CELEBRATING 25TH ANNIVERSARY

ABA BANK

NATIONAL BANK OF CANADA GROUP

Special Supplement
ABA Bank well set for the next 25 years after extraordinary journey

ABA CEO Askhat Azhikhanov outlines the bank’s rapid rise to the top that has redefined Cambodia’s banking business with an ecosystem empowering individuals, corporations and small businesses.

How do you evaluate the bank’s long journey in Cambodia as ABA marks its 25th anniversary?

While ABA was established in 1996 as Advanced Bank of Asia Limited, the active phase of its redevelopment started in 2009 when the new management team arrived at the bank, and the ABA brand was introduced to the market. With the acquisition came a period of significant investment in the bank in terms of IT and infrastructure. The bank turned a profit in 2010 and has been growing non-stop since then. From the very beginning, we understood the importance of providing quality and convenient financial products to Cambodians. It has shaped our strategy for all subsequent years.

And it still drives us in developing new products and services with the main idea reflected in our mission – to help Cambodian businesses and people enjoy a brighter and brighter future by providing highly professional, technologically advanced banking services for all.

We believe it is this sincerity and customer-centricity that has helped us gain a firm position in the market to become one of the top banks in the Kingdom.

Where do you see the opportunities for further growth coming from?

We have developed a unique business model at ABA with two main business arms.

The first focuses on retail customers, where we offer a range of deposit, card, products, money transfers and other bank account management services. We have an entire branch for this segment – our total number of individual accounts, for instance, has grown 10-fold in just the last five years!

Our introduction of the Kingdom’s first mobile banking platform – ABA Mobile – in 2015 has of course contributed significantly to this growth. The second arm is lending, where we focus more on micro, small and medium-size enterprise – MSME – clients, who now constitute 78 per cent of our total loan portfolio.

With the steady growth of the Cambodian economy, we see how our microbusiness customers grow into SMEs or large SMRs. We are happy to witness such progress as we position ourselves as a partner to our borrowers and grow together with them.

We regularly run surveys where individuals or businesses.

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ASKHAT AZHIKHANOV / CEO OF ABA

Our key intention for the digital agenda is to make financial services more convenient and easier to use for our valuable customers, be they individuals or businesses.

Around 90 per cent of ABA customers are now digitally active and use our digital banking solutions. We are not always like that – we had to invest significant effort in educating the market and increasing financial inclusion by offering intuitive, easy-to-use products,

ABA is actively promoting self-banking facilities. Is this an ecosystem approach for such futuristic technologies?

Absolutely, yes! Cambodia is blessed by a lack of heavy legacy and affection for old-style banking. Cambodians are embracing new technologies readily, and with smartphones becoming affordable to more people, the demand for self-banking and remote banking will only increase.

Also the pandemic has affected customers’ behaviour whereby people prefer to stay away from crowds and make transactions when and where it is convenient for them.

Overall, we see a strong trend of the transition towards new technologies and self-banking.

And ABA has the complete set of tools and solutions to offer a seamless experience for its customers, from mobile banking and internet banking to self-banking zones in our branches.

Our most recent innovation is the network of humanities ABA 24/7 self-banking spots where cash deposits and withdrawals, and cheque deposits can be made via machines.

We have already launched 15 such spots in Phnom Penh, Takham, Pochentong and Sihanoukville, and we will be opening even more for the convenience of our customers.

ABA’s customer base grow by a staggering 77 per cent in 2020 – touching 1.4 million clients. How were these impressive numbers achieved?

I mentioned earlier that the ABA ecosystem we are building attracts customers with its simple-to-use yet comprehensive banking and customer support opportunities.

ABA can do and cover an ordinary person’s financial needs, which include money transfers, bill payments, money management, in-store and online purchases, and much more.

We listen to our customers, analyse local and international market trends, and try to offer solutions that are convenient, secure, and still easy to use wherever they are.

