

# RETAIL BANKING

**Giorgi Gureshidze**

Deputy CEO; Head of Mass Retail Banking  
Bank of Georgia

# Georgia's leading retail banking franchise

2.2 million monthly active customers | Figures are given for Mar-26 / 1Q26 unless otherwise stated

**#1** in payments, lending, and deposits

01

## Excellent service quality

**~90% CSAT** scores across key touchpoints

### Average waiting time:

FY25

- Branch < 2.5 min
- Contact center < 15 sec

02

## Daily banking leadership

Award-winning SuperApp

PLUS loyalty platform

**1m+** active users

**#1 in unsecured consumer loans**  
(45.1% market share, +3.6pp y-o-y)

**#1 in acquiring**  
(56.7% in 1Q26)  
**#1 in issuing**  
(55.8% in 1Q26)



**World's Best Digital Bank**  
Global Finance | 2024 & 2025

03

## Data & AI-powered engine

0.6pp lower cost of risk than banking sector

Lending decisions automation rate - 98.5%

NBO

GenAI Chatbot

Personalised offers & communication

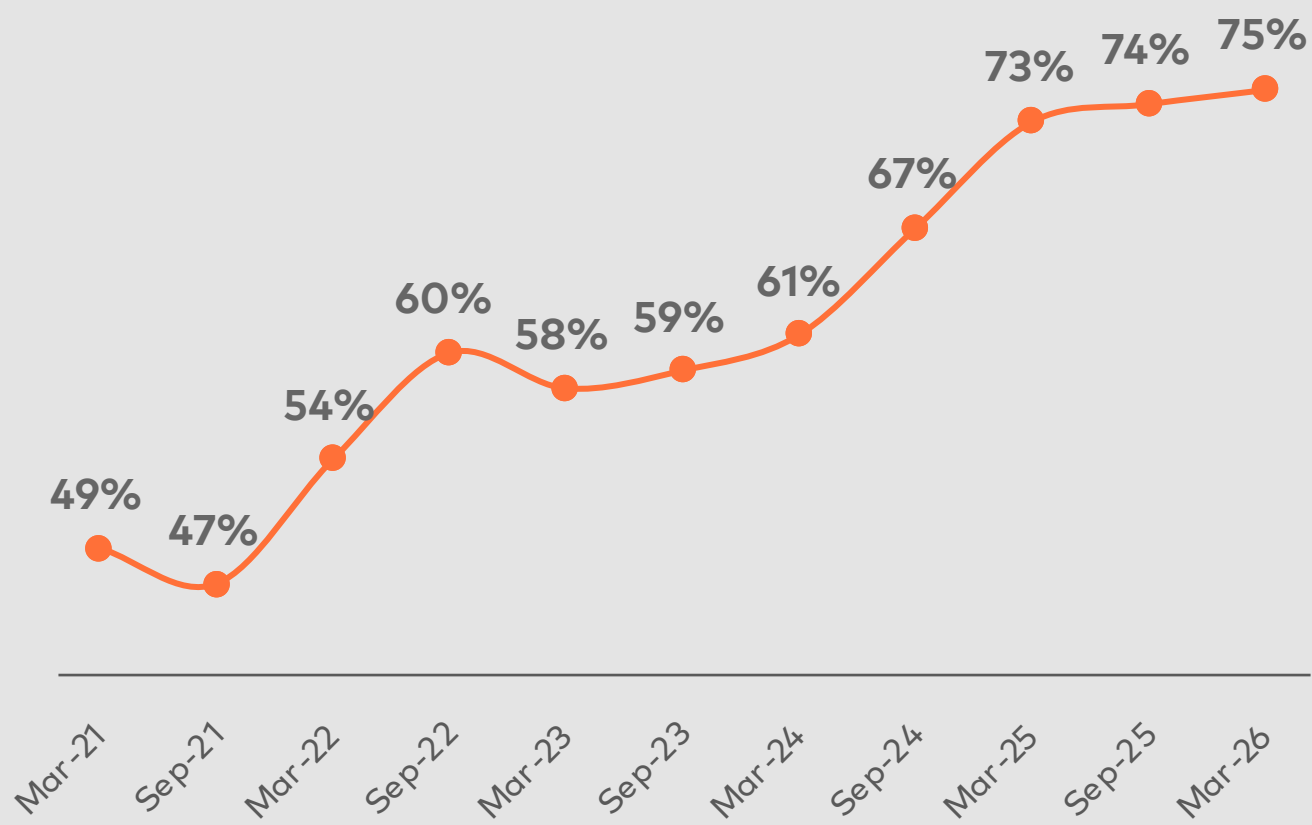
**Next frontier:**  
Hyper-personalisation at scale

