

OROMIA BANK E-ZINE
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Forward

This E-zine is one among Electronic communication tools of Oromia Bank. It is a quarterly publication with various contents. The major contents of the E-zine Issued: 006 are: Company Profile, Success Story, Our Brand Identity, Partnership, Corporate Social Responsibility, Oromia Bank's Construction Projects and Their Progress, Building a Solid Financial Foundation: Understanding Budgeting and Saving. Hence, you are thoughtfully invited to read and remember what you may forget in business or business related concepts.

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Company Profile



Establishment

Oromia Bank has come a long way since its humble beginnings in September 18, 2008 by more than 5,000 founding shareholders. At the time of its establishment, our Bank's authorized capital was Birr 1.5 Billion, whereas its subscribed capital was Birr 279.2 Million, and its paidup capital was Birr 91.2 Million. As a Bank, we began operation on October 25, 2008 by opening our first branch at Dembel City Center, named Bole Branch. Along the way, 26 new branches were added within eight months of its establishment. Among them 21 of them were out of Finfinne. This achievement was new in the history of the banking industry. Currently, the Oromia Bank branches reached more than 475 as well as it has beyond 147 networks of ATMs and 358 Agents across the breadth and width of the country. Apart from the physical network, OB is accessible through internet and mobile banking.

Mission

We are committed in providing full-fledged and best quality commercial banking services within the pertinent regulatory requirement with due diligence to sustainable business while empowering the missing middle and discharging social responsibility by engaging highly qualified, skilled, motivated and disciplined employees and state of the art information technology, adding real value to the shareholders' interest and win the public trust.

Vision

To Become the Bank of Your First Choice

Core Values

Corporate values of OB reflect the deeply pursued philosophy of operational excellence, believes, ground of typical sparkling culture of identity for reputation through which the Bank is well known by others. The Bank is committed to the following values in conducting its day to day business:

- *We value persistence, endurance, and tenacity*
- *We value customer satisfaction*
- *We value transparency, integrity, and confidentiality*
- *We uphold team spirit and grooming potential successor*
- *We value total respect to customers, and employees*
- *We value competitive and motivated human resource with ever growing skills*
- *We promote a learning and innovative organization*
- *We value belongingness*
- *We uphold corporate citizenship.*

Our Brand Identity

Symbolism and Meaning



This majestic symbol embodies power, courage, and personal drive that motivate individuals to move forward in life to achieve and accelerate your life and career.

Our visual system is dynamic, futuristic and forward thinking creating a brand that feels like part of your life. Our visual identity is not just a logo, it encompasses all aspects of the visual elements we use to express the personality and positioning of our brand. Our reaching and leaping horse in a globe is looking ahead, leads forward and upward.

It is a sign of wisdom, progress, devotion, power, victory, glory, freedom, nobleness, endurance, trust, confidence, heroism, competition, courage, wealth, new beginning and growth.

The eight stripes on the horse also represent the Geda System in which our core values are guided. Our logo celebrates the pride tradition of our society in both contemporary and optimistic ways.

The reaching or leaping horse in a globe mark represents the clarity and strength of our clear path forward, with confidence and optimism, always looking to the future.

Our logotype is custom drawn and unique, using bold lowercase letter forms and a spiral “O” with excellence sign.

This open “o” shows our openness and builds on the heritage of our logo in a fresh, new way, reinforcing our team approach and our dedication to building relationships with our customers.

Oromia Bank®

Brand Vision

Our brand vision is in an environment of choice, we seek to establish ourselves as a Bank of your first choice. To realize this vision, we must shift our mind set from what we sell to why it matters. This demands that we focus our brand on credibility and, most importantly, relevance. We need to deliver on what matters most to our customers. At our bank we strive to:

Serve: the experience of our customers through best quality commercial banking services coupled with convenience, simplicity and transparency

Empower: the missing middle to maximize their benefits and it's vital for the betterment of society. We uphold corporate citizenship and engage highly qualified, skilled, motivated, and disciplined employees.

Inspire: people to grow with greater confidence, persistence, endurance, tenacity, and control.



Lime Green: is the color growth, fertility, abundance, nature and sustainability, Promotes problem solving, and creativity.



Blue: signals friendliness and peacefulness, well-being it fosters openness and creativity, and promotes aspirational thinking.

