Collaboration and Community

The changing role of banks

FirstRand

PROMISES

make a **promise.**

be **deeply invested.**

value our **differences.**

build **trust,** not territory.

have COURAGE.

always do the right thing.

stay curious.

Our Roadmap for Sustainability

MARKET GAP — Despite 60% of FNB's home loans being in the 'below small' and 'small' home loan category, the HOUSING NEED in Namibia has never been higher in this segment.

CUSTOMERS — 82% of the total market can afford a housing loan under 500k. Another 14% can afford a housing loan between 500k and 1.5m

REALITY — There is a core market for affordable housing, with high appetite, in the small and medium housing category.

SOLUTION — You need to think differently to move a market from Inertia to Ownership.

#bankofthechangeables

Collaboration

Building Partnerships to Build Houses

THE POWER OF COLLABORATION

FNB partnered with DWN to address access to land and housing

PLANNING AND SERVICING OF RESIDENTIAL LAND:

DWN plans, surveys and services low-cost residential land with ownership legally recognised by title deeds, through partnership agreements with local authorities across Namibia.

LOANS TO BUILD HOUSES:

FNB Namibia provides loans to DWN clients who purchase land through the programme. Loans are currently limited to NAD 50,000 and repayment periods vary between 1 and 5 years.

SUPPORT FOR HOME BUILDING:

DWN provides building plans and implements building workshops for clients, with the aim to assist them with the construction of their homes.

March 2021
Launched initial offer to 3 pilot sites

May 2021
DW provided standard plans and building workshops

Sept 2021
Market research conducted on DW client base

Jan 2022
DW staff trained to assist with FNB PLS applications

April 2022
Marketing flyers
Expansion to more DW sites

Late 2022
Road trip to all sites
Revised pricing approach

April 2023
Relaunch of product with road show

Innovation begins with understanding the Problem

Roadshow highlights

1

Opuwo

- 27 Attendees
- Visited & dropped off flyers at Opuwo state hospital, Kunene Regional Council and introduced FNB to Opuwo Town Council
- Conducted housing site visit

2

Okahao

- 46 Attendees
- Visited & dropped off flyers at Okahao state hospital and introduced FNB to Okahao Town Council

3

Oshakati

- 22 Attendees
- Visited & dropped off flyers at Oshakati state hospital and Oshakati Town Council
- Visited CEB offices
- Provided training to instore credit solutions partners

4

Oniipa

- 23 Attendees
- Visited & dropped off flyers at Oniipa Oshakati Town Council
- Had draw for 5 cement bags – Helena Shiindi won

5

Otjiwarongo

- 71 Attendees
- No other engagements as it was on a Saturday and unexpected

6

Okakarara

- 64 Attendees
- Senior members of council were in attendance (mayor and 2 councilor's)
- Introduced FNB to Okakarara Town Council
- Had draw for 5 cement bags – Cement to be distributed once plot is paid off

7

Karibib

- 11 Attendees
- Engaged Karibib Town Council and dropped of flyers
- Conducted housing site visit

8

Keetmanshoop

- 21 Attendees
- Visited & dropped off flyers at Keetmanshoop state hospital and KFC
- Conducted housing site visit
- Had draw for 5 cement bags

54 applications received to date

29 applications paid out, 4 already settled

8 houses built to completion

Animation being created to assist with information and financial literacy

Next FNB road show planned for mid Nov 2023

Community

Building Partnerships to Build Houses

THE POWER OF COMMUNITY

The quality of the lives of our Namibian people matter. With more than 40% of Namibia's overall population, and around 80% of our urban population, currently living shacks and rented rooms in informal settlements, with little or no access to municipal infrastructure and services - access to stable, affordable, safe, and accessible housing is a key determinant in helping our country thrive.

The Shack Dwellers Federation of Namibia (SDFN), is a community-based network of housing saving schemes, comprising over 1 000 saving groups, with over 32 000 members across Namibia.

Each group has its own savings account. – if sufficient funds, the group may put a deposit on a piece of land. The saved money can also be used to meet basic and daily needs as well as to secure further funding.

Sponsors: FNB, Ohorongo Cement, Pupkewitz

Society

Excellent

Quality of relationship

Falling short

Doing what matters through Collaboration with our Communities

Their needs and expectations

- Providing access to expert financial advice, products and solutions that help to create a positive impact for individuals, their families, their businesses and their communities;
- Using our resources to promote social and environmental issues as well as other common agendas to build a thriving society.

Key objectives and metrics we track

- Supporting inclusive growth by supporting national development objectives and policies;
- CSI contributions aimed at alleviating the impact of economic conditions.

Relevant material matters

- Investing in our communities;
- Managing the environmental impact of our operations;
- Developing sustainability-focused products and services.

Capitals impacted

Human

Intellectual

Social

Namibia Economist
Business | Leaders | Connect

AFFORDABLE LAND AND HOUSING DELIVERY BOOSTED BY N$5 MILLION FIRSTRAND NAMIBIA INVESTMENT

Posted by Mandisa Rasmani | Sep 7.2022 | Community and Culture

Doing what Matters in Namibia July 2022 to June 2023

2023 Best Local Bank Top Company Awards

2023 Best ESG / CSI Bank in Namibia

2023 Gold PMR Agriculture

2023 Best Trade Finance Bank

2023 Best Consumer Digital Bank for User Experience Design in Africa

2023 Best Consumer Mobile Banking App in Africa

2023 Best Treasury and Cash Management Bank

2023 Best Consumer Digital Bank for Information Security and Fraud Management in Africa

2023 Best for High-Net-Worth Individuals in Namibia

2023 Diamond PMR Business Banking

2023 Diamond PMR Digital Banking

2023 Gold PMR Personal banking

2023 Gold PMR Credit Cards

2022 Best Treasury & Cash Management Bank in Namibia

2022 Best FX Provider

2022 Global Finance Best Bank in Namibia

World's Strongest Banking Brand
Brand Finance
2023

Thank you