
Bank of Georgia Announces the Launch of Enhanced Current Accounts

Bank of Georgia (GSE: GEB), a leading Georgian universal bank, announced today the launch of enhanced current accounts for individuals and corporate clients. As part of its ongoing IT platform upgrade and preparation for the closing of its merger with TbilUniversalBank (which was acquired by the bank in November 2004), the bank has adopted a new nine-digit account numbering system. All of the current and demand accounts opened under the new numbering system will have multi-currency features, so that sub-accounts in various currencies may be opened and operated by clients under the same nine-digit main account number. Clients will also be able to open more than one sub-account in the same currency.

Additionally, from now on all retail clients opening current or demand deposit accounts will be automatically issued a VISA Electron or MasterCard Maestro debit cards, enabling the flexible use of the accounts in Georgia and abroad. “While these innovations may appear trivial to our foreign partners and friends, the automatic issuance of debit cards for all current account holders is a new development in Georgia. Until now, unless the client opened an additional “card account” and linked it with the current account, the only available options for managing the current account were visiting a branch or using online banking. I am delighted that with this simple innovation we can welcome tens of thousands of our client to the convenience of modern multi-channel banking, and very much hope our competitors will follow suit”, commented **Lado Gurgenidze**, Chief Executive Officer.

Vasil Dzotsenidze, Deputy General Director in charge of Retail Banking, added: “The launch of Enhanced Current Accounts is an important step towards improving the quality of service. The old system carried serious impediments for the clients. For instance, the client had to open several accounts for operations in different currencies, which was related to additional costs. The new system is much simpler and more flexible. Now clients can use one account for operations in various currencies”.

About Bank of Georgia

Bank of Georgia is a leading Georgian universal bank, with an approximately 16.5 % market share in loans and 21.9 % market share in deposits. The bank markets and distributes a wide spectrum of retail products through its extensive branch network, and offers a full range of commercial banking and investment banking (through its affiliate, Galt & Taggart Securities) services to corporate clients. Additionally, BCI, the wholly-owned insurance subsidiary of the bank, has an approximately 12% market share. As at December 31, 2004, the bank had GEL 322.3 million in assets.

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