

JSC Bank of Georgia announces its move to new Headquarters, the launch of its new website and its brand restyling

JSC Bank of Georgia (LSE: BGEO) (the “Bank”), the leading bank in Georgia announced that it has completed its brand restyling which has been carried out in order to update the Bank’s corporate brand. The new corporate-endorsed brand architecture unites the group’s banking sub-brands such as retail banking, corporate banking, wealth management and Solo brand and the group’s non-banking businesses under one umbrella, while retaining the Bank’s well-established logo which incorporates the Bank’s signature orange lion.



A new slogan, rolled out as part of the brand restyling campaign, “Feel the Future” conveys the Bank’s innovative corporate spirit and the Bank’s ambition to be ahead of its competitors by offering new products and services and support for its clients by financing their respective needs that will shape their future.

The Bank also announces the launch of its new-look corporate website, which has been redesigned to reflect the Bank’s brand restyling. Relevant changes to the website include improving the ease of navigation through the website in order to provide simple and relevant information to the Bank’s wide-ranging customers and shareholders.

The Bank’s brand restyling and the launch of its new website coincide with the Bank’s move to its new HQ in November 2011. Constructed in 1975, the former Ministry of Highway Constructions building is a recognised landmark of Soviet-era Architecture. The Bank believes that the new building will meet the growing needs of its business and provide professional facilities for the Bank’s clients and employees. Approximately 600 employees of the Bank, including back-office staff previously spread across 12 offices rented by the Bank in Tbilisi, will now relocate to the new HQ and will be able to take advantage of its 14,881 square meters of modern and professional facilities. The President of Georgia was a special guest at the opening ceremony of the Bank’s new HQ.



“The Bank’s new brand concept, new website and new headquarters symbolise its continued development as we enter the future and the growing role of Bank of Georgia as the leading bank in the country. The Bank has played an important part in the rapid growth of the Georgian economy in recent years and the opening of our new headquarters not only reflects our

About Bank of Georgia

Bank of Georgia is the leading Georgian bank, based on total assets (with a 36% market share), total loans (with a 36% market share) and client deposits (with a 34% market share) as of 30 June 2011, all data based on standalone financial information filed by banks in Georgia with the National Bank of Georgia. The Bank offers a broad range of corporate banking, retail banking, wealth management, brokerage and insurance services to its clients.

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

Standard & Poor’s	‘B/B’
FitchRatings	‘B+/B’
Moody’s	‘B1/NP’ (FC) & ‘Ba3/NP’ (LC)

For further information, please visit www.bog.ge/ir or contact:

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confidence in the country's prospects but also brings immediate benefits, as we consolidate our locations to improve efficiency and reduce our rental costs", commented **Irakli Gilauri**, Chief Executive Officer.