# Trust is the foundation of our retail leadership

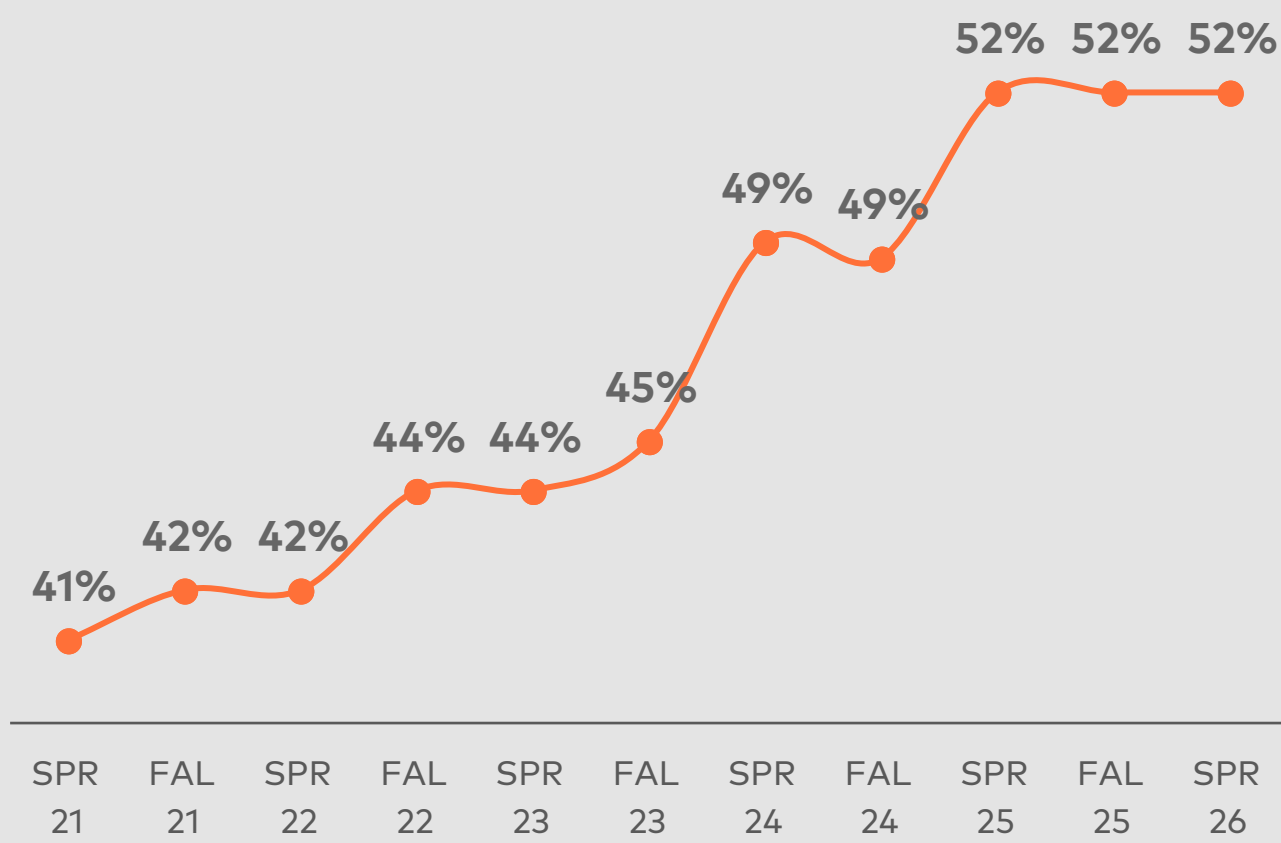
Consistent service quality builds up trust over time

## NPS

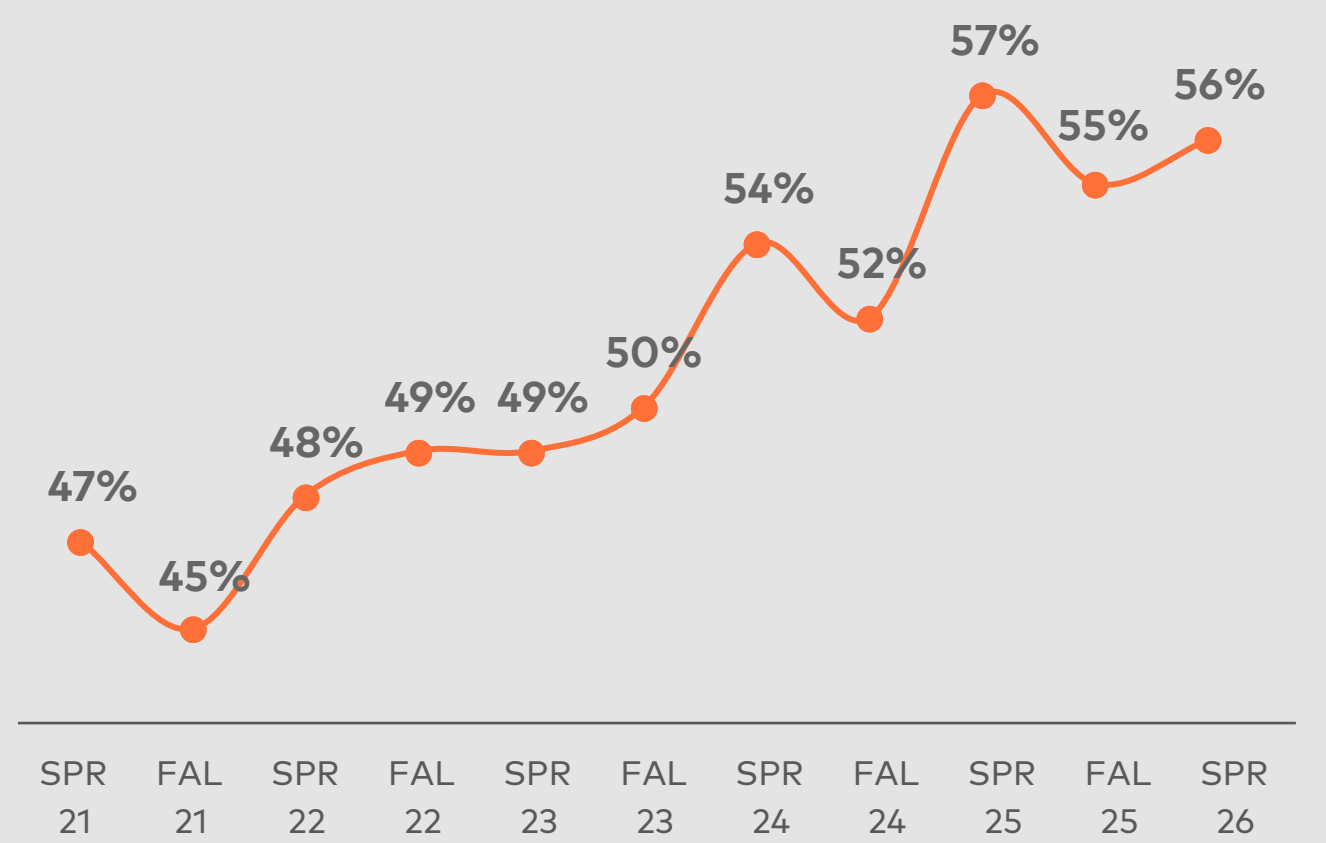
**75%** as of Mar-26 | **27%** NPS global banking average\*



