

RETAIL BANKING

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ARMENIA'S LEADING RETAIL BANK

393.1K Mar-26

Retail digital MAU*

+54.5% CAGR from Dec-21

#1 2025

By volume of issuing transactions

+CAGR 29.3% from 2021

#1 2025

By volume of acquiring transactions

+258.7% CAGR from 2021

#2 Mar-26

Deposit portfolio**

+22.8% CAGR from Dec-21

#1 Mar-26

Loan portfolio

+29.9% CAGR from Dec-21

STRATEGIC PILLARS

**Customer
base scale-up**

**Superior customer
experience**

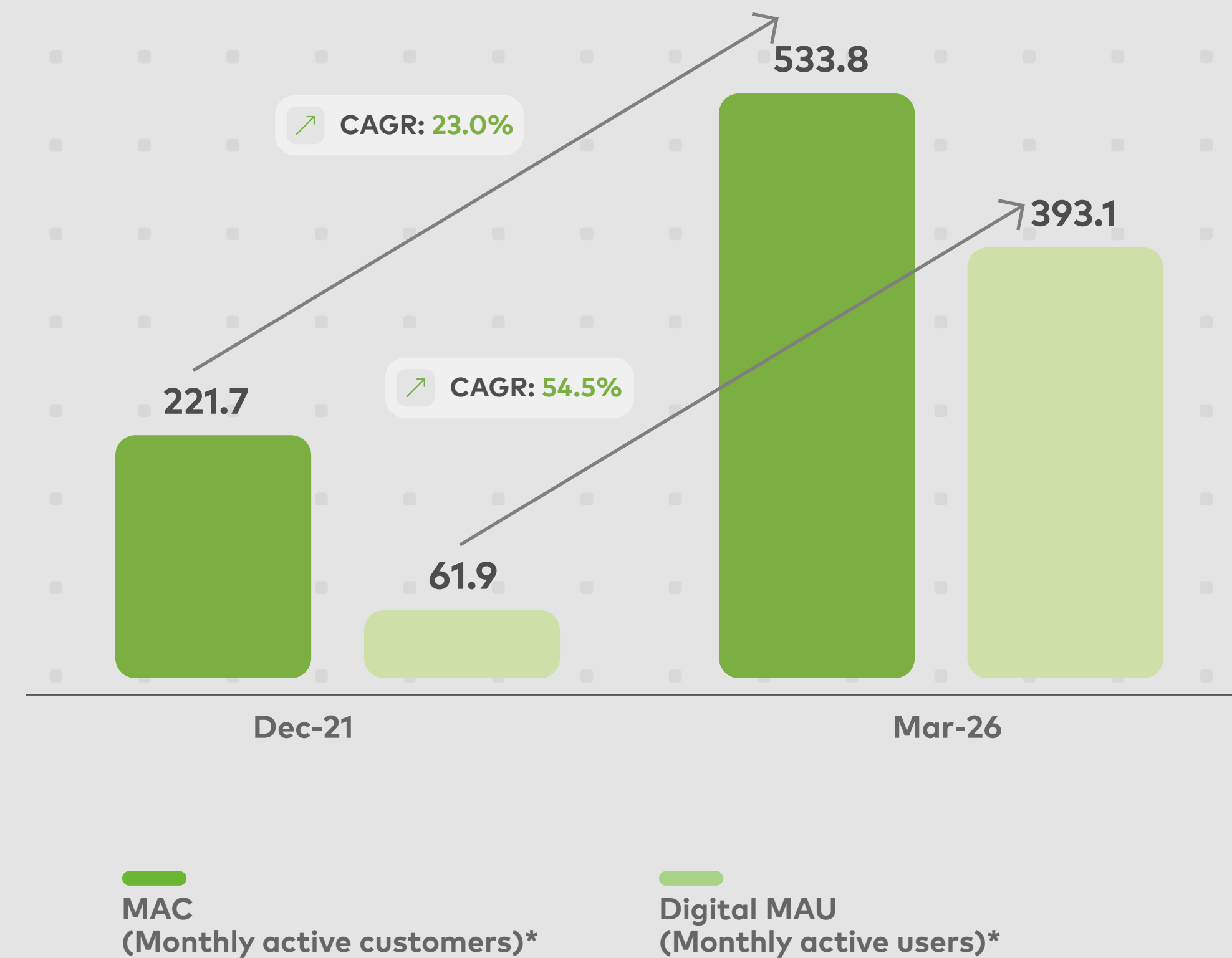
**MyAmeria digital
ecosystem**

Customer base scale-up

- Armenia's robust economic growth and transition toward cashless economy
- Two-fold customer base expansion over the past two years with a clear path towards doubling MAC to reach 1,000,000 customers in the medium term
- Even stronger growth of Digital MAU with the CAGR of 54.5% from Dec-21 and mid-term target of 700,000
- Resilient revenue per customer with substantial upside

Customer base

Thousands



*Includes individual retail customers and retail SME clients

Superior customer experience

- Superior customer experience through all products, channels and customer touchpoints
- Further digital transformation to support omni-channel digital customer experience
- Segment-led, yet highly personalised Mass Affluent and Premium propositions
- Integrated lifestyle management ecosystem