Last year, we enriched the ABA Mobile app with many new features, joined the National Bank of Cambodia’s Bakong project that enables convenient local transfers, launched the network of ABA 24/7 self-service spots and opened several new branches to bring our services closer to more people in the provinces.

We now have 79 branches across the country, and these are still very important for our customers, especially for lending, despite digitalisation. I think all these activities and initiatives contributed to our customer base growth in the year.

What are your expectations for the future of the Cambodian banking and financial sector?

Looking back at the 25 years of our growth, we see how ABA Bank has grown with the Cambodian economy and society. And we are optimistic about the future of the sector.

There is a lot to be done regarding financial inclusion as Cambodia is still an underbanked country.

The established trend in the industry with more focus on digital and cashless payments will continue.

Foreign and local investments will provide further economic growth.

And even in lending there is a place for technologies that optimise our operations and help us build better models and offer better products across market segments.

In the coming years, even decade, we see endless opportunities for technologies that optimise our operations and help us build better models and offer better products across market segments.
Sizzling financial results

Steered by responsible leadership, prudent planning, strong branding and steadfast corporate responsibility, ABA produced impressive 2020 financial results despite the rocky economic conditions – signalling to all stakeholders that the bank is ready for even further growth next year.

**ASSETS**
In USD millions

- 6,128

**GROSS LOANS**
In USD millions

- 3,833

**SHAREHOLDERS’ EQUITY**
In USD millions

- 768

**BRANCHES**

- 79

**DEPOSITS**
In USD millions

- 4,872

**NET PROFIT**
In USD millions

- 151.4

**NUMBER OF ACCOUNTS**
In thousands

- 1,382

**STAFF**

- 6,266
ABA ‘scaling up physical-digital channels’

How has the ABA business philosophy contributed to the local community, private businesses and individuals in the Kingdom?

We believe that different customers – such as manufacturers, wholesalers, retailers and individuals – will benefit commercially from our operations and the execution of our vision and mission.

To become the number one supplier of dependable, easy to use and accessible banking services requires our significant investment and consistent efforts.

As such, we keep bringing in and dynamically transforming innovative business ideas into digital banking solutions and robust operating models, as well as the provision of accessible, convenient, secure and effective solutions, helping our customers and the community to benefit from their banking experiences.

How is ABA capitalising on its brand to position itself in the Kingdom’s competitive banking sector?

The competition landscape changes drastically, especially with fintech and digital solutions, and with modern banking facilities being aligned with the global trends of Generations Y and Z. Therefore, we have expanded and modernised our physical branches and introduced digital banking solutions in response to local market demands.

Our marketing activities in digital channels and ongoing post-sales services, as guided by our customer-centric model, have allowed us to seize the position as the number one supplier of choice and be recognised by prestigious financial magazines such as The Banker, Euromoney, Global Finance, and Asiamoney.

What is ABA doing to improve the business environment for individual entrepreneurs, SMEs and corporations?

We have found that convenience, accessibility, speed and consistency of service are the basic banking needs of our customers regardless of who they are. While executing a phase-based customer-centric model, we stay focused on the driving factors that strategically deliver.

We continue adopting and introducing digital banking solutions, leveraging on advanced technologies, R&D activities and human capital development to serve exponential growth in clientele and their increas-ingly complex demands for banking services.

We are introducing and further enhancing self-service solutions, and payment and collection platforms in response to the demands of 99 per cent local businesses, which are characterised as micro, small and medium enterprises.

We believe all stakeholders in business, including the corporations residing at the top of the distribution chain, will economically benefit from our ecosystem.

Has mobile banking changed the Kingdom’s banking landscape? How has it helped ABA grow its revenue base?

Our research shows that people are more reliant on smartphones given their desire to be conveniently connected and to share information hassle-free.

Smartphones have become a key component of human life, and reflecting this, our flagship retail proposition – ABA Mobile – has been consistently developing in response to changes in consumer behaviour.