## Most trusted



## Top-of-mind



## BOG APP

**93% CSAT**

## Branches\*\*

**97% CSAT**

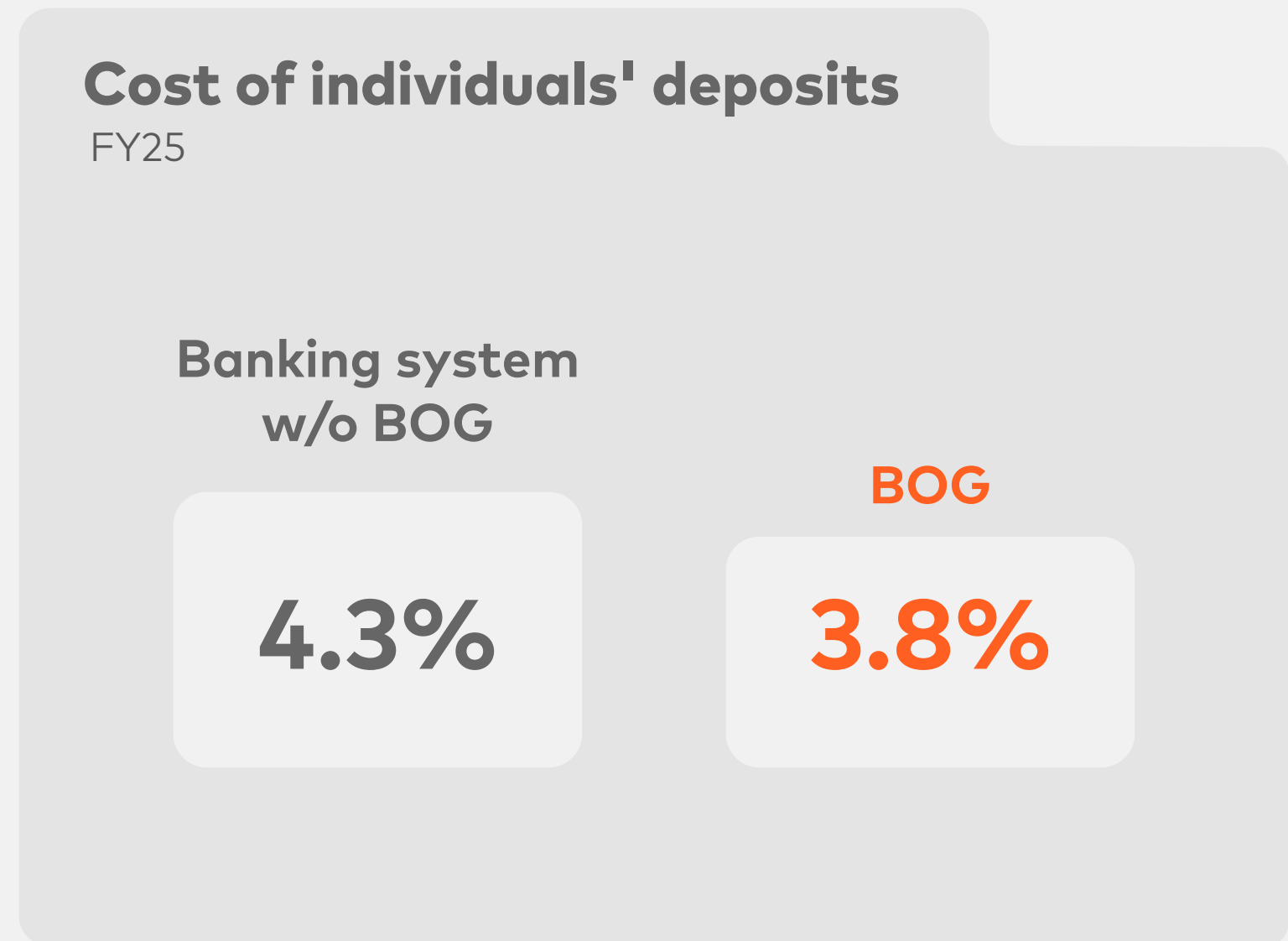
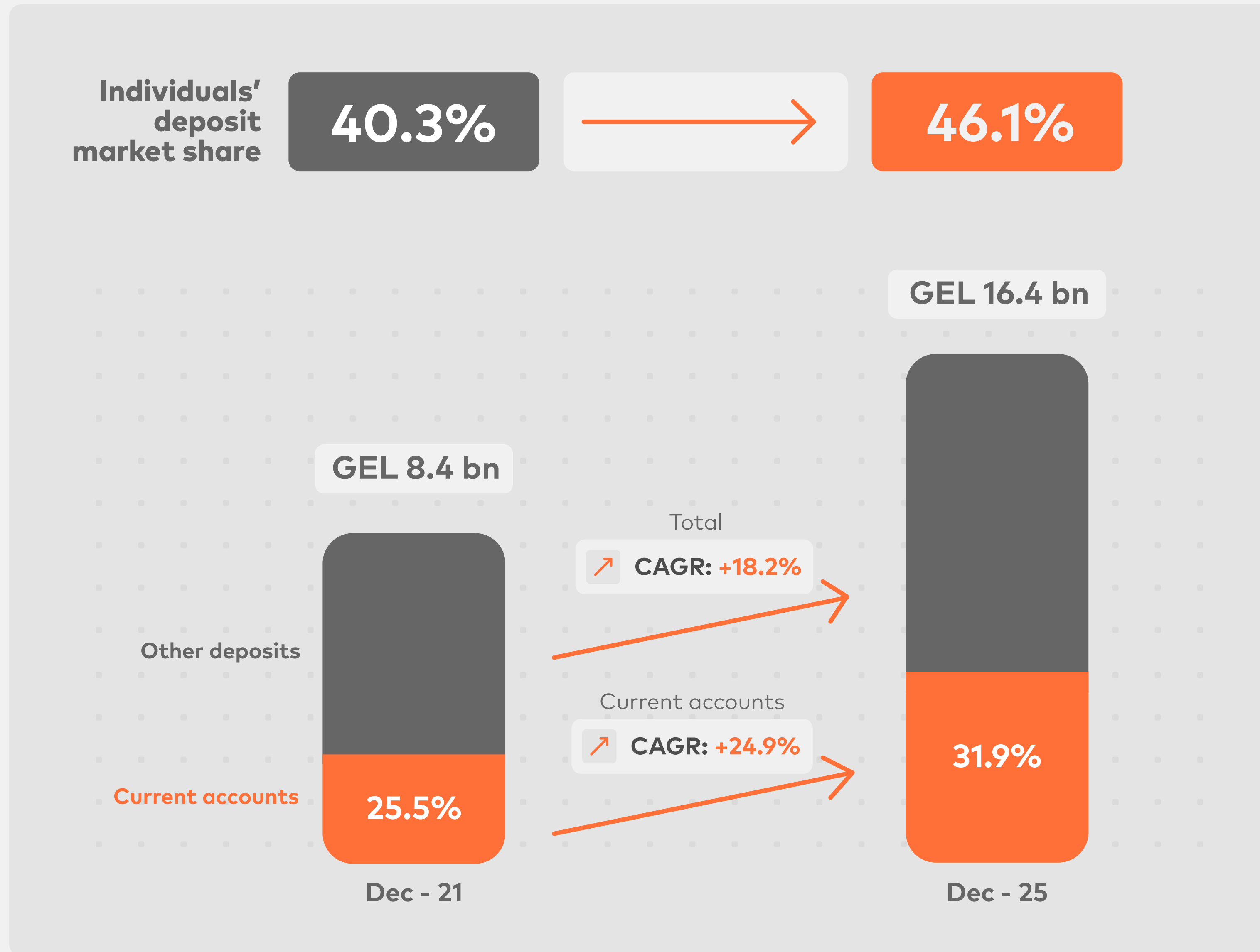
## Contact center