99.2%

Brand awareness
Near-universal recognition

#1

Top-of-mind in Yerevan
Among 17 banks

#2

Top-of-mind in Armenia
Among 17 banks



MyAmerica

NPS 86



MyHome

NPS 86



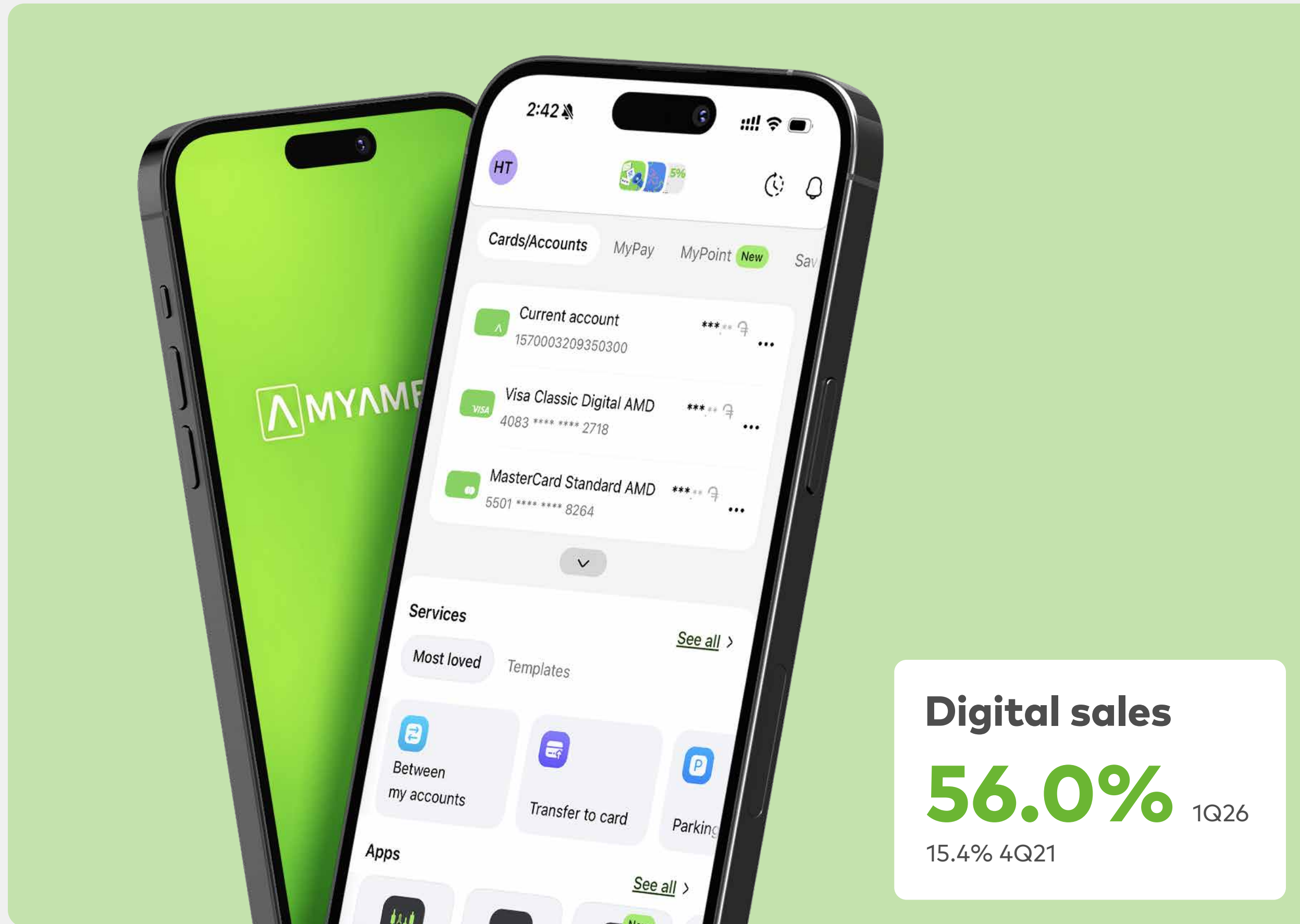
MyCar

NPS 97

82 **Retail Banking NPS**



MyAmeria digital ecosystem - main customer touchpoint



Digital sales
56.0% 1Q26
 15.4% 4Q21

MyHome

50.6%
 of mortgages originated online

MyInvest

75%+
 of local corporate bond turnover on this platform

MyCar

28.8%
 of primary auto-loans originated online

MyBusiness

37.5%
 of business loans originated online

MyEventHub

Cultural activities and tickets in one space

MyAmeria Star

56.0%
 Digital uptake (Digital MAU/active cardholders)

Retail Digital MAU* (Mar-26)

393.1K

CAGR 54.5% from 2021

Digital MAU/MAC (Mar-26)

73.6%

27.9% as of Dec-21

Digital DAU/ Digital MAU (Mar-26)

