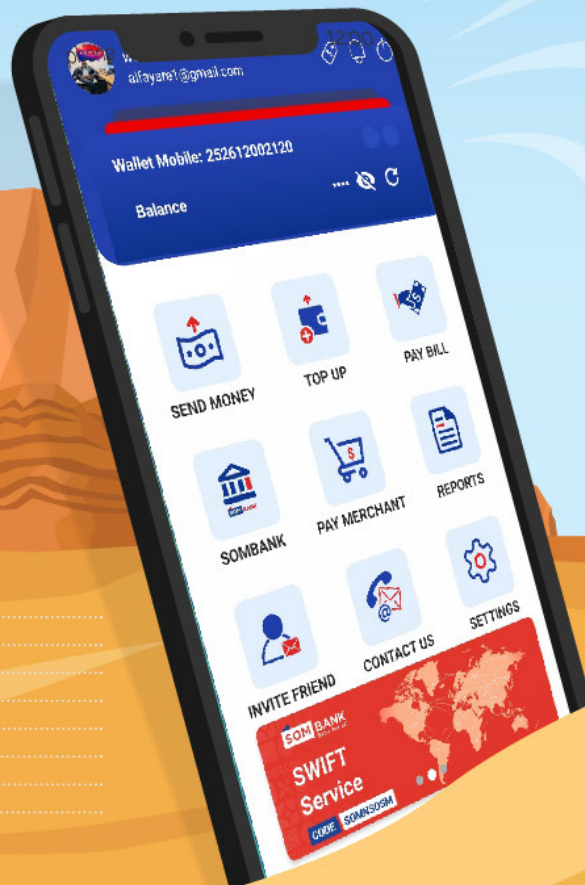




Welcome to SomBank Monthly

# NewsLetter

3<sup>RD</sup> Edition



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# Driving Somalia's Digital Banking Future- **Behind Every Service Is a Story**

# welcome



**Welcome to the July edition of the SomBank Newsletter, a space where we go beyond updates to reveal real work, people, and progress behind the scenes.**

This month, we're exploring what it truly takes to power a digital-first bank. Because at SomBank, every successful transaction, financing approval, or app notification is backed by teams, systems, and decisions working in sync often unnoticed, but always essential.

In this edition, we take you to the heart of that work. You'll meet the team keeping operations running 24/7, the people building our digital products, and the customer whose life was changed by accessible financing. We're also highlighting a standout employee and unpacking how the T-Plus mobile wallet Somalia's first of its kind continues to shape the future of personal finance.

As we continue to digitize services and reach more people across the country and diaspora, one thing remains constant: we don't just build systems we build trust.

## Digital Banking

at SomBank:

Built for How You

Live

Banking is no longer something you go to a branch for. It's something that should move with you on your phone, in your business, and across borders. At SomBank, we've designed an ecosystem of digital services that connect your daily financial needs to a seamless, secure, and accessible banking experience.

Here's what digital banking truly means at SomBank:

### 1. Digital KYC:

## Open a SomBank Account Without Visiting a Branch

At SomBank, we believe that banking should be accessible to every Somali whether you live in the heart of the city or a remote village. That's why we introduced Digital KYC (Know Your Customer), a paperless onboarding process that lets new customers open an account using just their phone.

#### Here's how it works:

1. Fill in the Online Application Form
2. Upload Identification Documents
3. Add Your Signature
4. Submit
5. Account Activation



This process not only saves time but also removes one of the biggest barriers to formal financial access: physical distance. With Digital KYC, anyone with a smartphone and internet access can become a SomBank customer in minutes.

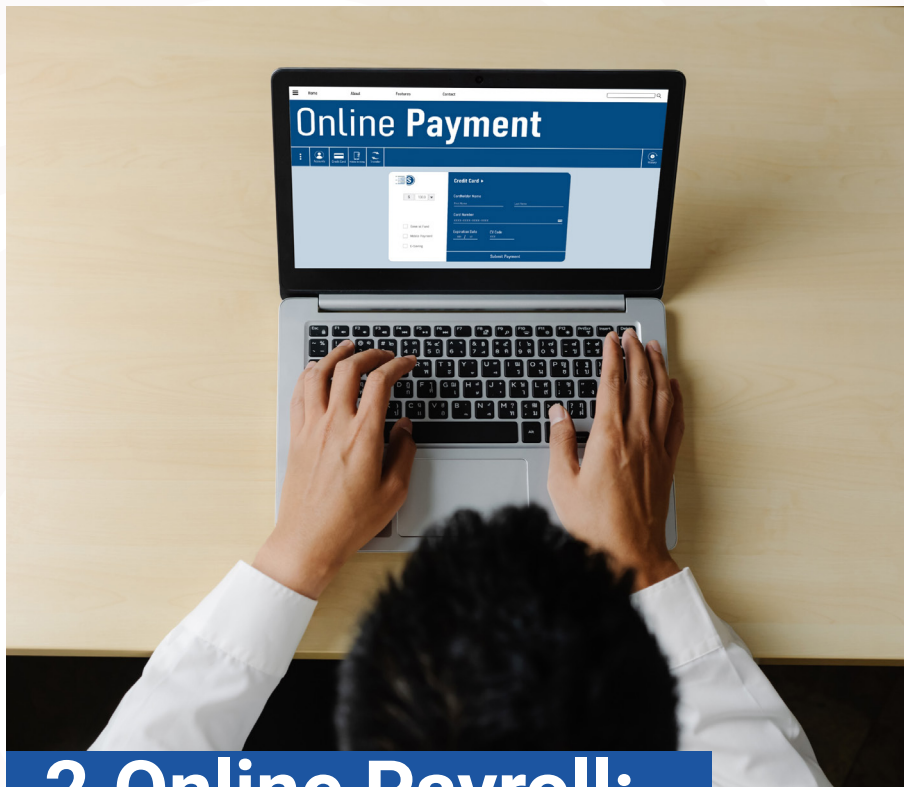
It also supports our efforts to improve compliance, security, and customer onboarding speed, making sure that your data is protected and verified without delays.



