

finshape

Building and maintaining the number one position on the market



Client story

Over **2,9**
mil. clients

39 %
of the market

Most innovative
corporate digital
bank in CEE 2021



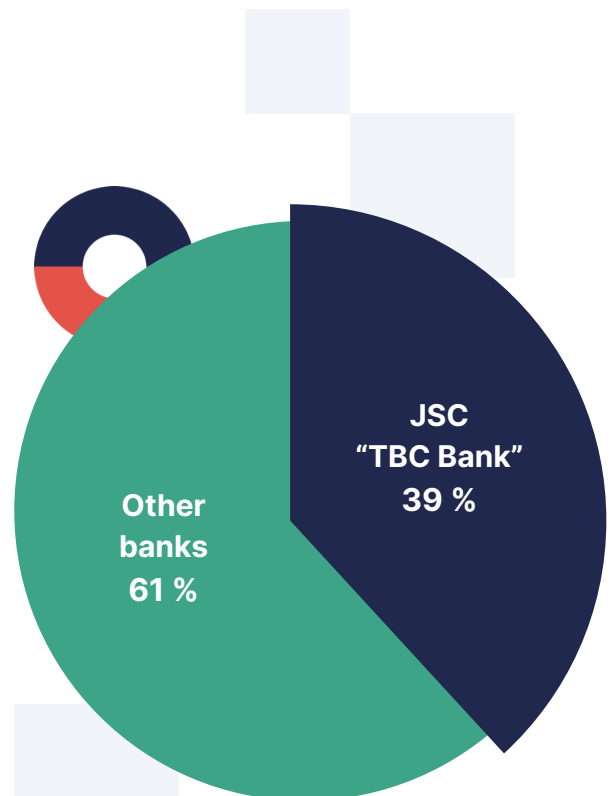
The goal was market domination

The mandate was clear and concise – to become a digital market leader and automate all the processes that make it possible. The management of Georgia's TBC Bank recognized that innovation would lead them to success. The task faced by Finshape 10 years ago was a major challenge.

Over the course of the collaboration, Finshape gradually developed a completely new form of internet banking, including a front-end application that has become one of the bank's historic milestones. It was a product that was a revelation on the Georgian market at the time, giving the bank the reputation of an attractive innovator and spurring it into a period of skyrocketing growth.

Gradually, a modern mobile application available to all mobile operating systems was also delivered. Although the market has consolidated and today Android and iOS are used almost exclusively, TBC Bank has also long supported minority systems such as Windows Phone and BlackBerry OS, winning the goodwill and gratitude of many clients.

market Share
JSC “TBC Bank”