44.0%

28.9% as of Dec-21

KEY VALUE DRIVES

**Sustainable
funding**

**High-quality
diversified portfolio**

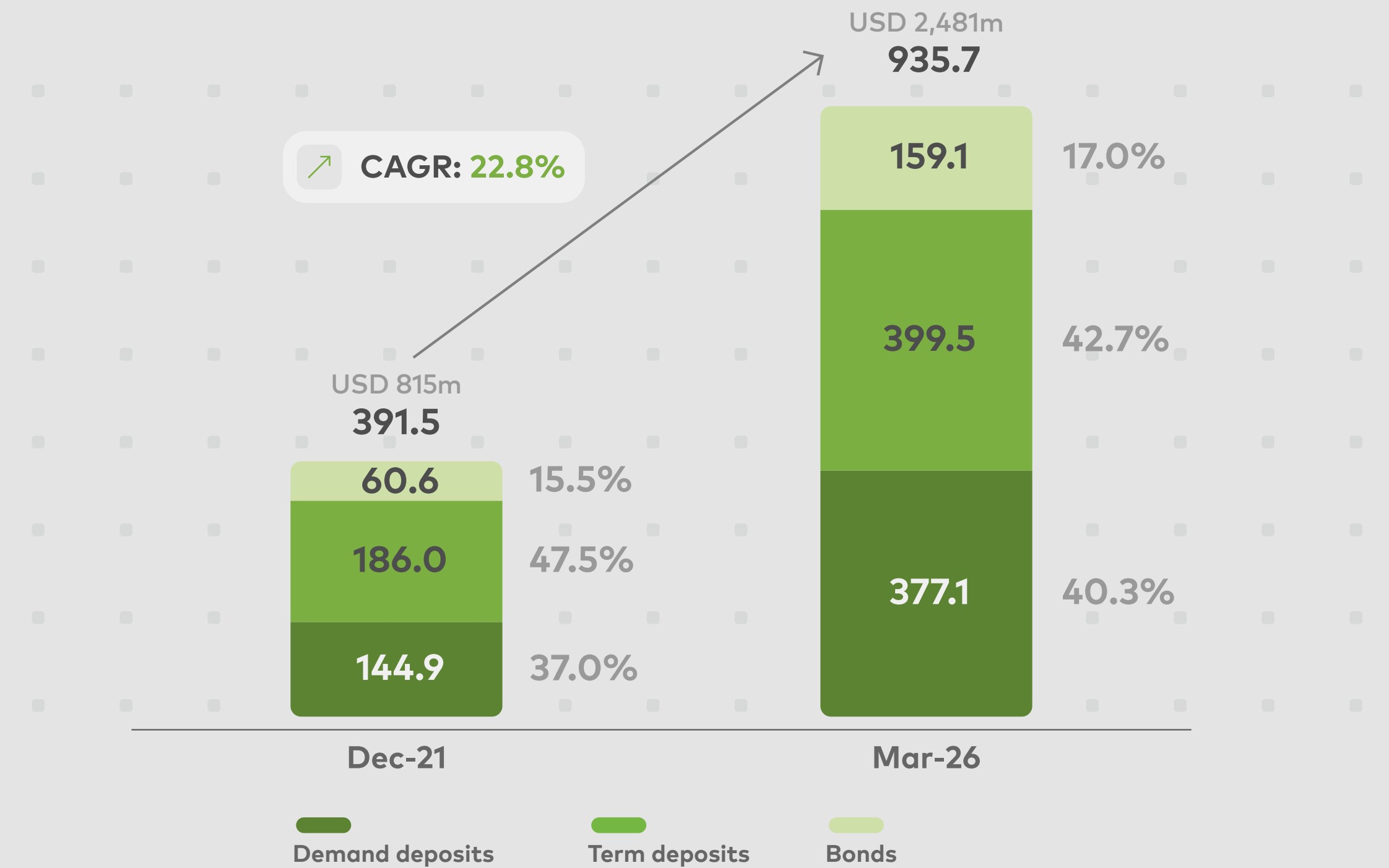
**Dynamically growing
fee income**

Sustainable funding

All financial figures are in AMD billions unless otherwise stated

- Sustainable deposit growth correlated with customer base scale-up
- Even stronger growth of demand deposits (40.3% of customer funding)
- Accelerated growth of Armenian dram deposits (48.1% of customer funding)

Deposit portfolio



Market share

Mar-26

16.3%

13.7% as of Dec-21

CAGR of demand deposits

Mar-26

25.2%

40.3% of customer funding

CAGR of term deposits

Mar-26

19.7%

42.7% of customer funding

CAGR of bonds

Mar-26

25.5%

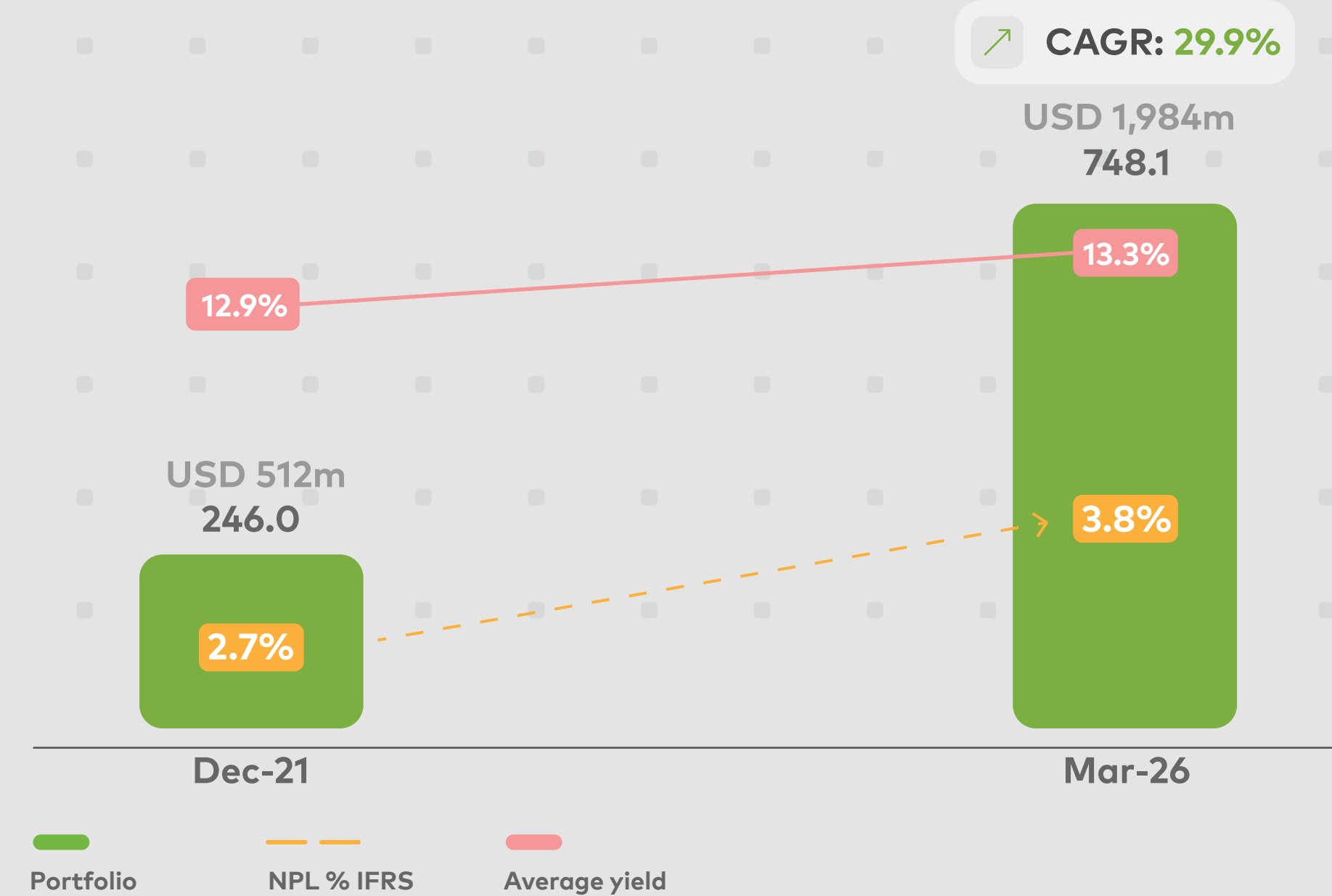
17.0% of customer funding

High-quality diversified portfolio

All financial figures are in AMD billions unless otherwise stated

- Rapidly growing loan portfolio driven by low-risk mortgages (49.4% of portfolio)
- Accelerated growth of high-yield (above 15%) consumer loans (37.8% of portfolio)
- Despite "competition" stable average portfolio yield and below-market NPL rate

