits anytime, anywhere through SimBanking

More to being cool?

- Build a saving habit and start fulfilling your million dollar dream
- No monthly charges
- Affordable minimum operating balance
- Parents/guardians get all debit alerts

What do you need to be cool?

Here are the things your beloved parent/guardian needs to bring:

- Child's official ID; either a passport or a birth certificate
- Two child's passport size.
- A minimum of TZS 20,000/-
- Parent's/guardian's identity (National ID/Voter's ID/Local government introductory letter)

Hurry up and come surf with us in this cool wave!

Our Journey with Bugando



By Peter Beatus

A Journey of CRDB Bank and Bugando Referral Hospital

In every journey there are turns and barriers but what keeps one going is the aim that the mission is by far more important than the hurdles on the way. The journey becomes livelier when there is a shoulder to lean on in case of need.

Bugando Medical Centre (BMC) found in Mwanza region is a referral hospital servicing people from lake zone regions.

The facility has 950 beds with more than 1,300 employees serving eight regions namely Mwanza, Mara, Kagera, Shinyanga, Tabora, Kigoma, Simiyu and Geita which have more than 17 million people combined, about one third of Tanzanian's total population.

Growth of the customer base is among the key issues that CRDB Bank strives to achieve by making sure that we provide exceptional experience.

For more than a decade, CRDB Bank has proudly managed to be a financial partner in BMC's journey of providing quality health services to the citizens.

Among many things that the partnership has achieved is the truth that CRDB Bank got an opportunity of setting up a financial outlet - Bugando Service Centre (BSC) that has been providing financial services to support the hospital's daily activities while serving our esteemed customers in the process.

BSC paved the way for further enhancement of an already existing relationship between CRDB Bank and the hospital which extended to provision of loans at a competitive interest rate that enabled Bugando Hospital to expand their facilities and improve the provision of health services.

Continue on the next Page.....



The availability of loans was beneficial to the hospital staff who got the opportunity to improve their welfare.

The journey continued when CRDB Bank introduced hospital cards whereby BMC became one of the early adopters. It surely has been a remarkable step of success because the hospital has been able to increase its revenue collection. A good partnership is not only based on trust but the support one get. Understanding that, CRDB Bank under the CSR policy in part of exercising its corporate citizenship duties over the journey with BMC, has been able to provide hospital equipment worth TZS 100 million during the previous years.

Additionally, last June, the Bank contributed over TZS 240 million to support the ongoing construction of the emergency department. This noble act by the Bank is surely a great step in matching with Bugando hospital.



CRDB Bank's Deputy Managing Director Mrs. Esther Kitoka handing over a dummy cheque worth TZS 240 million to the Chairman of the Bugando Medical Centre Board of Trustee Archb. Yuda Thaddeus Ruwaichi. Witnessing are CRDB Bank and Bugando officials.

Letter from Burundi

Dear readers,

Amahoro (Peace)!

It is with great pleasure and honour that I write this letter from CRDB Bank Burundi, S.A. Before I focus on the highlights of the financial performance of the first half of 2018, I would like to share with you some of the key aspects of our business in Burundi.

At CRDB Bank Burundi, our commitment to our customers is to materially deepen and broaden our reach, delivering differentiated service to the full range of customers - corporate and retail, urban and rural, through innovation in products, processes and technology to empowering the communities we serve.

This commitment is an important aspect of who we are. It drives the business culture for our staff and ensures adherence to values that we stand for, get translated into a unique and differentiated customer experience. Our focus on digital transformation allows us to be agile and flexible to meet the growing demands of today's digitally accustomed and technologically savvy customers.

Performance Highlights by 30th June 2018

We delivered a strong financial performance in our 2018 first half. The Bank made a profit before tax of 1,509 million TZS (1,172 million BIF) compared to a loss of 188 million TZS (182 million BIF) recorded in the 2017 first half. Interest income increased from 7,605 million TZS (5,764 million BIF) recorded by June 2017 to 8,664 million TZS (6,754 million BIF) as at 30th June 2018 (14 per cent growth). Fees and commission income increased from 1,026 million TZS (777 million BIF) recorded in June 2017 to 1,398 million TZS (1,090 million BIF) as at 30th June 2018 (40 per cent growth).

Total assets increased by 30 per cent from 154,753 million TZS (119,531 million BIF) in June 2017 to 201,422 million TZS (157,532 million BIF) in June 2018. Total deposits mobilized increased by 17 per cent from 73,817 million TZS (57,016 million BIF) as at 30th June 2017 to 86,274 million TZS (67,474 million BIF) as at 30th June 2018.

Future Perspectives

2018 is the first year of the Bank's new five years' strategy that focus on expansion of our footprint through cost effective delivery channels-agent banking and small branches, capture the under and unbanked low income population through microfinance initiatives. We will adapt to changes in the market place leveraging on digital technology and the constantly changing customer expectations.

Good customer service will continue to be a key to achieve long-term profitability and growth and a prerequisite for making our bank to be the most trusted and preferred financial partner in Burundi.