We have observed a compound annual growth rate of 99.33 per cent in the growth of ABA Mobile users over the last seven years.

The today-pool of ABA Mobile users has processed transactions of $88 billion and 11 trillion riel so far this year alone.

The movement of funds inside our ecosystem allows us to optimise the cost of funds, handle demand effectively and make tailored offers to our customers.

Does ABA remain committed to physical branches as it increases self-service banking?

Branches remain a critical touchpoint in executing our customer-centric model. Therefore, we thoroughly analyze and develop the branch network accordingly based on existing and potential demand.

A comprehensive banking service requires a branch platform – for example, the provision of loans requires a physical network to manage the portfolio.

Strategically, we are scaling up physical-digital channels. The ABA 24/7 network and the ABA Mobile app together with self-service solutions will ensure that customers’ basic banking needs of accessibility, speed, convenience and consistency are delivered.

Do you have positive outlook for the Cambodian banking sector next year?

I do! Despite the persistent challenges posed by Covid-19 for almost two years, the performance of the banking sector remains strong under the leadership of the National Bank of Cambodia.

Last year, the banking sector achieved the annual growth rates of 16.9 per cent and 15.4 per cent for loans and deposits, respectively.

The outlook of the banking sector remains stable and well functioning, being backed by strong capital and liquidity buffers at ratios relatively higher than set requirements.

With the government’s achievements in containing Covid-19, its vaccination programme and the concrete plans to launch the post-Covid-19 “Economic Recovery Plan 2021-2023” – and with a promising GDP growth forecast of 5.5 per cent next year from ADB – I am optimistic the banking sector outlook will remain strong.

Accordingly, the banking sector will continue to play its crucial role in supporting economic activities, which, in return, will allow banks to further expand business.
Leveraging digitalisation for growth

Its digitalisation strategy is turning ABA Bank into one of the most innovative institutions in the Kingdom in offering financial services, according to chief digital officer Zokhir Rasulov.

When did ABA Bank begin embracing digital banking and why? How has this contributed to its success?

ABA defined its new long-term development strategy in 2009. As part of the execution of that strategy, the bank conducted extensive research and analysis to understand customers’ needs and make their banking experience more convenient.

The research showed us that due to the rapid growth of the economy and business activities in the country, the demand for fast and convenient services would only be accelerating. Based on that, ABA decided to invest in a robust IT and technological infrastructure, which eventually became a concrete base for the automation of business processes and allowed us to offer clients advanced banking solutions around the clock.

How has ABA Bank’s suite of digital products increased the accessibility of banking for Cambodians? And how is it promoting financial inclusion?

Understanding clients’ needs and concerns when making a financial transaction through the bank was a key factor of success in making our services convenient and accessible for Cambodians. Providing a great user experience is our top priority while developing digital products at ABA.

During their design, we focus mainly on making new financial services and features easy to understand, as well as fast and secure. All this contributes to a great experience.

Based on these core principles, we allow people to perform banking with ABA 24/7 from anywhere, transfer money around the world instantly, and make payments online and in stores with ease.

ABA’s current ecosystem can meet the requirements of all types of clients, whether they be teenagers or large corporate clients with particular demands. Our clients also benefit from a unified and familiar experience across all ABA banking channels.

Which of ABA’s range of digital products are proving the most popular?

On the retail banking side, the ABA Mobile banking app is the most popular product. It has been ranked No1 among Cambodian financial apps on the Apple App Store and Google Play.

At the same time, our ABA PAY payment feature – which now has close to 200,000 merchants across the country, including online and in-store – is the most demanded product on the business banking side.

The medium and large business segment prefers more structured access to their money and requests additional features to run company finances.

Here, I’d mention our modern iBanking for Business platform. More and more businesses of different sizes connect their ABA accounts to iBB to process business payments quickly and conveniently, yet with sophisticated multi-layered security in place.

It is worth mentioning that all the digital products currently forming the ABA digital ecosystem are closely connected to each other and help each other and help them achieve their daily business and life goals.