Loan portfolio



Market share
Mar-26

17.9%

13.9% as of Dec-21

Mortgage market share
Mar-26

22.8%

21.2% as of Dec-21

Consumer loans market share
Mar-26

13.8%

8.6% as of Dec-21

CAGR of mortgage loans
from Dec-21

28.1%

49.4% of loan retail portfolio as of Mar-26

CAGR of consumer loans
from Dec-21

36.4%

37.8% of loan portfolio as of Mar-26

Dynamically growing fee income

All financial figures are shown in AMD billions unless otherwise stated

Non-interest income dynamic growth with CAGR of

43.3% from 2021

Diversified revenue stream driven by cards, FX operations and remittances

CAGR of cards income
from 2021

47.7%

61.0% of fee income in 2025

CAGR of FX income
from 2021

37.9%

22.7% of fee income in 2025

CAGR of remittances
from 2021

49.1%

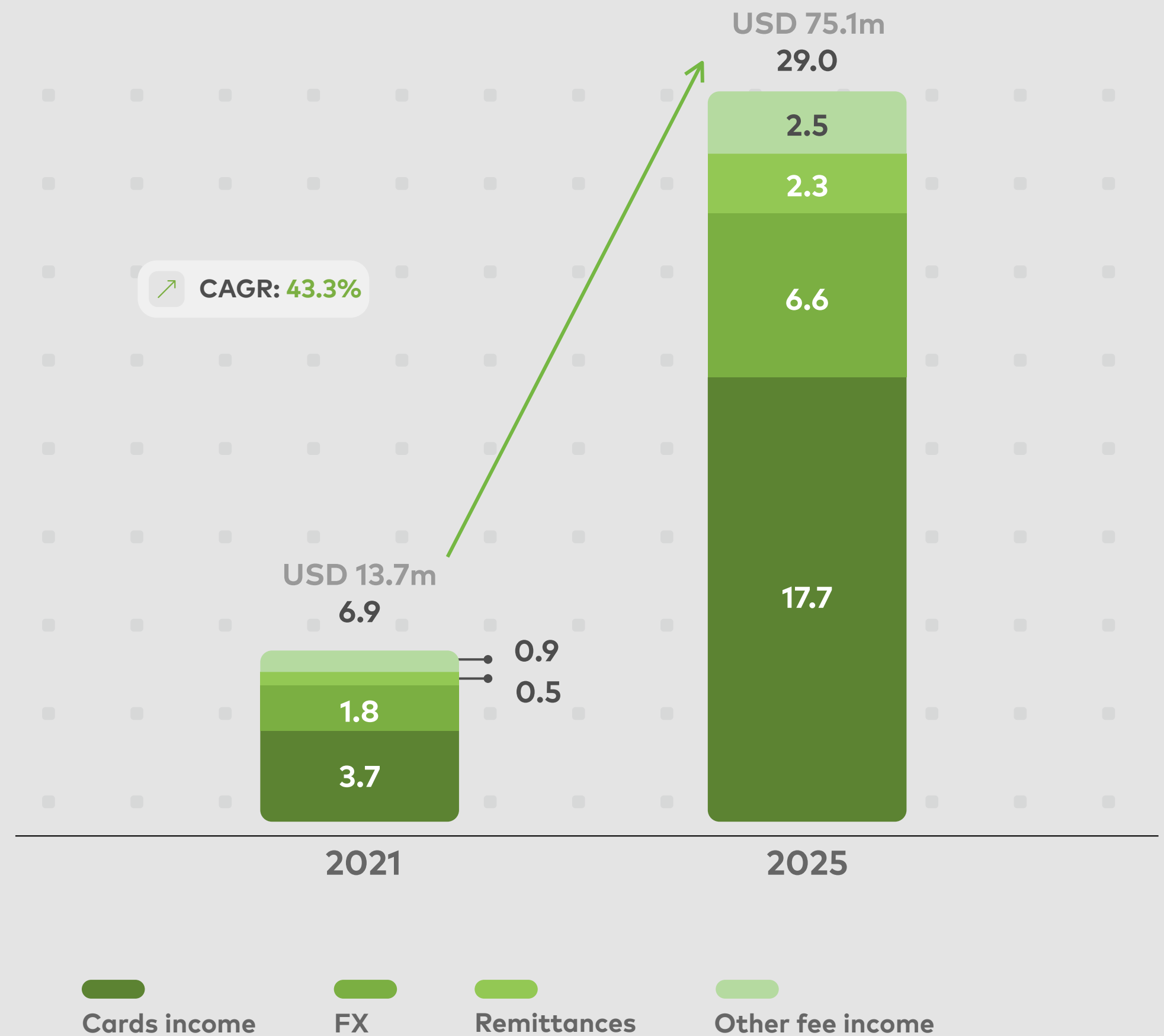
7.8% of fee income in 2025

CAGR of other fee income
from 2021

29.8%

8.5% of fee income in 2025

Fee income



STRATEGIC GROWTH DIRECTIONS

Geographic & segment expansion

Family-centric relationship management

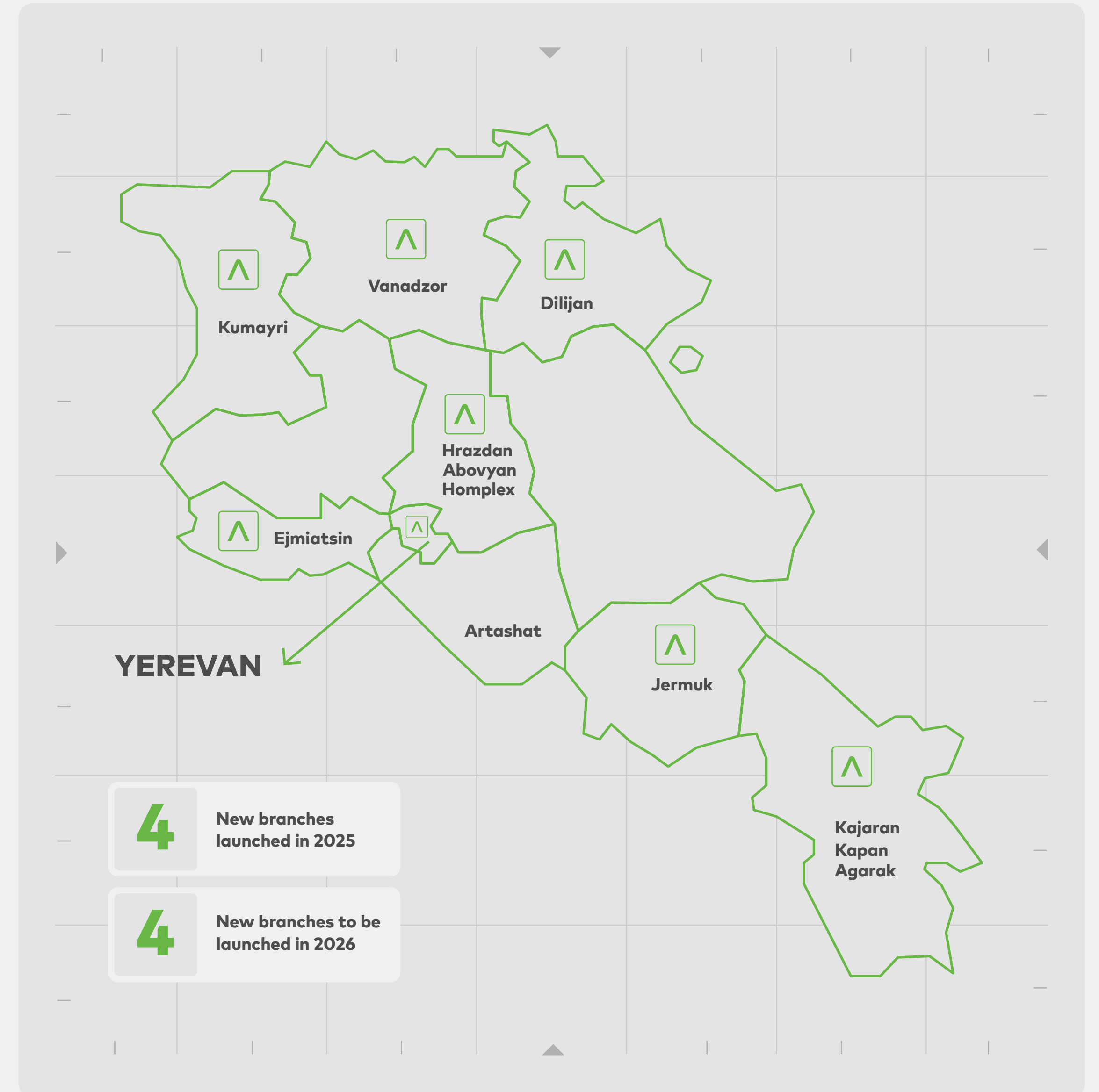
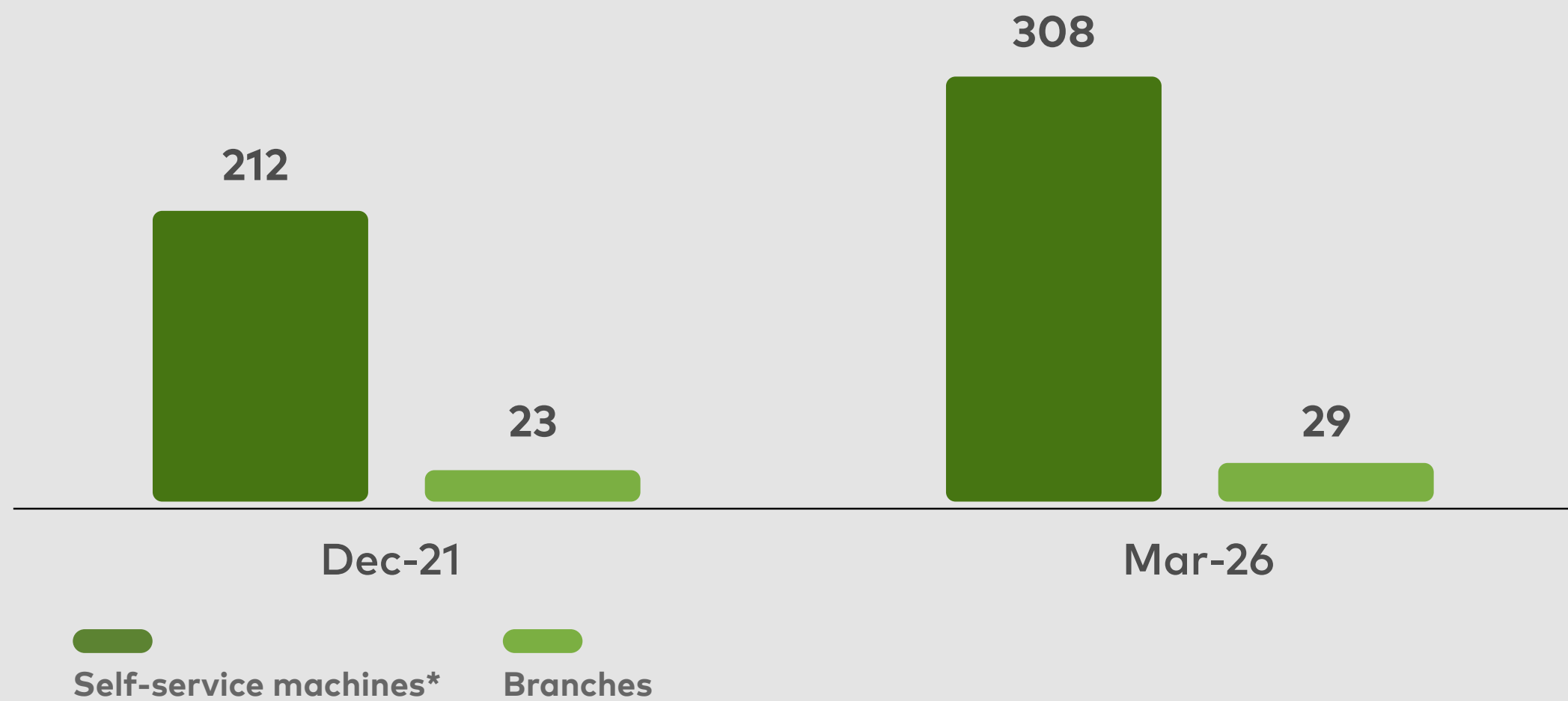
Non-cash payments & digital leadership

Wealth Management & investments

Our strategy for geographic & segment expansion

- Expanding presence both in Yerevan and in regions (+3-4 new branches annually)
- Targeted coverage and engagement of Mass affluent and Premium customer segments
- Dedicated Persona and Premium branch formats to be launched by year-end
- Still modest expansion of physical infrastructure compared to business growth

Branch and self-service network



*In addition to own self-service machines, the Bank is integrated with 9.3k third-party self-service machines to support cash deposit and loan repayment customer transactions

Family-centric relationship management

- Family in the center of lifetime relationship management
- Early customer acquisition across kids, teens, and student segments
- Constant focus on Payroll and Self-employed customer segments to support their evolving needs
- Launch of tailored solutions targeting Retired segment and long-term engagement across the broader household ecosystem
- Launch of tailored proposition for Armenian diaspora unlock new growth opportunities beyond Armenia