**89% CSAT**

\*Global NPS source: <https://customergauge.com/benchmarks/blog/financial-services-nps-benchmarks>  
 Representing the average NPS score across leading international banks  
 \*\*Includes retail banking branches  
 CSAT figures based on internal survey

# Trusted customer relationships translate into lower cost funding

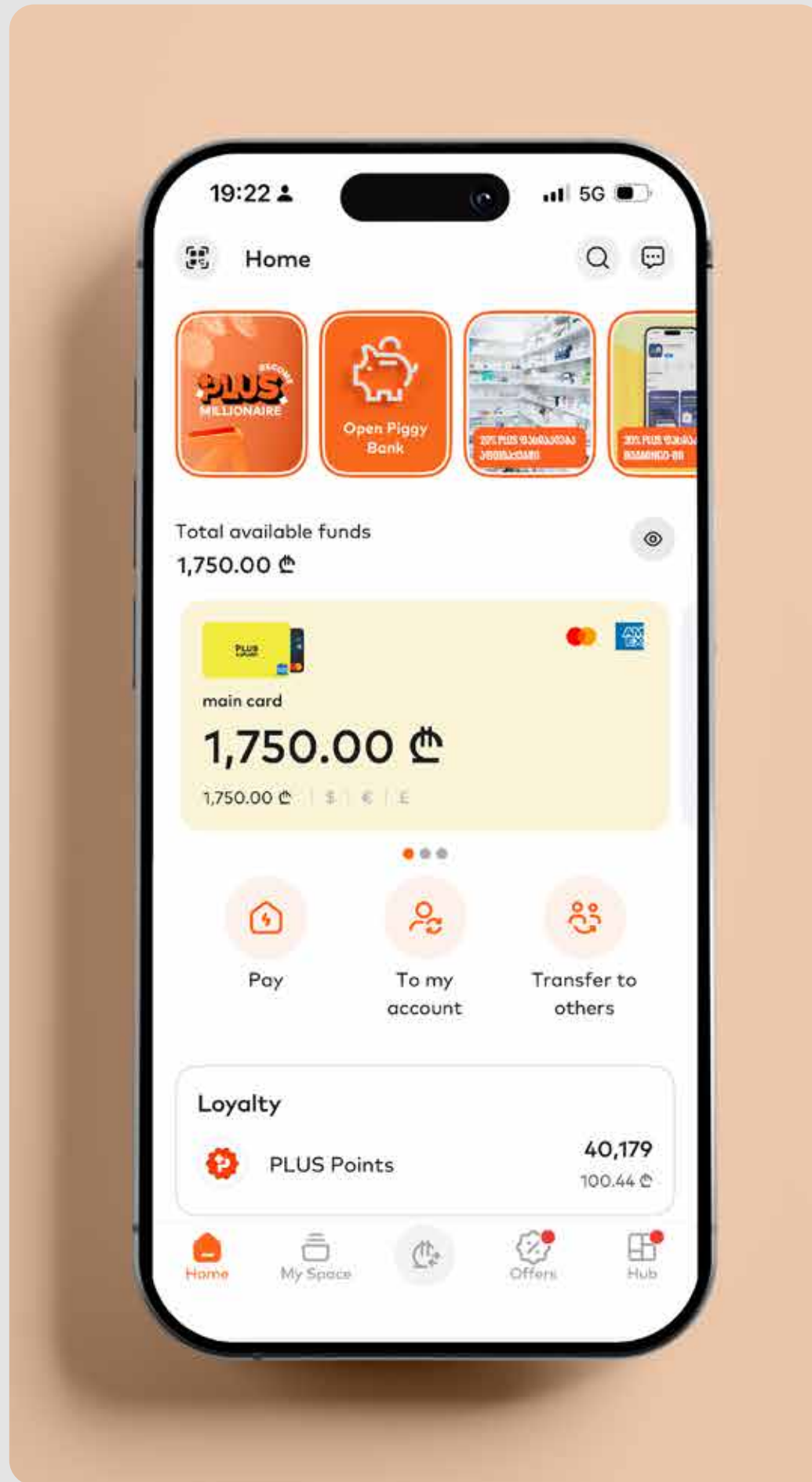
#1 market position in total retail deposits with a high share of current accounts



