

# SOCIAL PERFORMANCE REPORT CARD

As of Dec 2014

<b>Vision</b>	To contribute to the social and economic development of communities by enabling the economically active poor to improve their lives.
<b>Mission</b>	To be a reliable and well known financial institution that provides diverse and innovative financial solutions to communities, serving and protecting our clients while maintaining organizational sustainability with a commitment to the poor.

OUTREACH				
INDICATORS	Dec 2014	Dec 2013	Dec 2012	Dec 2011
Borrowers from rural + Semi Urban areas	91%	91%	93%	89.70%
Average loan size compared GDP per capita	90.83%	98%*	94.6%	86.80%
Women borrowers	90.83%	90.42%	91.96%	91.93%
% numbers of loan to the very poor clients (without collaterals)	43%	32%	29.61%	22.99%
Voluntary savers with value below and equal GDP per capita	87.16%	83%	55.84%	71.18%
Women savers	42.65%	58%	74.44%	47.53%
Client's retention rate	82%	89%	86%	88.09%

\* GDP per capita used is from Dec 2014 = \$1,158

SOCIAL PERFORMANCE TOOLS AND MECHANISMS	
<b>A. Poverty Targeting and Monitoring</b>	
Poverty line definition	Daily income less than USD2 per head
Poverty assessment tools / measurement tools	In- house tool daily income less than USD2 per head
Poverty tracking	Start- up stage
Social performance reporting	Bi- yearly produce and share to BoD, shareholders, lenders, and others through different channels
<b>B. Customer Care and Product Enhancement</b>	
Transparent pricing	Prices, terms and conditions of all financial products are fully disclosed to the customer, including interest charges, insurance premiums, minimum balances , all fees, penalties, linked products, 3rd party fees, and whether those can change over time. Staff are well trained to inform and explain these to clients. Multiple channels for disclosing clear and accurate information: brochures, orientation sessions, meetings, posting information in the branch, websites, etc. Loan contracts (1) shows an amortization schedule that separates principal, interest, fees; (2) defines the amount, number and due dates of installment payments; and (3) includes fees and conditions for early repayment, late payments and default. Debt collections practices are revealed to the borrower prior to the time of sale.
Client satisfaction study	Conduct yearly or every 2 years

Client feedback system	Phone line, mechanism, tools, and people are set up to get complaints and solve issues/comments from clients
Market research for product development	Client satisfaction, client exit, competitor matrix survey regularly conducted to provide better products and more convenient services for the clients
<b>C. Non-Financial Services</b>	
Social responsibility activities	<ul style="list-style-type: none"> <li>- <b>6,955</b> clients got special agriculture training</li> <li>- <b>13,302</b> clients got child education training along with educational reading books given</li> <li>- Thousands of helmets produced and given to saving clients and staff. Daily radio program on safe traffic program is continued with National Radio. Workshop with school, banner at each traffic light post and also brochure and leaflet to promote traffic law</li> <li>- <b>5%</b> of net income contributed to the community development programs: water pump, canal renovation, kindergarten building, schooling materials support, etc</li> </ul>
Financial literacy program	<b>28,474</b> clients got finance related training from KREDIT which includes saving, budgeting, and household income and expense management.
Other commitments	<ul style="list-style-type: none"> <li>- Endorsement with Smart Campaign and selected by Cambodia Microfinance Association (CMA) and Agency French Development (AFD) to enhance client protection principles (CPP);</li> <li>- Received 2 Awards from Kiva: Facilitation of Savings and Client Voice</li> <li>- Received Transparency Award again from MFTransparency</li> <li>- Got STAR award from Mix Market</li> <li>- Got Award on “Most Innovative Non - Profit / Social Enterprise” from Singapore Venture Capital and Private Equity Association (SVCA)</li> <li>- A member of Banking With The Poor (BWTP)</li> <li>- A members of Social Performance Task Force (SPTF)</li> </ul>
<b>D. Personnel Policies</b>	
Employees satisfaction study	<ul style="list-style-type: none"> <li>- Staff satisfaction is conducted every 2 years to get feedback from staff</li> <li>- Good HR policy in place and yearly updated based on industry study making sure that our benefits are competitive at the market</li> <li>- Staff turn- over rate for the last 6 months 15.81%</li> </ul>
Other policies	<ul style="list-style-type: none"> <li>- Whistle blowing policy and environmental and social policy</li> </ul>