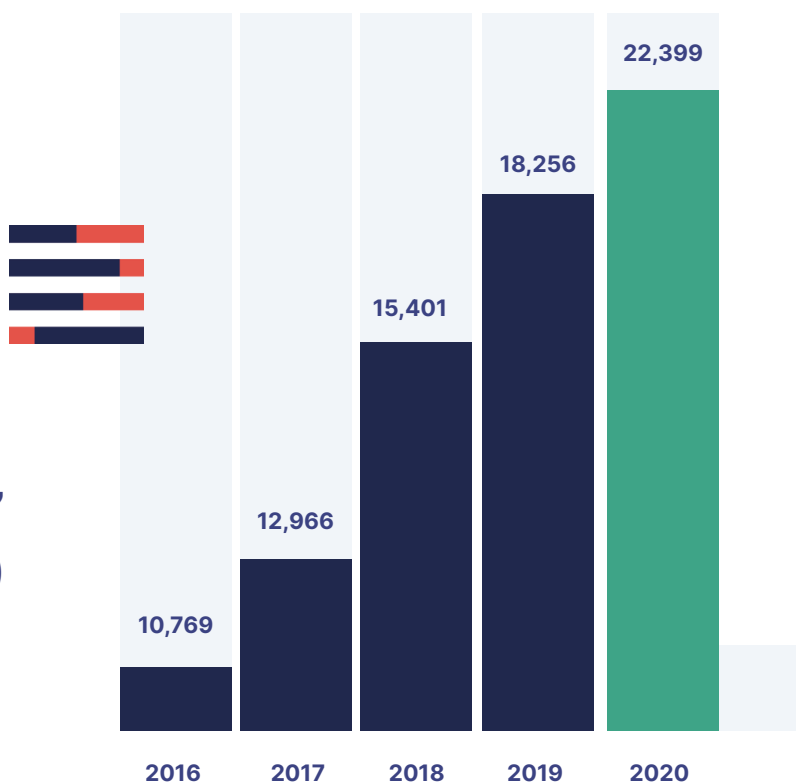


Skyrocketing growth through innovation

The launch of new internet and mobile banking has been a huge success for TBC Bank in the Georgian market. The bank significantly increased the number of clients using digital channels and the number of clients grew seven-fold during the first 12 months after its launch.

New internet and mobile banking has become a powerful tool for attracting new clients and an alternative channel for selling deposits and loans. At the same time, the number of electronic transactions has increased, which has led to significant cost savings.

**total assets of
JSC "TBC Bank"
(mln GEL)**

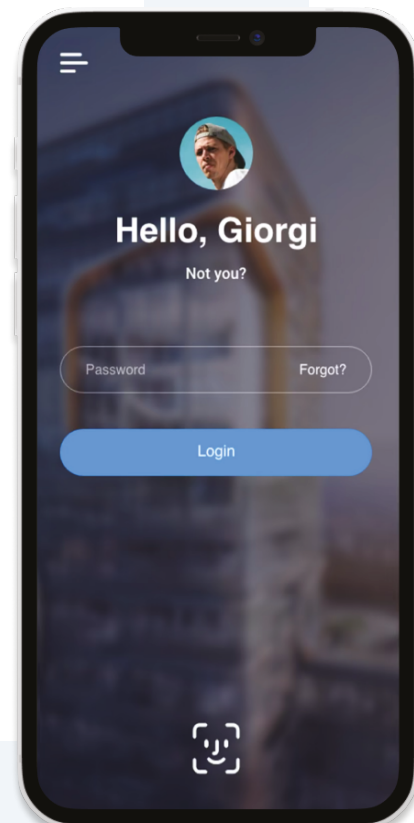


Technical solutions

Internet banking developed for TBC Bank was the first on the market created entirely in the javascript web-based framework AngularJS. With its design and functionality, it was highly superior to all competing solutions. TBC Bank has continued to strive to improve internet banking based on the DBOS platform. Another goal and success of Finshape's cooperation with TBC Bank was the implementation and development of a fully integrated omni-channel solution, which is constantly innovating and improving and still has no competition on the market today.

The bank also wants to be a leader in open-banking. Indeed, in Georgia, online banking can also be used in communication with the state government. It makes it easy to pay energy fees as well as fines for parking tickets etc. For this reason, there is a need to continuously innovate and constantly bring the best services to customers in this area as well.

Moreover, the banking market is developing very dynamically in Georgia, and various regulatory requirements, such as the need to implement the response to the PSD2 Directive, also needed to be responded to quickly. Thanks to the well-functioning communication between Finshape and TBC Bank and the flexibility of both firms, the implementation of the new technology to meet the regulator's requirements was achieved in a matter of a few short weeks.