# Our SuperApp is transforming retail banking into a lower-cost, higher-engagement model

4.7 ★ SUPERAPP with 4.7m digital sales cuts costs and deepens daily engagement

## Retail financial SuperApp



Play store 4.7/5 ★

App store 4.8/5 ★

CSAT  
93% in 1Q26



2021

1Q26

30%



71%

Products sold digitally

96%



99%

Share of non-branch transactions

Doing more with less - leaner network, more digital sales

211



163

Total retail branches

105



104

Full-scale branches

106



59

Transactional branches\*

GEL 22m



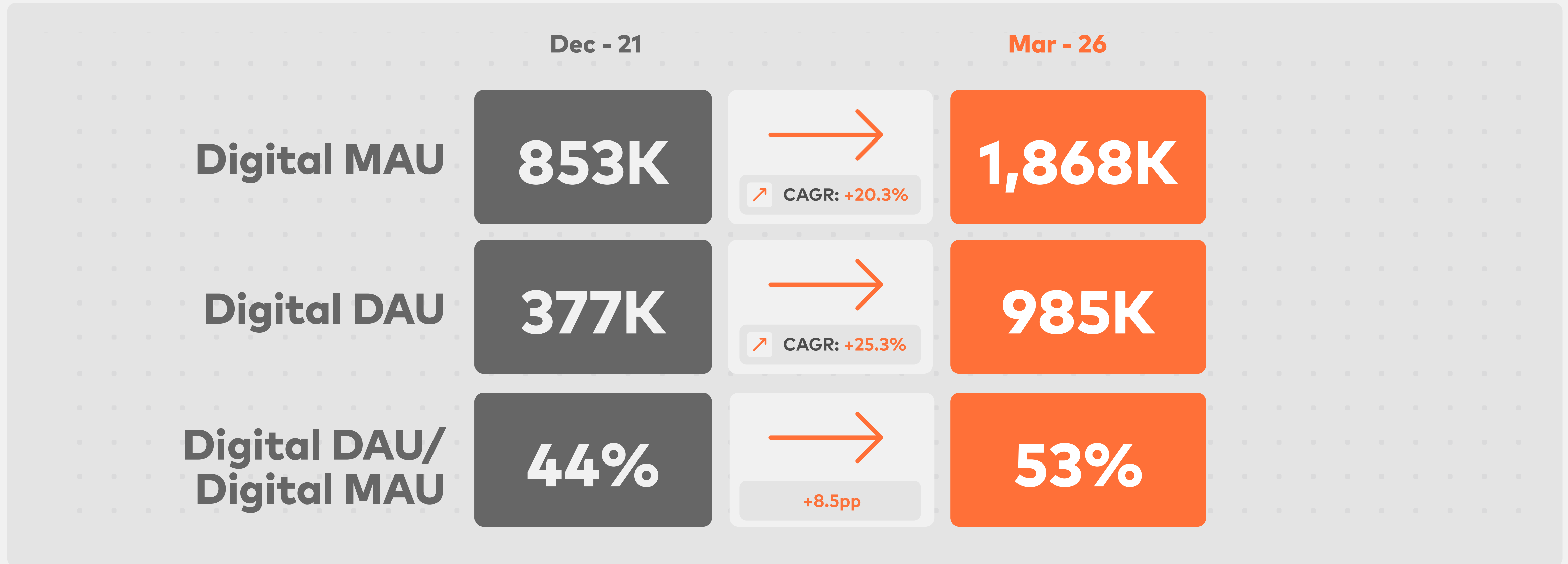
GEL 39m

Annual loan volume issued per full-scale branch

\*Includes only retail banking branches

# Digital leadership drives industry-leading engagement

Digitalisation done in a customer-centric way opens many doors through daily customer engagement