Diaspora & non-residents



Children & teens



Youth & students



Retired



Self-employed



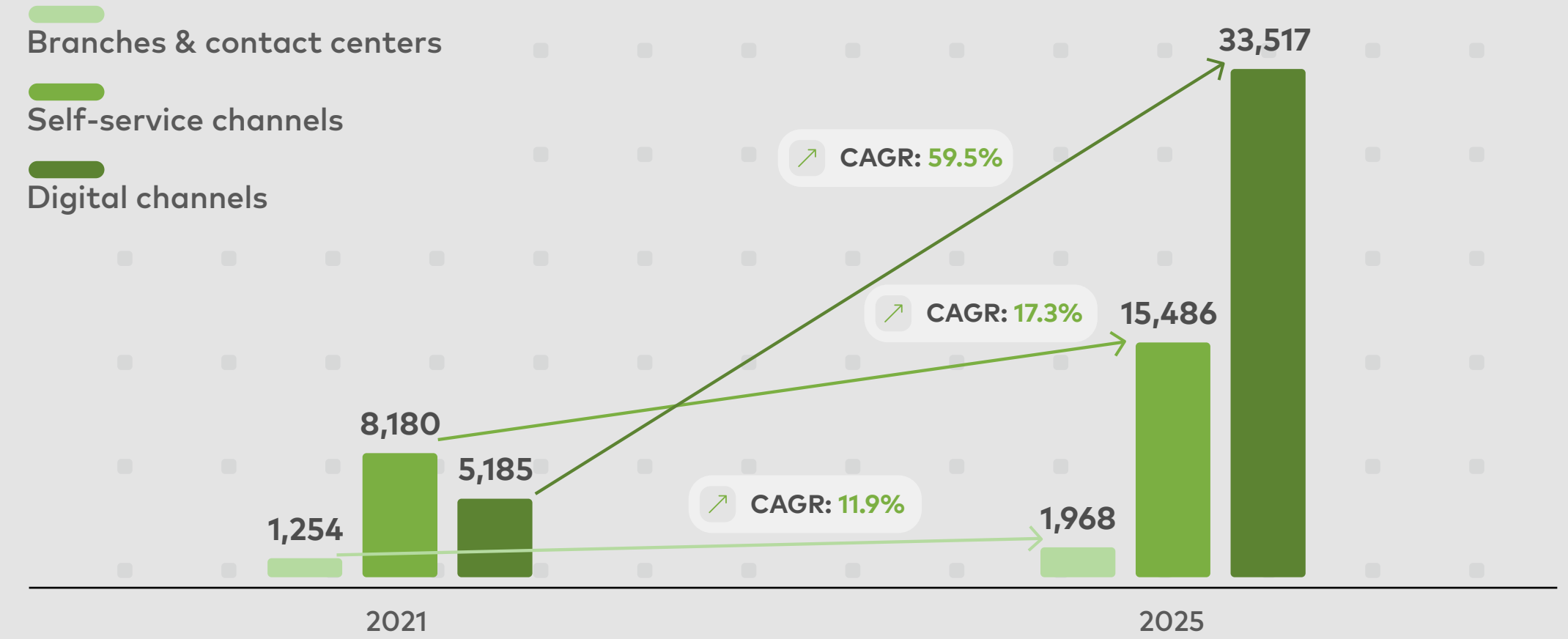
Payroll

Non-cash economy & digital leadership

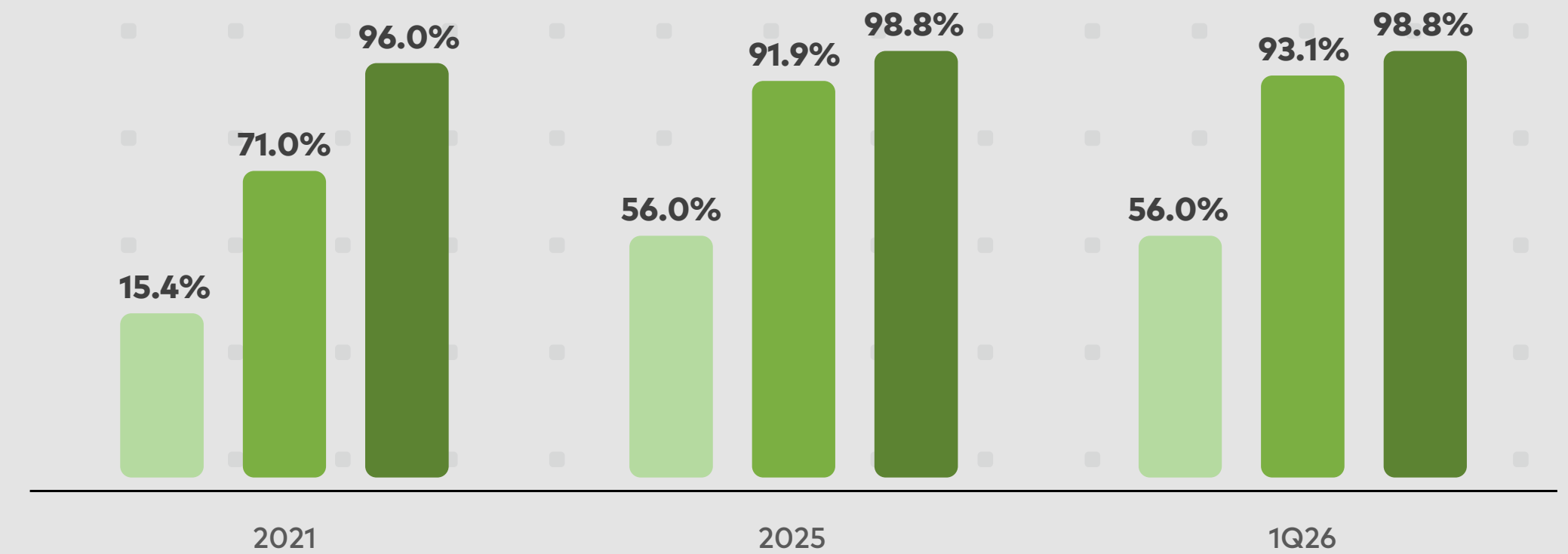
- Leverage Agile@Scale business model and lead transition toward cashless digital economy
- Maintain the leading position in terms of card issuing and acquiring business
- Leverage new innovative payment technologies: QR payments, P2P instant transfers, etc.
- Leverage AI-driven credit modeling embedded in MyAmeria ecosystem
- Launch of nationwide loyalty and reward programme