In what way are ABA Bank’s digital products making Cambodians’ financial activities convenient and safe, both daily and longer term?

Today, ABA offers a wide range of digital services and products to both individual and business clients that are designed to help them in their daily financial routines and business needs. Importantly, through its current ecosystem, ABA connects businesses and individual clients with each other and helps them achieve their daily business and life goals.

With our advanced business platforms such as iBanking for Business, PayWay – an all-in-one payment gateway – and the BillZone billing system, ABA meets the requirements of even the most demanding business and corporate clients.

I’m confident that businesses can benefit from our solutions and financial services built on world-class cutting-edge technology. For retail clients, ABA offers its flagship product, the ABA Mobile app, along with the modern self-banking facilities available 24/7.

With these comprehensive banking channels, our clients can pay bills, pay both in store and online, transfer and receive money locally and internationally within seconds, open new accounts, get loans, make deposits, withdraw cash, and do much more.

I think all these ABA implementations and user experiences are making Cambodians’ financial activities convenient and secure.
Congratulations

On the auspicious occasion marking the 25th anniversary of the launch of ABA Bank in the Kingdom of Cambodia, Smart Axiata wishes to congratulate ABA for helping to advance Cambodia’s banking sector.

Together, ABA Bank and Smart Axiata have helped to develop Cambodia’s fintech sector through the provisioning of ABA’s innovative banking solutions backed by Smart Axiata’s connectivity, reach, reliability, and customer service.

Smart Axiata proudly associates with ABA as a partner of choice, and together the two companies will continue to be the key drivers of Cambodia’s move towards a digital society.

From
THE MANAGEMENT AND STAFF OF

TotalEnergies
ABA’s user-friendly digital banking and prudent lending culture will continue to propel the lender’s growth prospects in the coming years, says chief credit officer Bibhu Pandey.

How is ABA Bank a responsible lender? And how has this built trust for Cambodians in the bank taking care of their personal and business banking needs?

Being a socially responsible enterprise, ABA ensures that borrowers don’t have an excess burden in repaying the requested loan, and that the loan is used for productive purposes according to the business plan.

To ensure this, we critically analyse all credit proposals submitted to us. We also ensure that loans are only provided to legal and environmentally friendly businesses. Businesses under the exclusion list, such as those involved in unlicensed sand dredging or logging, are not entertained by ABA.

We always fully inform borrowers about the terms and conditions of credit during the lending process to maintain complete transparency. As well as that, our loan officers educate micro and small borrowers on how to properly keep financial records and conduct transactions through banks. It will help them get easy access to financing, should they wish to expand the business to a larger scale in the future.

Together with the professional and cooperative behaviour of our loan officers, these aspects build trust for Cambodians towards ABA in taking care of their personal and business banking needs.

How has the bank’s loan book growth been recently? How did you manage to achieve consistent loan growth over the previous years?

Our loan book keeps growing steadily. Of course, growth slowed down for several months during the pandemic because our loan officers could not travel to inspect and analyse the businesses of potential borrowers.

It is crucial for us, as responsible lenders, to ensure that the declared business revenues will allow the borrower to repay the requested loan without any excess burden. The bank has managed to achieve consistent loan book growth thanks to people’s increasing trust in ABA because of our strong shareholder and vast digital presence.

Another of the main reasons for the growth is ABA’s technical advancements.

Due to the availability of digital banking and self-banking platforms, interconnected business people – suppliers, buyers and business partners, among others – are more willing to do their financial transactions digitally through ABA. Our customers find it convenient to digitally access all the banking products and services, including the need for credit, within the ABA ecosystem.

Where do you see the greater loan growth coming from, sector-wise?

Historically, the most significant loan growth in ABA comes from the trading sector.

Has Covid-19 impacted the bank’s asset quality, and how are the non-performing loan (NPL) numbers?