Messaging principles

**To Become the Bank of Your First Choice
By Serving to Empower You**

Success Story

OB is historically known for awaking the banking industry to aggressively expand branch network not only in the then forgotten Oromia region, but also throughout the country especially in areas where basic infrastructure development is very low. Unusual to the industry, OB embarked its operation by aggressively opening 26 branches in 8 months of its first year operation and all other banks followed its footsteps. The number of commercial bank branches in the country has reached more than 8,000 today. We believe that OB is a game changer for this paradigm shift. Despite its aggressive outlet expansion and its huge start-up expenditures, OB has also been able to break even within its first year of operations.

OB has made correspondent banking relationship with internationally acclaimed financial institutions and money transfer agents soon after it commenced operations. It is now working in full gear introducing new bank products and reaching the unbanked society.

Currently, OB owns a G+13 Building Head Office on the Bole road, around Olympia immediately adjacent Getu Commercial Centre. Besides, after acquiring a plot of land to build its headquarters, the Bank has commenced the construction of the 29-storey headquarters complex at the premises of the future financial Hub.

OB, before all state owned and private banks in Ethiopia, has begun Interest Free Banking with an objective of accessing banking services for the society which remained unbanked for years. The bank began the IFB service which currently called "Oro Baraka" with a window service modality in almost all its branches throughout the country. The Bank has played an exemplary role for the domestic banking industry in the IFB banking service and almost all banks are now providing the services. Currently, the bank is providing the service both in interest-free dedicated branches and in a separate window-based modality. The Bank has now opened more than 20 interest free dedicated branches to serve our esteemed customers. This number will grow in triple in the coming year.

Stressing the financial and human capital of OB, its total asset reached Birr 65.85 billion, total Capital Birr 9.13, and the total deposit is more than Birr 53.87 billion as of June 30, 2023. From the corner of man power, the Bank has beyond 6,000 permanent employees. Among them more than 1,500 are women as of the same period.

Corporate Social Responsibility

For OB, corporate social responsibility is about creating sustainable value for clients, shareholders, and other stakeholders. Our initiative also reflects our commitment to protect the well-being of the society. To this end, the Bank has responded to different natural and manmade disasters, Covid 19 pandemic, and supporting different local charity organizations working on Education, school feeding, donation of educational materials, Autism, humanitarian aid, and many more. Besides, OB is actively participating in the national development projects in which its contribution for the Great Renaissance Dam, Gebeta lehager, and Gebeta le Sheger projects are among the major ones. Very recently Oromia Bank donated 20 million Birr for drought affected Borena Zone pastoralists.

Partnership

Partners of Oromia Bank



Oromia Bank's Construction Projects and Their Progress

Overview of the Projects

Oromia Bank is currently undertaking different construction projects and has also completed projects that enable the bank to be competitive in the market. Currently, two projects are ongoing, namely: Oromia Bank's Head Quarter Building Construction Project and Excellence Centre Project Phase 1 Central Store and Auxiliary Works. While, existing head office (purchased) and Adama district buildings are the two completed buildings properly furnished and functioning the required services.

The Bank has embarked three years ago into construction of a high rise building 5B+G+28 project that can accommodate its forecasted manpower which is suitable and convenient for its future headquarters located at business district area to easily reach the business community and walk in customers. The project envisaged to be an environmentally friendly and sustainable building.



Transitional Head Quarter Underway Design

Also, it recognizes the fast-changing dynamics of the banking business and the need to continuously update its workforce with new approaches and technology. Thus, Oromia Bank is embarking on a vision to establish a Banking Center of Excellence in Ethiopia. The center shall cater to the training and skill development needs of the bank in particular and the banking sector in Ethiopia in general. Therefore, the other Oromia Bank's flagship project is its Excellence and Convention Center that is to be established in Gelan town just on the outskirts of the nation's capital.

Oromia Bank buildings across the Ethiopian banking landscape are not just financial hubs, they're beacons of architectural significance nestled within the communities they serve. Their modern designs, often incorporating sustainable elements, stand as stunning landmarks, adding a touch of elegance and vitality to urban landscapes. Moreover, our project's impact goes deeper than aesthetics. The buildings prioritize the wellbeing of their users, offering employees and customers alike comfortable and efficient work and commercial spaces. Besides, during their construction and operational phases the projects contribute significantly to the local economy by generating job opportunities, making the Oromia Bank buildings not just architectural marvels but weaving themselves into the fabric of local life, enriching the environment, nurturing business, and generating growth opportunities.