**+52%**

**More DAU than the closest competitor**

# Daily banking leadership, reinforced through a strong loyalty programme

Loyalty is our daily engagement engine

## PLUS - The loyalty moat

1.1m

Active loyalty users

50% of MAC | +19.2% y-o-y

95K

PLUS birthday participants in 2025

+58.0% y-o-y growth

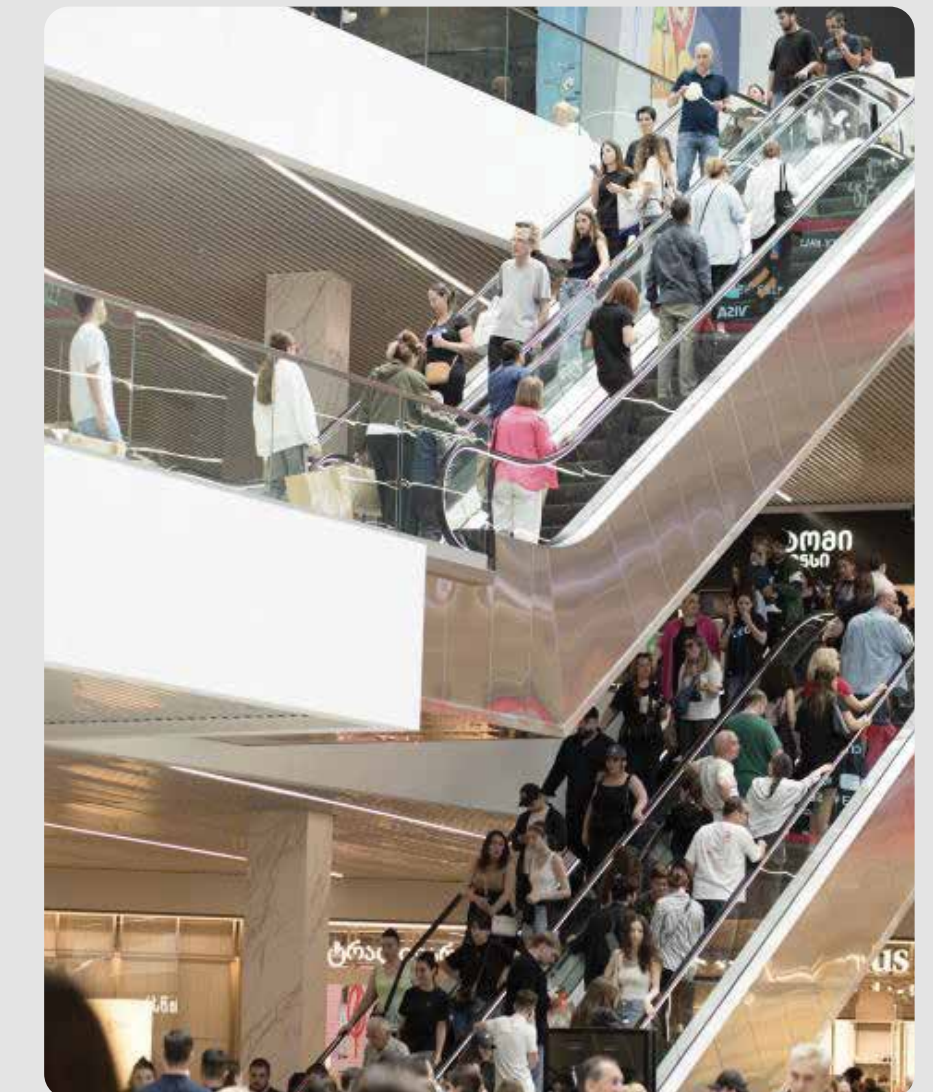
1.3m

Cards digitised across electronic wallets

representing 32.4% of the total population

+25%

More activity on PLUS birthday than Black Friday among BOG customers



# Our customer ecosystem has translated into payments leadership



# Owning customer relationships gives us upper hand in lending

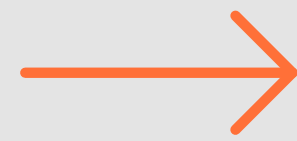
#1 in loans - gaining market share with higher yields and lower cost of risk