Bruce Mwile
General Manager
CRDB Bank Burundi



SimAccount



By Peter Beatus

SimAccount Convenience at its best

Convenience is a term buzzing in the banking industry in recent times leading to major changes in service provision. It calls for all players in the industry to up their game. To customers, it's the ideal environment they prefer getting served.

CRDB Bank being a pioneer in coming up with solutions that best meets customer needs, we are proud of being the prodigy of convenience, the language that our products/services speak.

This can be witnessed on SimAccount which is a convenient platform that enables you to access the banking services through your mobile phone with the respective mobile number being your bank account number.

The convenience offered...

Group Accounts

SimAccount enables a group of people with common interest such as friends, family, VICOBA and SACCOs to open an account with CRDB Bank which will be operated as per agreed regulations of the respective group. The group account has been enhanced to include more features such as:

- Account admin can change the default voting percentage upon members' votes to effect a change
- You can now invite multiple members instantly.
- Group members have the ability to view voting status whenever there is a request of doing so.
- Account admin has the ability to give any member veto power upon members' approval.
- Instant SMS on account balance when a member requests for an amount that is greater than the available group account balance
- Account admin can transfer money to other CRDB Bank accounts upon members' approval.
- Account admin can close group account but with members consent emanating through voting.

To get the experience of such convenience, you only need to dial ***150*62#** then select option number 5 and explore the enhanced features. If you haven't joined with CRDB Banks SimAccount then welcome on-board and experience convenience at first hand.



SimAccount

Snap Shwaa!!

***Tuma Pokea Pesa
Kutoka Akaunti ya Kikundi***

#POTENTIAL

for Jumbo Dreams

They see their tomorrow in your today.
Open a **Junior Jumbo** account today
and SAVE to secure their future

Benefits:

1

No monthly fees

2

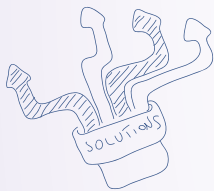
Education insurance

3

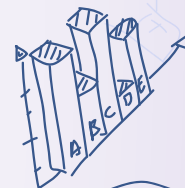
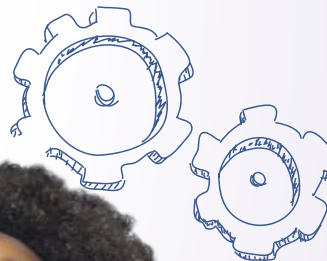
Minimum opening
balance TZS 20,00

4

Premium interest is paid monthly
and accruing monthly on amount
starting from TZS 200, 000



IDEA



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account

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Junior Jumbo Account

Money Management lessons for your Kids



By Salome Magita



Money lessons for Kids

In today's world where we make money decision everyday, personal finance management has become one of the most common challenge facing a lot of adults. This has been largely contributed by lack of education on money management and practises from a young age. This is why it is very important to impart this knowledge on children from a young age so as to help them learn to spend smart, manage their money easily and develop them into financially responsible adults.

The following are some of the money management skills you can teach your children;

1. The difference between needs and wants.

This is a very important lesson and the earlier your child learns this, the better. Understanding the true difference between what they really want and need will help them to make better decisions with money as they grow older and make a balance between them.

When your child asks you for something next time you're out shopping, ask them if; is it something they can do without, or would it be really hard to go without the item? Play a game with them where you don't buy the item, and see if they remember about it in a week or so.

2. How to earn money

Instead of giving allowances to your kids whenever they ask you, teach them money is earned and not freely given. By teaching them how to make money, they'll understand the value of money and develop a sense of responsibility.

This can be achieved by setting some activities or goals for your kids to achieve in exchange for their allowance. Ask them what they plan to use the money for and give them tips and ways they can save money for their planned future goals if they have any.

3. Show opportunity cost

Teach your children that money is finite; you cannot just have everything you want because resources are limited. This will enable your child to weigh decisions and their possible outcomes. For example you can let your child know if you buy toy car then you won't have money for an aeroplane toy.

4. Stress on the importance of giving

Once a child has started making little money teach them on the importance of giving a part of their money or buying gifts for a friend or the less privileged. This will help develop a habit of sharing and grow a child into an adult who cares for other people.

5. Open a bank account for your child

It's important for a child to be exposed to banking services as early as possible. Open an account and let him or her start to operate the basic whenever his or her understanding grows as it will help sharpen their money management skills.

Cell phone safety tips!

With more evidence suggesting cell phones could lead to cancer, it is good to practice the precautionary principles. Luckily, that doesn't mean you have to give up on your cell phone. You just need to be smarter by observing some tips and here are some of them;



Talk less, text more.

If you just need to inquire information or ask a basic question, do it with a text rather than a call.



Keep your mobile conversations to a minimum.

Always make short or essential calls only on your cell phone and set a speaker mode whenever possible



Try to hold your cell phone an inch away or more away from your head when talking.

The farther you keep your phone from your ear, the smaller the risk of RF energy exposure to your brain.



Keep your kids' phone use to a minimum.

