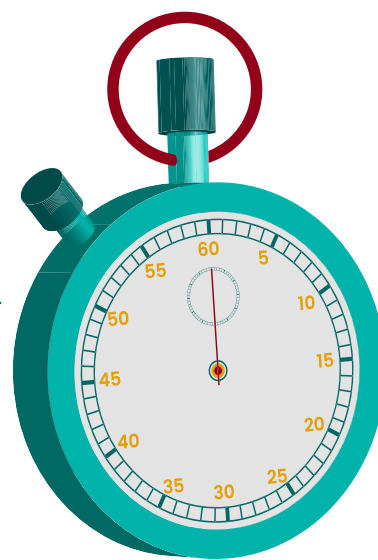


Existence of Tier 1 banks on social platforms

Fastest response time

99.83%

Banks in tier 1 vary on how they respond to clients comments on facebook. The response rate stretches from 18% to 99%.



99.83%	94.03%	81.34%
33.88%	21.12%	18.75%

Largest online presence

1.1m **200k**



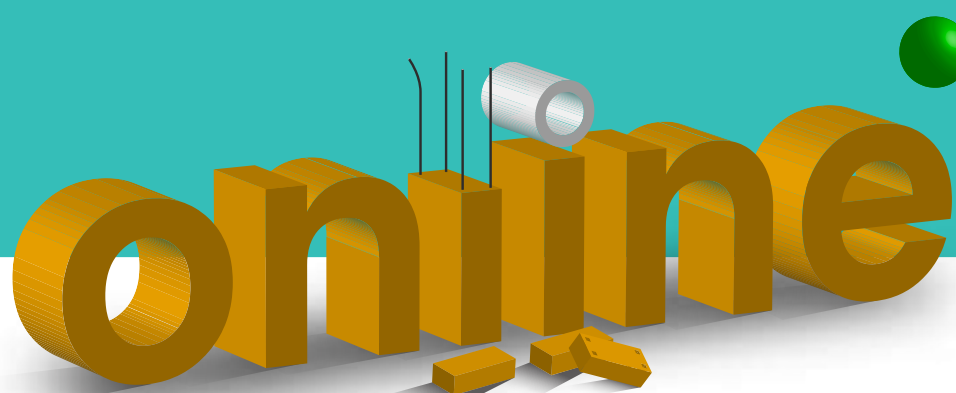
Growth of banks audience

On Facebook

f						
May	1,110,808	923,524	613,220	263,974	145,472	100,497
Sept	1,111,667	935,419	619,023	265,637	152,715	102,146
%change	0.07%	1.3%	0.94%	0.06%	5.0%	0.6%

On Twitter

May	195k	164k	120k	69.9k	24.2k	23.9k
Sept	215k	174k	132k	76.6k	26.1k	26k
%change	10.26%	6.10%	10%	9.59%	7.85%	8.79%



Social Media presence

Active on 6/7

What social networks are the banks present on?

Equity Bank	Barclays	KCB
5/7	3/7	5/7
Co-op Bank	StanChart	CBA
6/7	3/7	3/7

What social networks are the banks active on?

	f	@			G+	in	
Equity Bank	●	●	●	●	●	●	●
Barclays	●	●	●	●	●	●	●
Co-op Bank	●	●	●	●	●	●	●
KCB	●	●	●	●	●	●	●
StanChart	●	●	●	●	●	●	●
CBA	●	●	●	●	●	●	●