**#1** Highest market shares in **loans** with higher yields and lower cost of risk

## Retail loan balances

Dec - 21

**GEL 6.9bn**

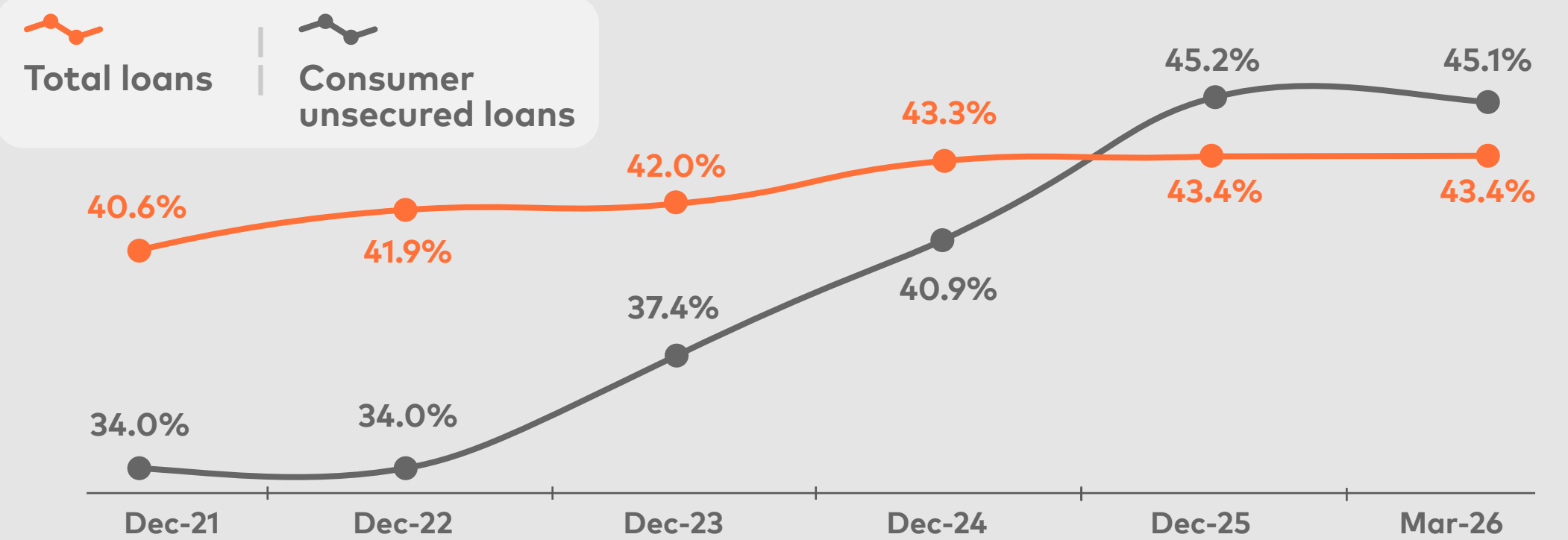


CAGR: +15.5%

Mar - 26

**GEL 12.8bn**

## Individuals' loans market share



## Retail loans nominal rate

FY25

Banking system w/o BOG

**16.4%**

BOG

**17.3%**

## Retail cost of credit risk

FY25

Banking system w/o BOG

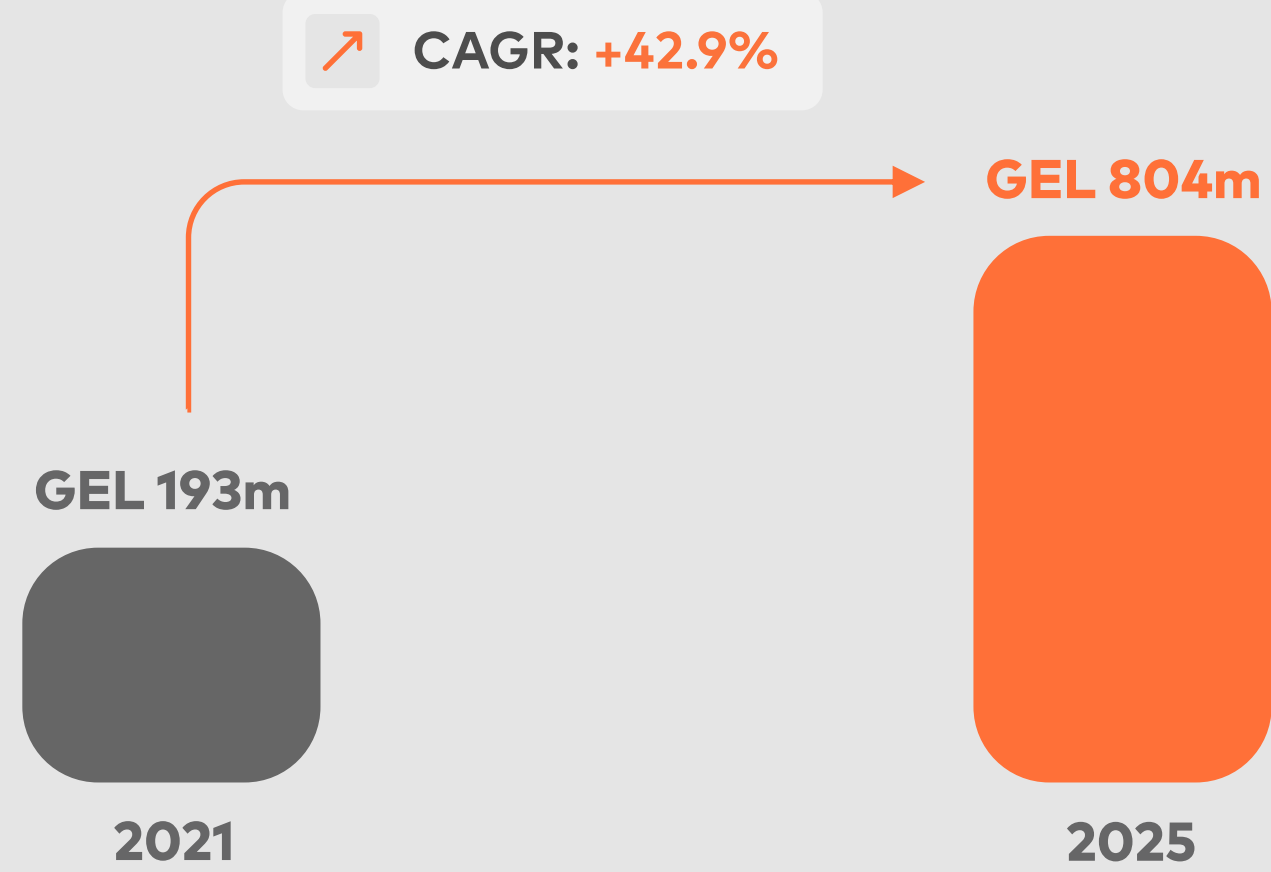
**1.2%**

BOG

**0.6%**

# || This franchise quality translates into superior retail returns

## Net income



## ROAE



## Net interest margin

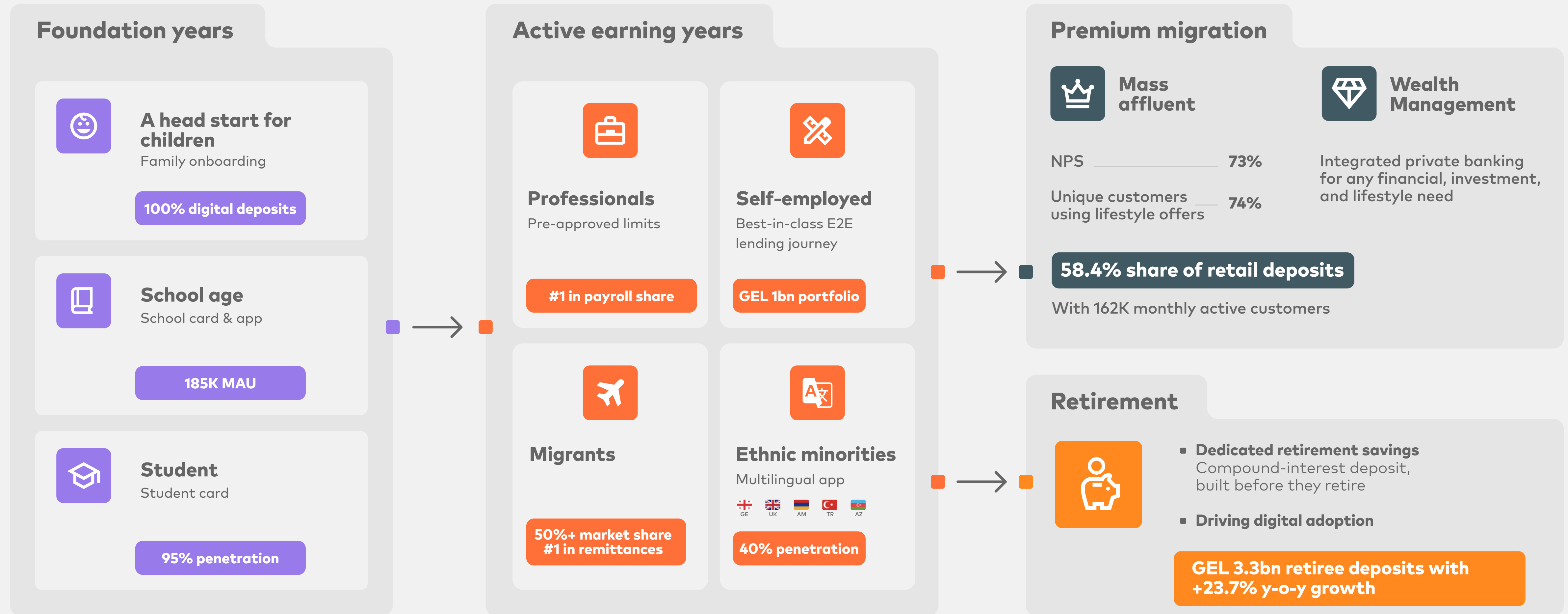


## Cost-to-income

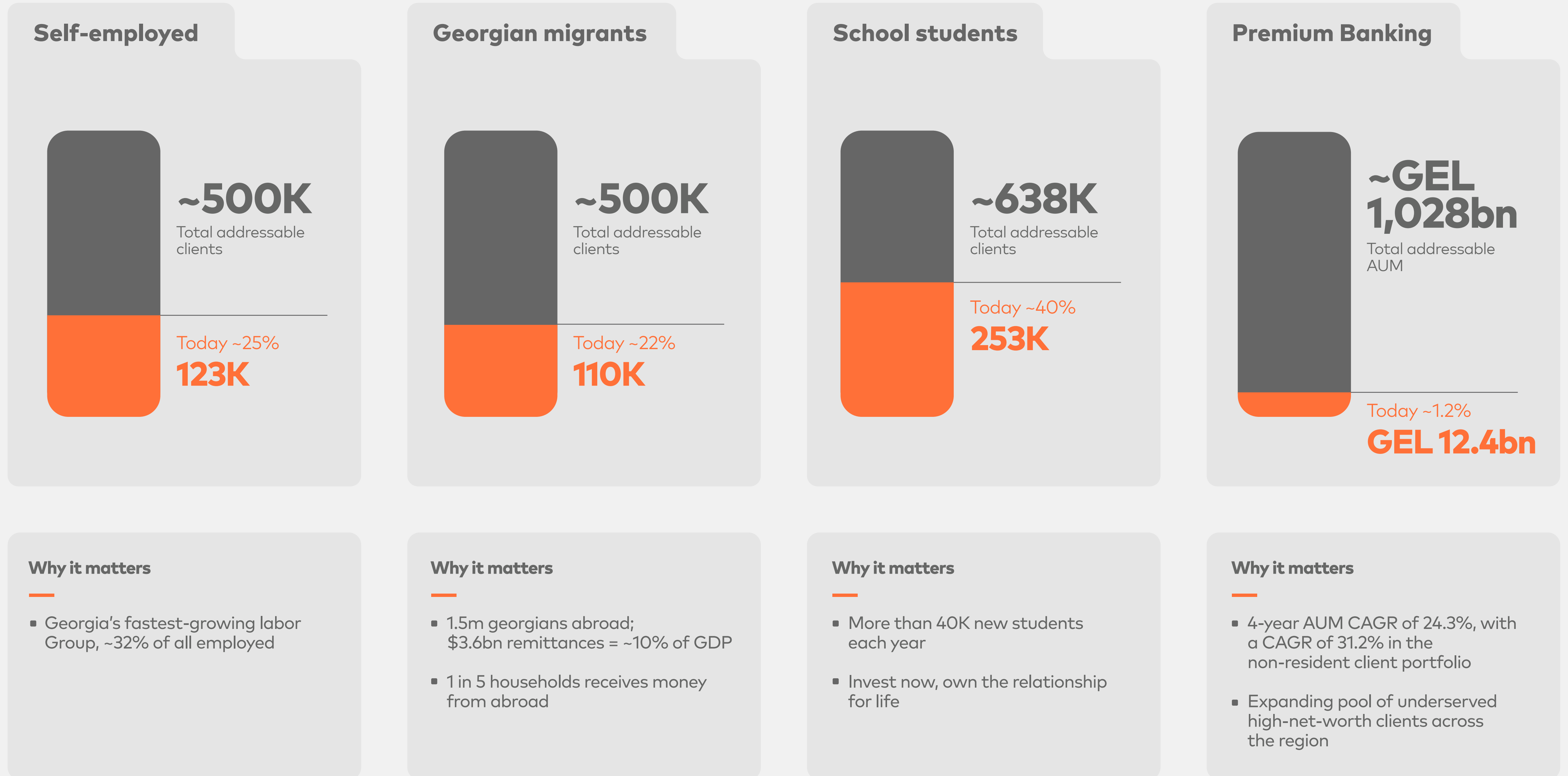


# We are building lifetime customer relationships across every life stage

Data-led personalisation at each life stage deepens engagement, supports premium migration and retains clients into retirement



# Underpenetrated segments provide opportunities for further growth



# Strong foundations & expanding opportunity

Today

## Industry-leading service quality

01 Trusted primary-bank position

02 Structural funding advantage

03 Lending leadership with healthy yields

04 Low risk portfolio

What's next

Customer lifetime value



- AI-powered cross-sell at scale
- Premium migration & microsegment-driven growth

**BOG retail is high-return compounding franchise – trusted, digital, data-rich – with substantial room to grow**

**THANK YOU**



## **Disclaimer**

This presentation contains forward-looking statements, including, but not limited to, statements concerning expectations, projections, objectives, targets, goals, strategies, future events, future revenues or performance, capital expenditures, financing needs, plans or intentions relating to acquisitions, competitive strengths and weaknesses, plans or goals relating to financial position and future operations and development. Although Lion Finance Group PLC believes that the expectations and opinions reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations and opinions will prove to have been correct. By their nature, these forward-looking statements are subject to a number of known and unknown risks, uncertainties and contingencies, and actual results and events could differ materially from those currently being anticipated as reflected in such statements. Important factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements, certain of which are beyond our control, include, among other things: macro risk, including domestic instability; geopolitical risk; credit risk; liquidity and funding risk; capital risk; market risk; regulatory and legal risk; conduct risk; financial crime risk; information security and data protection risks; operational risk; human capital