Since children's skulls are thinner than adults' and their nervous systems still developing, researchers believe they may be at a greater risk for cell phone-related cancers. They'll also be exposed to the potentially harmful radiation significantly longer than their parents' generation.



Avoid streaming content

If you plan to watch a movie on your device, download it first and then switch to airplane mode while watching it to avoid unnecessary radiation exposure.



Avoid making calls on elevators, cars, trains and buses.

The cell phone work harder to get signals through metal, so power levels increase.



Do not talk on the phone or text while driving.

This increases the risk of road accidents.



Keep an eye on how many bars you have.

The weaker the signal, the harder your cell phone has to work and the more radiation it gives off. It's better to wait until you have a strong signal before calling.

Source: American Academy of Pediatrics

Salute to Our Unsung hero: Mama Ashura Badi



Throw Back: August 1988 Mrs. Ashura Badi posing for a photo after a long day at work. She was then a Personal Secretary to Manager Administration and Human Resources.

There are a lot of people who do things—good things, things that benefit both people around them and the society or organization they work for—but some of them get little credit for it. Rather, most of us follow the dictum of a popular American baseball player the late Jay Hanna “Dizzy” Dean, who said, “It ain’t braggin’ if you really done it!”

Thankfully, there are people who are perfectly happy to make considerable contributions to their professions and their working place out of the spotlight, asking no more reward for their hard work than the satisfaction of helping others, and doing so with excellence and class.

Our Bank benefits immensely from the efforts of people like this, and would be immeasurably diminished without them. And so in this TemboNews edition we write in praise and recognition of Mrs Ashura Badi popularly known as Mama Badi or Bi. Ashura, who is a Senior Office Management Secretary at the Department of Marketing, Research and Customer Service. I know there are countless others like Mama Badi but still, it is important to pay tribute to few and, in doing so, to salute many others like her.

Mama Badi is known for her exceptional customer service; she enthusiastically responds to every request with a smile and gets things done quickly and efficiently. When our TemboNews correspondent interviewed her co-workers at the Department of Marketing, Research and Customer Service, everybody appreciates her flexibility and positive attitude, which makes for a great team environment. Despite being the oldest in the Department, she is always the first in and treats everyone with a lot of respect. You will be amazed how she mingles with everyone.

Mama Badi joined the Bank before the computer era in 1988, when the Bank was called Corporate Rural Development Bank. This was the time before the Bank was privatized and listed to DSE to become CRDB Bank PLC. That time she was using typewriter to do her works. She has survived waves after waves of changes, and she is still standing strong. Hers is unique story of perseverance and if you ask her what’s the secret, she softly answers, “*Kazi ni Uaminifu, Kujituma na Uvumilivu*”.

This year Mama Badi celebrates her 30th anniversary of service at CRDB Bank. We, CRDB Bank family, congratulate her on achieving this anniversary. We appreciate her commitment and dedication to the Bank throughout the years.



Director of Marketing, Research and Customer Service Ms. Tully Esther Mwambapa congratulating Mama Ashura Badi for her outstanding performance in her 30 years of service at CRDB Bank.

DOWN THE MEMORY LANE



CRDB Bank Chairman, Judge Hilary Mkate and other dignitaries following up the proceedings during the first CRDB Bank's Annual General Meeting after becoming a Public Company. The meeting was held at AICC SIMBA Hall, Arusha in September 14 th , 1996.



Time to celebrate: CRDB Bank Managing Director Dr. Charles Kimei (L) chatting with the then Minister for Finance, Hon. Daniel Yona (C) and the IPP Executive Chairman Dr. Reginald Mengi at the official launch of CRDB Bank website in May 1998.



WE ARE OFFICIALLY LIVE: CRDB Bank staffs perusing with pride the Bank's website soon after its official launch in May 1998.



Karibu Mwalimu! CRDB Bank Board Chairman late Advocate Eleuterius Kapinga, welcoming the late Mwalimu Julius Kambarage Nyerere to the official opening of CRDB Bank Musoma Branch in July 1993.



Asante Mwalimu! The first President of the United Republic of Tanzania and Father of the nation, Late Mwalimu Julius Kambarage Nyerere signing the visitors book at CRDB Bank - Musoma Branch in July 1993.

PICTORIALS



CRDB Bank Managing Director, Dr. Charles Kimei (L) receiving appreciation award from the Minister of Industry, Trade and Investment Hon. Charles Mwijage (R) during the President's Manufacturers Awards of the Year (PMA) 2018.



CRDB Bank Managing Director, Dr. Charles Kimei (R) and Tandahimba Community Bank (TACOPA) Board Chairman, Mr Rajabu Mmunda (L) signing Memorandum of Understanding. CRDB Bank agreed to inject TZS 3.2bn to boost TACOPA capital.



Inspector General of Police, IGP Simon Sirro showcasing his TemboCard Infinity card handedover to him by the CRDB Bank Managing Director, Dr. Charles Kimei (R) during the Bank's Management visit at Police Headquarters, Dar es Salaam.



CRDB Bank Managing Director, Dr. Charles Kimei addressing the Bank's customers during SME seminar that took place in Mbeya in June 2018.

We are Listening!

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