The Project Details of Oromia Bank

A. Oromia Bank's Transitional Head Quarter Building Construction Project

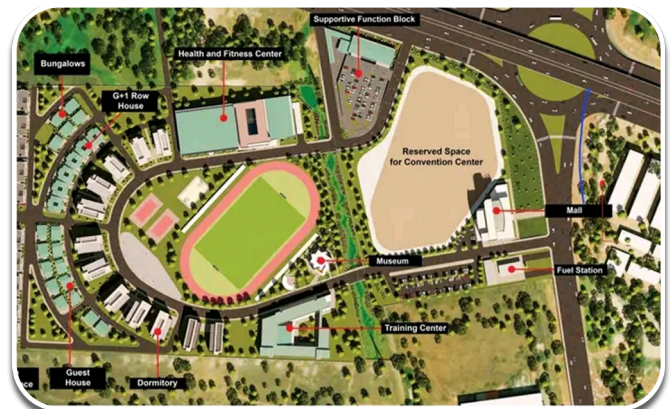
Oromia Bank Transitional head quarter building Construction Project is located at Addis Ababa City Administration, Lideta Sub City at Goma Kuteba which has a total plot area of 2,373 m². The entire building has 5 basement, ground floor and 28 floors. The last 2 upper most floors are dedicated to mechanical rooms. The lower 4 story including ground level is the podium part whereas the higher part 5th to 28th are tower of the building. The total height of the building is 122m. At present, the project progress status is 27%.



Transitional Head Quarter Underway Building

B. Oromia Bank's Excellence and Convention Centre Projects

The Oromia Bank Excellence and Convention Center is located at Oromia regional state, Sheger City Administration, Gelan Sub City at Gelan town. It has secured 19ha plot of land and out of that 15ha is effectively usable land at a strategic location adjacent to the junction UNISA roundabout of the capital city of Ethiopia, Addis Ababa. This project has two phases of construction. Their details are illustrated little more as:



Excellence and Convention Centre Design

Oromia Bank's Centre of Excellence Project Phase I: Central Store and Auxiliary

Oromia Bank's Centre of Excellence Project Phase I: Central Store and Auxiliary Works has integrated three important works namely: Central Store, Car Storage and Car Maintenance Garage. The overall project progress is 82%.



Excellence and Convention Centre Underway

Central Store known as G+1 has an area of about 1292m², in addition after some design modifications on the Car Storage Depots 1992m² is converted to the store. Accordingly, the current usable total area of store is 3284m². It is planned to secure the problem of store the bank has been encountered for long time and maintain cost spent for the store rent. Likewise, Car Storage Depot has a total area of 4041m² which is proposed to park 87 cars at top of slab and 45 cars at ground floor.



Excellence and Convention Centre Underway

Car Maintenance Garage has an area of about 722m², which is intended to maintain six cars and two buses at the same time. Additionally, the garage has two car washing ramp and one bus washing ramp, service room and its own store.

Oromia Bank's Centre of Excellence Project Phase II: B+G+9 Mixed Use Building

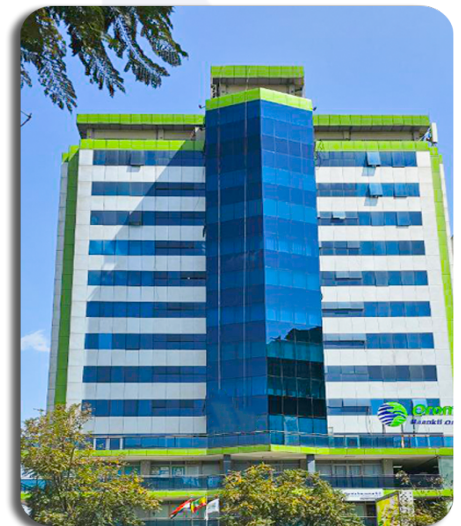
This project is to be commenced in this budget year and under bid processing. Though it is not yet started it will have B+G+9 mixed use building for various training purposes.

C. Prevailing Head Office

The Existing Head Office is B+G+13 building on the tower part, and it has an additional B+G+4 podium. The total floor area of the building is: 12,990m² for B+G+13 and 2,800m² for B+G+4 building.