The pandemic has affected the entire country, and ABA is no exception. At the same time, from March 2020, ABA started to provide relief measures to its borrowers whose businesses were affected due to the economic downturn because of Covid-19.

As of the end of September, restructured loans constituted up to 14.8 per cent of the loan book. NPLs remain stable at 0.8 per cent of the portfolio, which is below the market average.

Is ABA continuing to roll out any special financial support programmes to assist vulnerable business borrowers?

Yes, the bank continues to provide relief measures to vulnerable borrowers with existing loans whose businesses have been affected during the pandemic.

The relief is provided by reducing their monthly installment repayment amount, either by postponing monthly principal repayments or both principal and interest repayments to provide a buffer time to regenerate their business revenue.

ABA has also joined the SME Co-Financing and Credit Guarantee Scheme introduced by the government to support local businesses further. This scheme allows eligible borrowers or borrowers who don’t have proper real estate collateral to get lower-price financing.

What is your advice to borrowers for maintaining financial fitness?

It is crucial to follow financial discipline to maintain financial fitness. It means building enough knowledge of how a business works, planning properly how to spend and save business funds, and following the plan.

From our market observations, most businesses fail because they either don’t know how a business works, or they don’t have a proper business plan, or they don’t spend according to the plan.
ABA’s risk management ‘world class’

What does it mean for customers that ABA Bank meets all the Kingdom’s regulations on the governance of banks and financial institutions? ABA’s risk management is considered ‘world class’ because it is compliant with local standards, best practices, and international standards. It ensures ABA’s operations are safe, secure, and rooted in the local, Cambodian context.

ABA implements various international standards – the objective is to provide ABA’s customers with confidence and trust that ABA protects its customers’ data and privacy, and at the same time provides convenient banking services.

As a subsidiary of National Bank of Canada, ABA also implements, where and as applicable, Canadian best practices, ensuring ABA’s operations are on par with international peers.

While international standards provide a constant source of insight for ABA in adopting international best practices, it is imperative for ABA as Cambodian bank to be fully compliant with local standards, regulations and instructions – both in letter and in spirit.

ABA has retained its S&P credit rating of B+ with Stable outlook. What does this say about the bank’s sustainability managing its loan and deposit growth, and its growth trajectory?

The B+ rating as provided by S&P reflects ABA’s excellent performance and confirms ABA’s strong positions in the market. The rating is the result of the implementation of ABA’s sound business strategies, which benefit customers and shareholders.

ABA retained its B+ rating given its material and growing market share of loans and deposits with above average profitability.

The Stable outlook reflects the view that ABA will sustainably manage rapid loan and deposit growth, and will continue to report good asset quality despite the challenging context of the Covid-19 pandemic.

In what ways has ABA Bank instilled a compliance culture into its operations?

ABA considers a strong compliance culture as a benefit for its customers, protecting their interests. For ABA, a robust business must be built on strong ethics and operate with integrity.

Compliance – with local laws and regulations, and with our own best practice standards – is fundamental to what ABA is.

The bank continuously invests in helping its employees understand why compliance matters. We are also shaping ABA’s due diligence and compliance processes to foster that same understanding in stake-holders all along ABA’s value chain.

ABA has implemented a host of digital risk screening tools such as enterprise risk management (ERM) for robust risk intelligence to manage risks prudently.

ABA supports the recognition of KHR – the Cambodian riel – as national currency and its increased use, as promoted by the National Bank of Cambodia. Nonetheless, the local economy continues to depend on USD – the US dollar – especially for cross-border transactions related to exports and imports.

Strict enforcement of anti-money laundering/counter-terrorism financing requirements is consistent with the Royal Government of Cambodia’s objectives and ensures continued access to USD transactions with international partner banks.

How is ABA Bank using digital risk screening tools such as enterprise risk management (ERM) for robust risk intelligence to manage risks prudently?

ABA has implemented a host of world-class digital solutions – for compliance, risk, and fraud – to manage risk in the most prudent manner possible and to adopt risk-based approaches.

