

REMARKS BY KCB GROUP CHIEF EXECUTIVE, MARTIN ODOUR-OTIENO, DURING THE INAGURATION OF KCB/KWS PARTNERSHIP ON TUESDAY SEPTEMBER 29, 2009

KWS Chief Executive, Dr. Julius Kipngetich

The Senior KCB and KWS Teams present

Members of the media

Ladies and Gentlemen

It is a great pleasure to be here at the home of Kenya's world renowned wildlife to inaugurate this important partnership between KCB and KWS. We feel very proud as one of Kenya's top banks to be called upon to partner with one of the top global wildlife management bodies in providing financial solutions to support your activities.

KCB'S image transformation over the last few years has put us in the list of preferred banks that big institutions like KWS approach for financial solutions. This situation is set to get even better for KCB following the introductions last year of our new core banking system and the recent launch of a high tech customer contact centre which have given KCB capacity to anticipate and meet customer needs as well as support relationship management.

KWS has been our customer for many years and we see this new partnership as taking our good business relationship to the next level. It also reflects the confidence KWS has in our ability to provide appropriate financial solutions to them.

We are therefore, happy today to be chosen by KWS to facilitate payment of entry fees at their parks across the country by installing point of sale terminals. KCB will install PDQs at 40 KWS outlets across the country to enable the parks to accept VISA and MasterCard credit and debit cards as a means of paying entry fees and other charges at KWS parks and lodges. In this partnership KCB will utilize its experience as a leading acquirer in the country to provide technical and logistical support to KWS.

The point of sale terminals we are installing at KWS are among the most superior in the market because they are GPRS- enabled hence ideal for use anywhere anytime within the parks and lodges. They are easy to use, fast and efficient thereby guaranteeing KWS smooth and quick processing.

We see this partnership as a step forward in promoting tourism in the country as it creates convenience for Kenyans and other visitors to pay their gate charges without bearing the risk of carrying cash. It also reduces the risk of KWS holding huge amounts of cash especially during the high season.

With over 1.5million credit and debit cardholders in Kenya, this arrangement promises to attract many local visitors which will boost revenue collection for KWS. KCB's unique position as the sole acquirer of MasterCard cards opens up opportunities for MasterCard credit and debit cardholders to enjoy Kenya's wildlife heritage much more conveniently.

Today's partnership is part of our strategy to grow further our relationship with our customers in order to increase our market share. Product and service innovation will continue to be a key priority for KCB in order to take advantage of existing synergies with our customers while also creating avenues for customers to utilize our products and services to suit their lifestyles. This is why last week we launched a revamped KCB Connect that takes banking literary to the palm of our customers through their mobile telephone handsets. We will continue to explore ways to use modern technology to delight our customers.

I would like to thanks the KCB and KWS teams that have been working on this project and are involved in piloting to make sure it meets the expectations of KWS and our customers. We believe this is the beginning of many such partnerships that will position KCB as the driver of electronic banking in this country and across the regions.

Once again it is a great honour for KWS to choose KCB to be its partner in the financial management of its parks. I give you, Dr. Kipnetich, my commitment that KCB will endeavour to make this project a big success and deliver the KCB customer experience to you and your team.

Thank you.