The building is also provided with two elevators to transport people and goods between two or more floor levels vertically within a dedicated shaft that connects the different floors of the building. The building is also equipped with an automatic/standby generator to provide power when the main utility supply fails.

The basement of the building is also serving as a parking area for higher officials of the bank. Both the Africa Avenue Branch and IFB Bilal Branch are also on the ground floor of the building and all the remaining floors are serving as offices with all the necessary facilities.



Prevailing Head Office



Prevailing Head Office

D. Adama District Building



Adama District Building

The Adama Building is a G+4 mixed use building which is also serving as Adama District Office. The built-up area of the building is 858m² and total floor area of the building is 3470m². The building is serving for different purposes such as branch banks, conference rooms, shops, cafeteria, and office. The pavement in front of the building is also serving as parking area for the customers of the bank. The building is also provided with an automatic standby generator to provide power when the main utility supply fails.



Adama District Building

In nutshell, Oromia Bank has various construction projects as fixed capital. Though they are on various construction phases. Some of them are finalized and offering services. Some are under construction. While others have not yet started. What so ever, the Bank is significantly contributing for architectural modernity in the banking landscape of the country.

Building a Solid Financial Foundation: Understanding Budgeting and Saving

Meaning and Essence of Solid Financial Foundation

Solid financial foundation is the mix of habits and practices that make up your financial life. Like the foundation of a home a financial foundation requires strong building materials. Healthy saving, budgeting, and spending habits determines the life you want today and in the future. It is the essential set of habits and practices that can create the lasting financial security and stability you need to design and build to live the life you want. For sources, having a solid financial foundation means owning more than owe (positive net worth) and having more money coming in than going out (positive cash flow). Building a solid financial foundation starts with taking care of your immediate needs in a way that also support the financial goals you have set for your future.



Solid Financial Foundation

The essence of financial foundation is essential for building a solid financial foundation. Whether it is saving for a down payment on a house, funding your child's education, or planning for retirement, having specific goals will help you stay focused and motivated.

Components of Financial Foundation

According to some scholars a steady income, a home of your own, or a rented space you enjoy are wonderful accomplishments. But a job and a home may not be enough to provide and protect your financial security. The important pieces that should form the foundation of your finances are:

- **Budgeting:** This is drawing up a list of your expected income and expenses for suitable time frames
- **Emergency Funds:** Since life is full of unexpected events, the loss of a job, declining health, or major home or auto repairs can quickly emergency fund is put a strain on your finance
- **Saving:** securing your foundation by putting money aside for short and long-term goals
- **Investments:** Choosing investment will depend on age, financial situation, and personal preferences. But there are a variety of options to choose from
- **Plan:** Through planning, Financial foundation can offer support for your emergency, immediate, and future needs.

How to Build Strong Financial Foundation

The good thing about building a financial foundation is that you do not have to be at the height of your career to get started. Of course, any good foundation takes time to build. Thus, a financial base is not different. There can be wide dimension of building strong financial foundation. Some of them are:

- Get your affairs in order
- Make long term goals
- Prioritize ways to protect yourself
- Pay off debts owed
- Develop a tax strategy.



Build Strong Financial Foundation

Tips for Building a Stable Financial Foundation

Any solid foundation must withstand the pressure placed on it. With the right mindset and financial practices, you can build a stable foundation. Certain tips that can help you complete this process. They include:

- Be disciplined about your financial goals
- Learn to distinguish between your wants and needs
- Make a habit of checking your credit score
- Take the necessary steps to pay off your debts
- Take your savings and expenses through a detailed budget.

Benefits of Having Solid Financial Foundation

A financial plan is a roadmap for your financial life. A solid financial plan could keep you on the right track designed to match your goals, whether that involves traveling the world, having kids, or taking care of aging parents. Overall, having a solid financial foundation provides a sense of financial freedom. Because, it can help you stop living paycheck to pay check and eliminate debt. From there, you begin accumulating wealth so that you can actually achieve your goals like being able to quit your dead-end job or retire comfortably. It is what gives for you the power to leave a job which is not your preference, a bad roommate, as well as to interrupt a bad business relationship. To sum up, having solid financial foundation gives you strength in the knowledge that when you stumble, you will have the resources to get back up and utilized effectively.



Transitional Head Quarter Underway Design



Oromia Bank
People's Bank!