Among others, these solutions are used to detect potentially fraudulent transactions, and by that help to protect ABA customers’ data and money. As part of these solutions, ABA deploys state-of-the-art ML and AI – machine learning and artificial intelligence – approaches to derive robust risk intelligence.

ABA’s toolbox also helps us manage risk in a prudent manner, keeping ABA’s customers’ and stakeholder’s interests protected and supporting the local economy given ABA’s role as a leading bank.
DKSH’s Purpose is to Enrich People’s Lives.

- DKSH, a global company headquartered in Zurich, listed on the SIX Swiss Exchange, operates in 36 markets with 32,450 specialists.
- DKSH has been delivering growth for companies in Asia and Beyond for more than 150 years across Business Unit Healthcare, Consumer Goods, Performance Materials, and Technology.
- As of today, DKSH is the leading market expansion services provider, supporting companies to grow in existing and new markets.
- DKSH Cambodia is a successful market leader, with more than 69 years of a great legacy and powerful brand image with 1,700 employees, operates in 8 business locations for distribution across the country, network more than 155 clients and 17,000 customers.

www.dksh.com

Delivering Growth – in Asia and Beyond.

Congratulations on the 25th Anniversary of ABA Bank

As your long-term bancassurance partner, Manulife Cambodia would like to wish ABA Bank all the success and continue being one of the kingdom’s leading digital financial institutions. We are proud to continue working together to build healthier and better financial future for Cambodian families.

From the management and staff of Manulife Cambodia.
ABA sees its young, talented staff as the most precious asset. Head of Human Resources Ly Vithiea explains how the bank develops its employees to best drive business operations.

Understanding that deploying the right people at the right place brings out the best in them, our approach to attract the best talent is to reach out to suitable candidates through multiple channels, networks, and referrals in line with the skills demand from business lines.

Our human resources team operates on a wide range of talent acquisition strategies, including headhunting, employer branding and developing a robust candidate pipeline. With a harmonious transparency culture and modern working environment, we adhere to our performance-based principles to reward our employees and become the employer of choice based principles to reward our employees and become the employer of choice.

What is ABA’s strategy to manage staff retention? Does it offer attractive remuneration and a rewarding work environment?

ABA Bank perceives employees as the most precious asset and driver of business operations; therefore, we strive to provide rewarding employee experiences at every stage of the employee lifecycle.

First, we ensure that the right people are selected and placed into the right job. Second, new employees are onboarded and introduced to the bank, enabling them to socialise and integrate with ABA core values. Upon successful onboarding, employees receive various training and support programmes to achieve their career aspirations aligned with our business goals.

Lastly, our senior management and direct managers are dedicated to implementing an effective Performance Management and Reward System to acknowledge and compensate high achievers and prioritize internal career advancements through job transfers, temporary appointments and promotions.

In 2020, for example, the bank presented by experts in finance and corporate governance from France and Canada.

Our employees are equipped with technical, soft skills, and compliance courses to nurture necessary skill sets for the banking industry. In addition, all direct managers and HR personnel play a significant role in continuous coaching and consultation with their team members about innovations to ensure smooth and successful ongoing transitions.

How does ABA attract the best talent to your organisation?

First, candidates shall demonstrate their ambition and competence. Second, they shall exhibit continuous learning and integrity, and dynamic and assertive attributes aligned with ABA culture. Last but not least, their technical skills and working style shall match the hiring manager’s expectations.

What are the key criteria in recruiting banking staff? What do you look for when hiring employees?

Talent acquisition is an integral part of setting up a high-performing team, and we thoroughly screen and select candidates based on several key criteria.

First, candidates shall demonstrate their ambition and competence. Being mentally prepared is the first step to getting ready with innovation following the bank’s vision to be the country’s number one supplier of technologically advanced banking services.