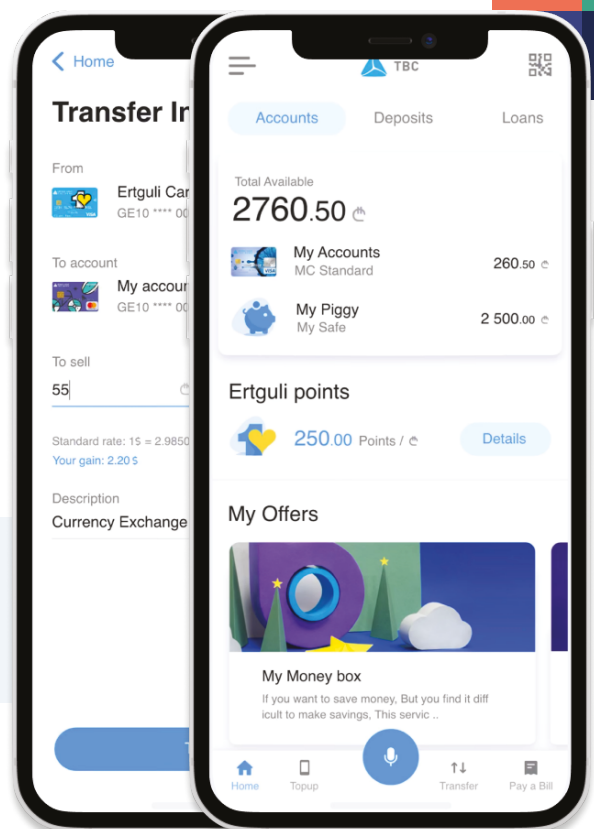


client story

Number one position on
the market

TBC Bank mobile banking app offers a variety of modern features, including geolocation features that enable the maximum empathic approach to clients. With these geolocation functions, the bank can communicate with its clients with even greater relevance, sending them the most appropriate messages at the right time and place.

The successful joint TBC Bank and Finshape project has resulted in a long-standing, continuous collaboration that continues to this day. The extraordinarily high level of transparency and trust in this partnership led to the introduction of an agile work process between 2018 and 2019 and has resulted in a significant increase in the productivity of joint work without increasing the burden on team members inside the bank or Finshape.



Recognition and international awards

TBC Bank has become a leader in the Georgian market, winning several domestic and foreign awards. As early as 2013, for example, it won the renowned Global Finance magazine's award for the world's best integrated internet bank. Thanks to the combined efforts of Finshape and TBC Bank developers, the bank's mobile applications are also enjoying great success. Thanks to this, TBC Bank has also won Global Finance's prize for the Best Mobile Banking in 2019 TBC Bank became the most innovative bank in the CEE region and won the

award for the best online portal for corporate clients in 2021. At the same time, it became the Bank of the Year in Georgia.

BEST-in-class digital capabilities

- The most innovative corporate digital bank in the CEE region 2021
- 96% retail offloading ratio

₾ **198.5 mln**
+ 97.1% YoY
net profit

₾ **15,038.2 mln**
+ 4.9% YoY
total deposits

₾ **17,047.4 mln**
+ 6.8% YoY
total loans

22.1%
+ 8.4% YoY
return on average equity



Solidifying Success

The ultimate goal of the long-term cooperation is to maintain market leadership for TBC Bank in terms of both customer numbers and turnover. Both companies share a common philosophy and agree that the best way to achieve this goal is to maximize the focus on client needs and customer service.

Further acceleration of T2M products and services, including direct banking, is planned. In the near future, the priority will also be the development of a completely digital onboarding solution, including a biometric verification system based on face-recognition. The gradual implementation of innovations related to regulatory requirements will continue. Specifically, this will involve elements of strong client authentication as well as the ability to connect with third-party services through open APIs.

Thanks to its cooperation with Finshape, TBC Bank has solidified its position at the cutting edge of banking technology, not only in the region but worldwide. Indeed, the bank has long followed the motto "Make Life Easier" and has tried to make life easier for its clients primarily through technology, digital services and an empathetic approach to their needs.



"By focusing on our digital presence, we have established a strong market position. This is appreciated not only by our customers but also by the international professional public."

VAZHA BERIASHVILI

Payments Tribe, Chapter Lead,
TBC Bank



TBC BANK

TBC Bank was founded in 1992 and has gradually become Georgia's leading bank across all segments over the past decade. It is now one of the strongest brands in Georgia. The bank offers a wide range of products and services to retail and corporate customers from small to medium-sized and large firms, making it the leading universal bank in the entire region.

Although it is a relatively new bank, TBC Bank with steady growth, became a major player in the domestic scene and, eventually, the largest banking group in Georgia. It has also cemented its number one position through the acquisition of rival Bank Republic, which until then belonged to the French group Société Générale. Currently, TBC Bank serves around 92% of Georgia's adult population. In addition, the bank, which currently has over 2.9 million clients, is still experiencing remarkable growth.

finshape

Finshape is a global leader in the banking segment and its applications for banks and financial institutions are used by over 100 banks with more than 35 million end users worldwide. Some of its largest clients include Alfa Bank, VTB Bank and TBC Bank and in the Czech Republic, Česká spořitelna, Raiffeisenbank, MONETA Money Bank and Equa bank.