Number of transactions

Thousands



Digital sales
Cash offloading rate
Branch offloading rate



NON-CASH ECONOMY & DIGITAL LEADERSHIP

Number of cards

766.6K

37.5% (from 2021 CAGR)

Number of POS
(including E-commerce)

27.6K

55.2% (from 2021 CAGR)

Number of card issuing
transactions

147.1m

50.8% (from 2021 CAGR)

Number of card acquiring
transactions

161.4m

343.4% (from 2021 CAGR)

Cards issuing
transactions volume

1.5tn

29.3% (from 2021 CAGR)

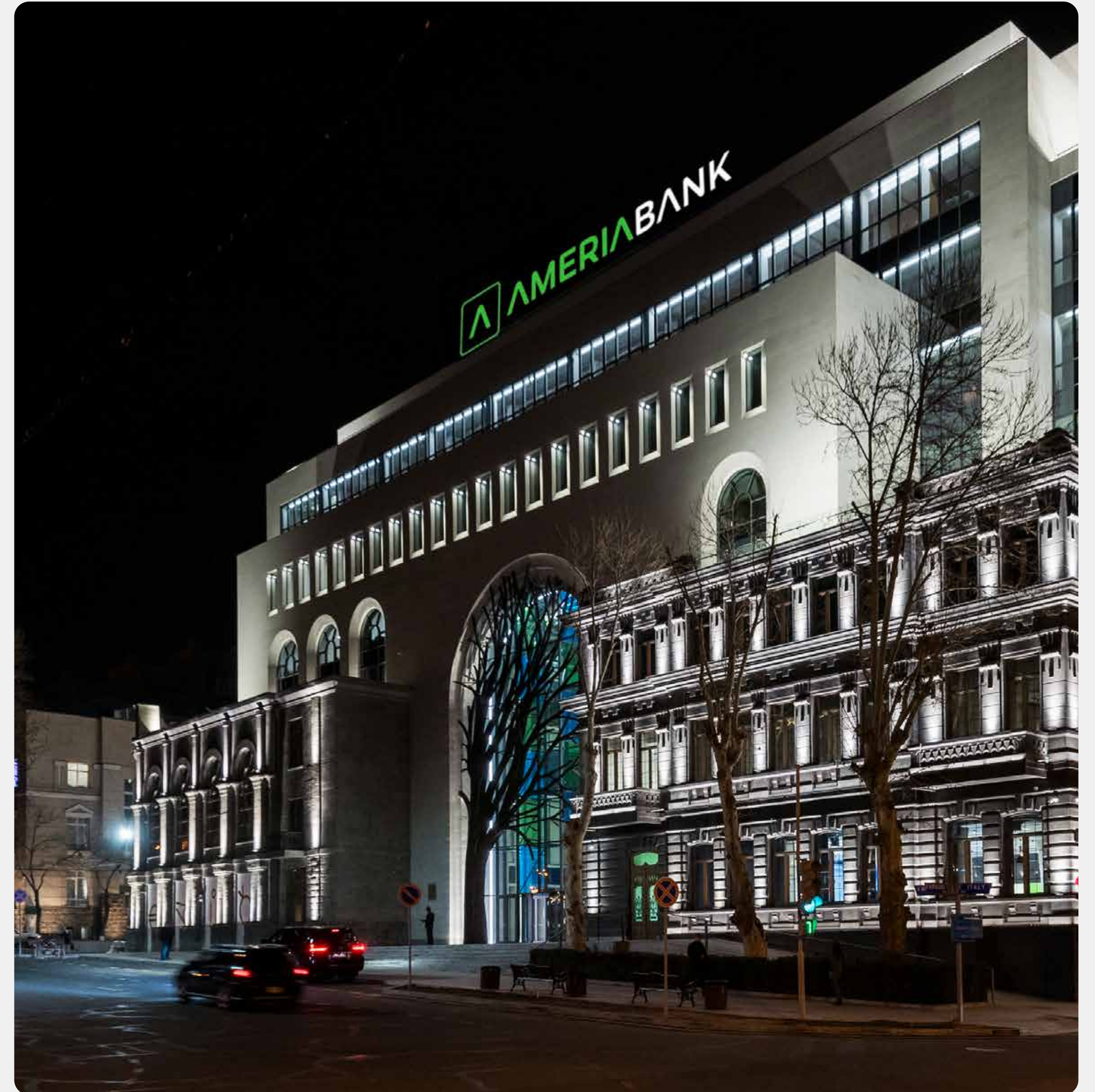
Card acquiring
transactions volume

0.8tn

258.7% (from 2021 CAGR)

■ Wealth management & investments

- Launch of Wealth Management franchise to address growing needs of affluent and high-net-worth segments
- Issuance and successful allocation of USD 100m worth perpetual (AT1) bonds
- Expanded investment product offerings, including capital and structured products
- Further leverage of MyInvest – Armenia's leading digital investment platform