We are proactive in developing our human resources and non-ABA members through various programmes. Last year alone, we successfully conducted 1,500 training classes via physical and virtual platforms for ABA employees on technical skills, soft skills, and compliance courses to nurture necessary skill sets for the banking industry.

Skilled staff: A linchpin for success

ABA Bank operates an in-house product owners, partners and trainers, who proactively develop customized training and ensure delivery of required processes and skills.

On top of this, we have specialised in-house product owners, partners and trainers, who proactively develop customized training and ensure delivery of required processes and skills. In addition, all direct managers and HR personnel play a significant role in continuous coaching and consultation with their team members about innovations to ensure smooth and successful ongoing transitions.

How does ABA contribute in developing human capital for the Kingdom’s financial sector?

Standing firm as one of the leading commercial banks in Cambodia, we are proactively involved in developing our human resources and non-ABA members through various programmes. Last year alone, we successfully conducted 1,500 training classes via physical and virtual platforms for ABA employees on technical skills, soft skills, and compliance courses to nurture necessary skill sets for the banking industry.

In addition, our career talk programme aims to benefit both ABA and non-ABA bankers and students to learn more about the banking profession and obtain practical knowledge as shared by the members of the board of directors and senior management.

On top of this, since 2019, ABA has offered opportunities for 1,266 young people to obtain experience and exposure to a real banking life through trainee and internship programmes tailored for fresh graduates, undergraduates, and students with high-school diplomas.

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How does ABA nurture its staff to work in a cross-culture environment and to achieve your business goals?

A cross-culture environment is the “ABA-style”, and we always perceive diversity as a valuable component of creating a high-performing team. Our board of directors is mainly presented by experts in finance and corporate governance from France and Canada.

The senior management team is also diverse, consisting of people from Kazakhstan, Uzbekistan, Nepal, Germany and Canada. And of course, our Cambodian professionals play a vital role in shaping our bank.

This fusion makes ABA unique and special in terms of corporate culture, core values, and execution capabilities.
CONGRATULATIONS

ABA BANK

25 YEARS

NATIONAL BANK OF CANADA GROUP

FROM THE MANAGEMENT AND STAFF OF

BIPLAN GLOBAL
Roll of honour

Delivering with confidence, winning in style – ABA Bank has won numerous awards for its achievements in the banking industry.
Congratulations

From
THE MANAGEMENT AND STAFF OF
VISA
ABA Bank’s CSR projects help build society

Understanding the importance of sustainable development to society, particularly in aiding the vulnerable, ABA Bank’s holistic CSR initiatives promote inclusive growth, empowering society and community building. A long-term partner of the Cambodian Tennis Federation and Cambodian Football Federation, ABA’s multi-dimensional people-centric projects transcend its daily banking business. The Kingdom’s leading financial institution supports local hospitals such as the Kantha Bopha Children’s Hospital, NGOs that help underserved communities and disadvantaged children, events that nurture emerging startups and digital enthusiasts, and many other worthy causes. A bank with a social conscience, ABA also steps up in emergencies, helping alleviate hardships in the Kingdom triggered by the Covid-19 pandemic and from natural disasters.
An appreciation letter from Samdech Techo Prime Minister Hun Sen awarded to ABA Bank for its kind contributions in assisting those in distress during the Covid-19 pandemic. In 2020, the bank funneled around $200,000 to those affected by natural disasters in parts of the country and the economic downturn caused by Covid-19. In 2021, ABA donated a further $1 million to the Cambodian government to help tackle the effects of the pandemic.

Samdech Techo Prime Minister Hun Sen presented an appreciation letter to ABA as a responsible corporate citizen for paying some $46.6 million in taxes last year. A remark in the appreciation letter sealed and signed by Hun Sen stated: "I would like to express my gratitude and sincere admiration to the directors of the bank that has expressed a strong sense of internal duty to pay taxes to the state budget and accredited to be the 12th largest taxpayer in Cambodia for 2020."
ACCESS YOUR FINANCIAL LIFE
ALL IN ABA MOBILE