

London, 13 October 2020

*Bank of Georgia to deliver better service to customers with Salesforce,  
the world's leading CRM Expert*

Bank of Georgia Group PLC (the “**Group**”) is pleased to announce that its subsidiary, JSC Bank of Georgia (the “**Bank**” or “**Bank of Georgia**”) has unveiled a new collaboration with the world’s leading customer relationship management company, Salesforce, to deliver personalised positive digital experiences to its customers. This agreement is a major step towards the full digital transformation that will enable the Bank to provide a fully customer-centric business platform, offering a range of tailored solutions and services.

The multichannel functionalities of Salesforce, along with years of experience, will facilitate the integration of all customer experiences throughout their journey within a single platform. To ensure this key project is a clear success, Bank of Georgia selected to work with Isobar, Platinum Salesforce Implementation Partner. This will further allow the Bank to better respond to changing customer needs and interests, and encourage even more personalised products and solutions.

**Archil Gachechiladze**, Bank of Georgia’s CEO commented: “We are delighted to announce our collaboration with Salesforce, the world’s leading CRM platform. Our goal is to make the most use of digital technology in order to strengthen and deepen relationships with our customers. For that reason, we continue to introduce digital innovations that will stimulate growth and create new opportunities. We believe that through Salesforce, Bank of Georgia will be able to better serve our customers, which is a great responsibility and a challenge for us.”

“In this difficult period, digital technology has become an imperative. Putting customers at the center of a company’s digital transformation is certainly the most important step that can be taken, especially in the banking world that has long offered multiple contact channels,” said **Petra Jenner**, GM Senior Vice President Emerging Markets & Israel Salesforce. “Understanding customer needs and habits at 360 degrees will allow Bank of Georgia to tailor its services. I am delighted that this journey started with Salesforce.”

Salesforce is the global leader in Customer Relationship Management, bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies – cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain – to create a 360° view of their customers.

Name of authorised official of issuer responsible for making notification: **Natia Kalandarishvili**, Head of Investor Relations and Funding

**About Bank of Georgia Group PLC**

Bank of Georgia Group PLC (“**Bank of Georgia Group**” or the “**Group**” - LSE: **BGEO LN**) is a UK incorporated holding company, which comprises: a) retail banking and payment services; b) corporate and investment banking and wealth management operations in Georgia; and c) banking operations in Belarus (“**BNB**”). **JSC Bank of Georgia** (“**Bank of Georgia**”, “**BOG**” or the “**Bank**”), the leading universal bank in Georgia, is the core entity of the Group. In the medium to long-term, the Group targets to benefit from superior growth of the Georgian economy through both its retail banking and corporate and investment banking services and aims to deliver on its strategy, which is based on at least 20% ROAE and c.15% growth of its loan book.

JSC Bank of Georgia has, as of the date hereof, the following credit ratings:

Fitch Ratings	'BB-/B'
Moody's	'Ba3/NP' (FC) & 'Ba2/NP' (LC)

For further information, please visit [www.bankofgeorgiagroup.com](http://www.bankofgeorgiagroup.com) or contact:

**Archil Gachechiladze**  
CEO  
+995 322 444 144  
[agachechiladze@bog.ge](mailto:agachechiladze@bog.ge)

**Michael Oliver**  
Adviser to the CEO  
+44 203 178 4034  
[moliver@bgeo.com](mailto:moliver@bgeo.com)

**Sulkhan Gvalia**  
CFO  
+995 322 444 108  
[sgvalia@bog.ge](mailto:sgvalia@bog.ge)

**Natia Kalandarishvili**  
Head of Investor Relations  
+995 322 444 444 (9282)  
[ir@bog.ge](mailto:ir@bog.ge)