risk; model risk; strategic risk; reputational risk; climate-related risk; and other key factors that could adversely affect our business and financial performance, as indicated elsewhere in this document and in past and future filings and reports of the Group, including the 'Principal risks and uncertainties' included in Lion Finance Group PLC's Annual Report and Accounts 2025. Segment-specific figures for the Georgian operations reflect the current segmentation of Retail Banking (RB), Corporate and Investment (CIB) Banking, and Small and Medium Enterprise (SME) Banking, which was introduced in 1Q23 when SME Banking was established as a separate segment, having previously formed part of Retail Banking. 2022 comparative figures for segments have been restated on this basis. 2021 segment figures are estimated using proportionality-based assumptions, are unaudited, and are provided for indicative purposes only. This presentation also includes alternative performance measures ("APMs") which are unaudited and derived from management accounts. APMs are not defined or specified under International Financial Reporting Standards ("IFRS") or any other generally accepted accounting framework and should not be considered as a substitute for, or superior to, measures prepared in accordance with IFRS. APMs may not be comparable to similarly titled measures reported by other companies. They are presented solely to assist investors and other stakeholders in understanding and evaluating the Group's financial performance and position, and should be read in conjunction with the Group's IFRS financial statements. This presentation also includes non-financial information, including but not limited to operational, customer, market and sustainability-related metrics. Such non-financial information is unaudited, based on management accounts and internal reporting, and has been prepared using internal definitions and methodologies which may not align with those used by other organisations or applicable regulatory or industry standards. Accordingly, such information may not be directly comparable with similar metrics reported in the Group's formal regulatory filings, and should not be relied upon as if it were subject to the same verification processes as audited financial information. No part of this document constitutes, or shall be taken to constitute, an invitation or inducement to invest in Lion Finance Group PLC or any other entity within the Group, and must not be relied upon in any way in connection with any investment decision. Lion Finance Group PLC and other entities within the Group undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent legally required. Nothing in this document should be construed as a profit forecast.