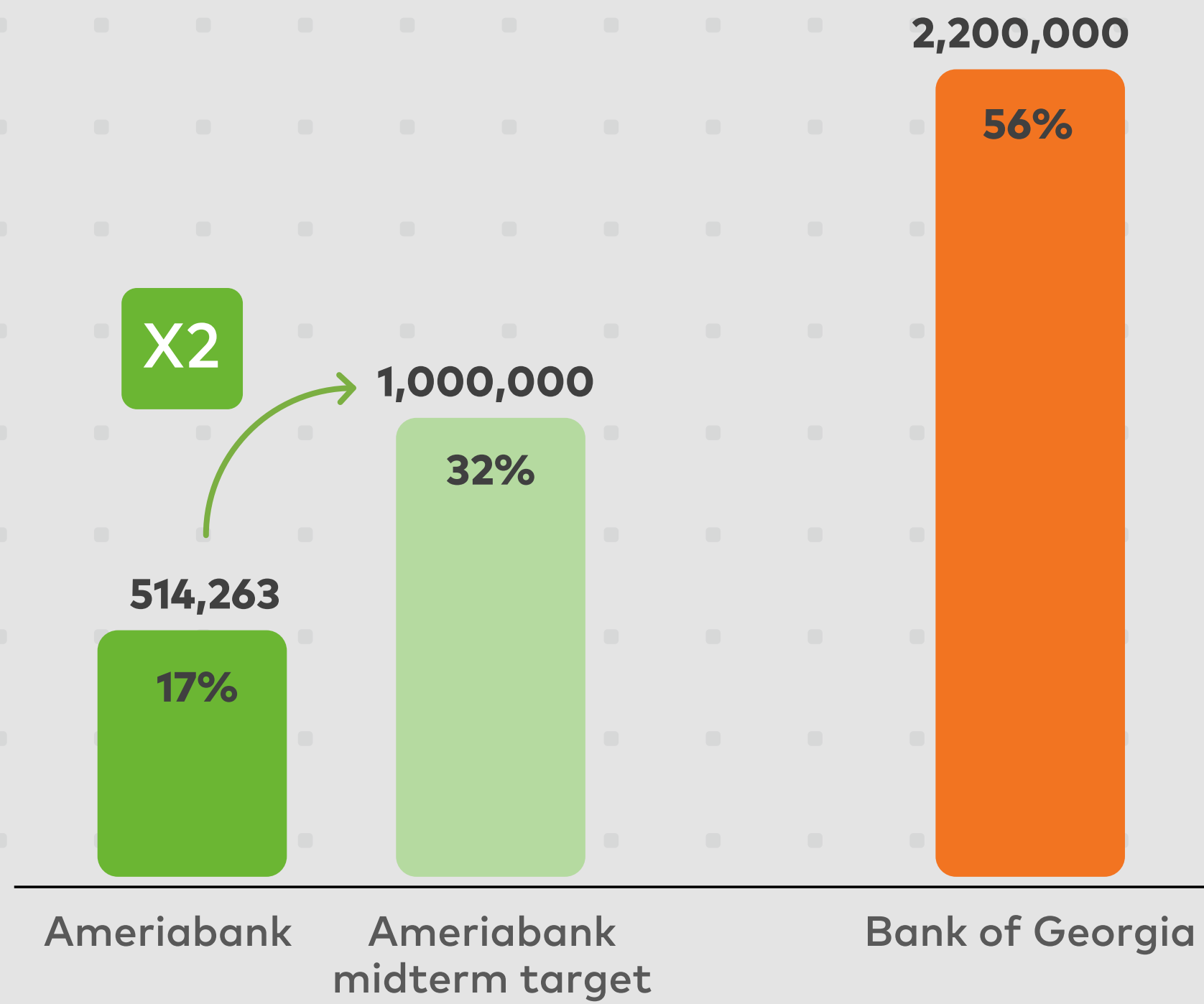


Looking forward

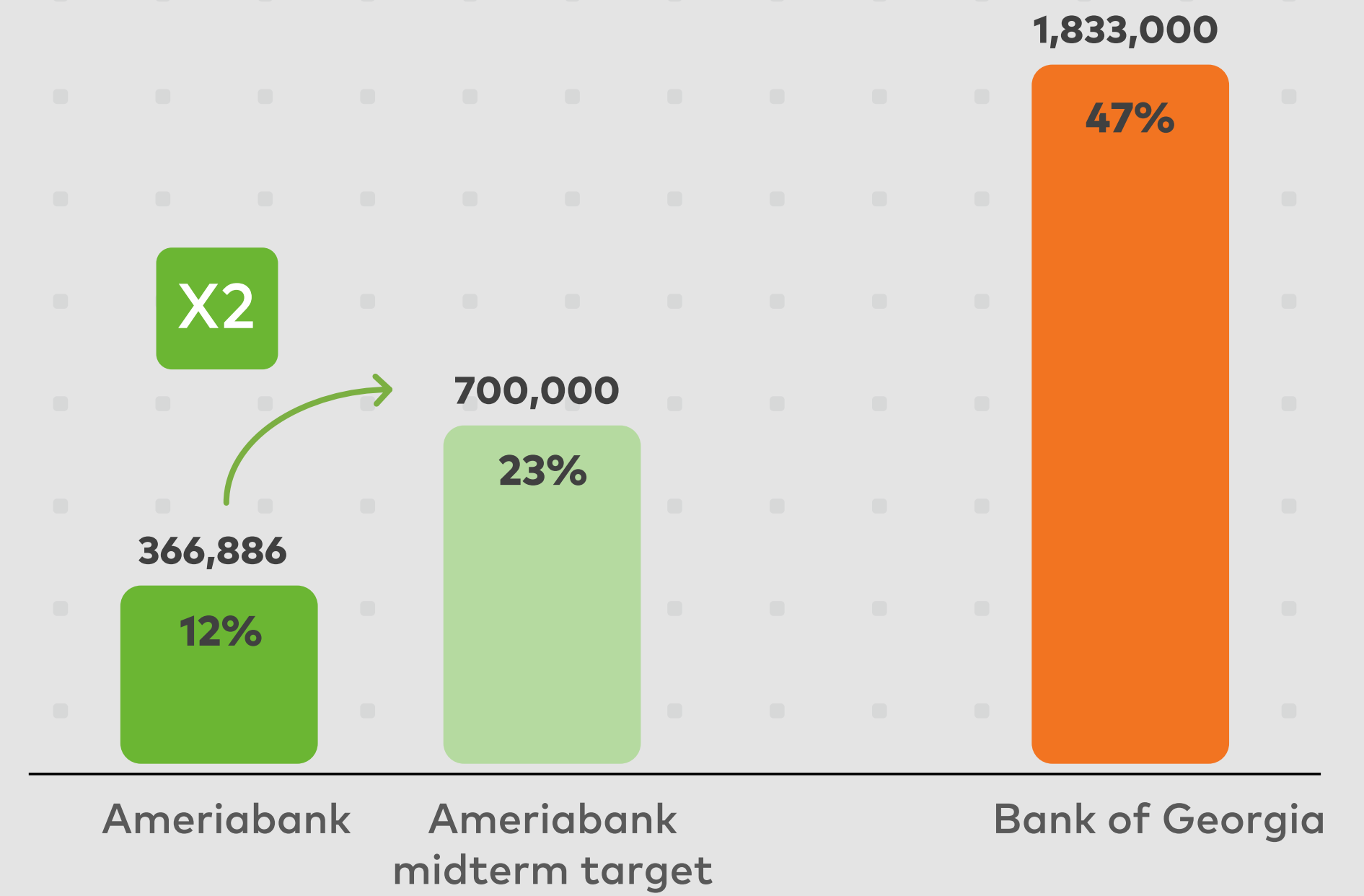
Armenia 3.1m Population

Georgia 3.9m Population

Retail MAC



Retail Digital MAU



THANK YOU



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