“When we say we’re bringing banking closer to you we mean it literally. You no longer need to come to the bank. The bank now comes to you.”

**Mohamed  
Abukar Mudey,  
Digital Banking Manager)**

Whether you’re a student, a small business owner, or a Somali living abroad trying to support family back home, opening an account has never been this easy.



## 2. Online Payroll: Payments Made Simple, Secure, and Smart

Managing employee salaries is one of the most critical tasks for any organization. It needs to be done on time, without errors, and in full compliance with financial regulations. At SomBank, we've built a payroll system that takes the pressure off your HR and finance teams delivering a solution that is fast, reliable, and built for Somali businesses of every size.

With SomBank's Payroll Service, employers can process automated bulk payments directly into employee accounts with no need for manual entries or branch visits. The entire process is handled through a secure, centralized digital system that ensures each employee is paid accurately and on time.



## Key Benefits

### of SomBank's

#### Payroll Service:

##### Automated Salary Transfers

Upload your employee payroll list, and with just a few clicks, salaries are disbursed directly into their accounts. It saves hours on manual work and reduces the risk of error.

##### Accuracy & Timeliness

Every payment is logged and traceable, ensuring employees are paid the correct amount, on time, every month.

##### High-Level Security

Our system uses bank-grade encryption to protect your data, ensuring all payroll information is kept secure and confidential.

##### Customizable to Your Needs

Whether you're running a small company or a large institution, our payroll service can be tailored to your structure with options that fit your number of employees, frequency of payments, and reporting needs.

##### Dedicated Onboarding & Support

From the moment you join, our team is there to assist with set-up, training, and troubleshooting so your payroll system runs smoothly from day one.

## Why It Matters

This isn't just about paying salaries. It's about freeing up your time, reducing administrative overhead, and building employee trust through reliable payments. Whether you're in education, health, government, or private enterprise, SomBank's Payroll Service helps you stay focused on your mission while we take care of your people.

Let SomBank handle the complexity so you can focus on what really matters: growing your organization and supporting your team.

## 3. Card Services: Access, Freedom, and Full Control at

SomBank offers two types of debit cards, Standard and Platinum, to ensure that every customer, regardless of their needs, can enjoy secure access to their funds, local and international payments, and total control through our T-Plus app.



## SomBank Standard

## Debit Mastercard

### Simple, Secure, & Widely Accepted

Our Standard Debit Mastercard gives you safe and easy access to your everyday banking needs, both at home and abroad.

#### Key Benefits:

**ATM Withdrawals Across Somalia**  
Withdraw cash from any SomBank ATM or Mastercard-enabled ATM nationwide.

#### Secure Local Payments

Make card payments at POS machines in supermarkets, restaurants, pharmacies, and more.

#### Online Purchases

Shop safely on local and international websites where Mastercard is accepted.

#### Global Acceptance

Use your card in over 210+ countries and 83 million locations worldwide.

#### Linked to Your Account

Instantly access funds from your SomBank current.

This card is ideal for students, salary earners, and everyday customers looking for convenient, affordable banking that fits their daily lifestyle.





# SomBank Platinum Debit Mastercard Live the Platinum Lifestyle

If you're a frequent traveler, professional, or entrepreneur looking for more value, the Platinum Debit Mastercard delivers exclusive lifestyle, shopping, and travel benefits along with full digital control.

## Key Benefits:

**6 Free Airport Lounge Visits per Year**  
Enjoy comfort and peace during travel.

**Travel Insurance**  
Complimentary coverage for common travel-related risks.

**Global Acceptance**  
Use your card at over 83 million merchants in 210+ countries.

## Discounts & Rewards

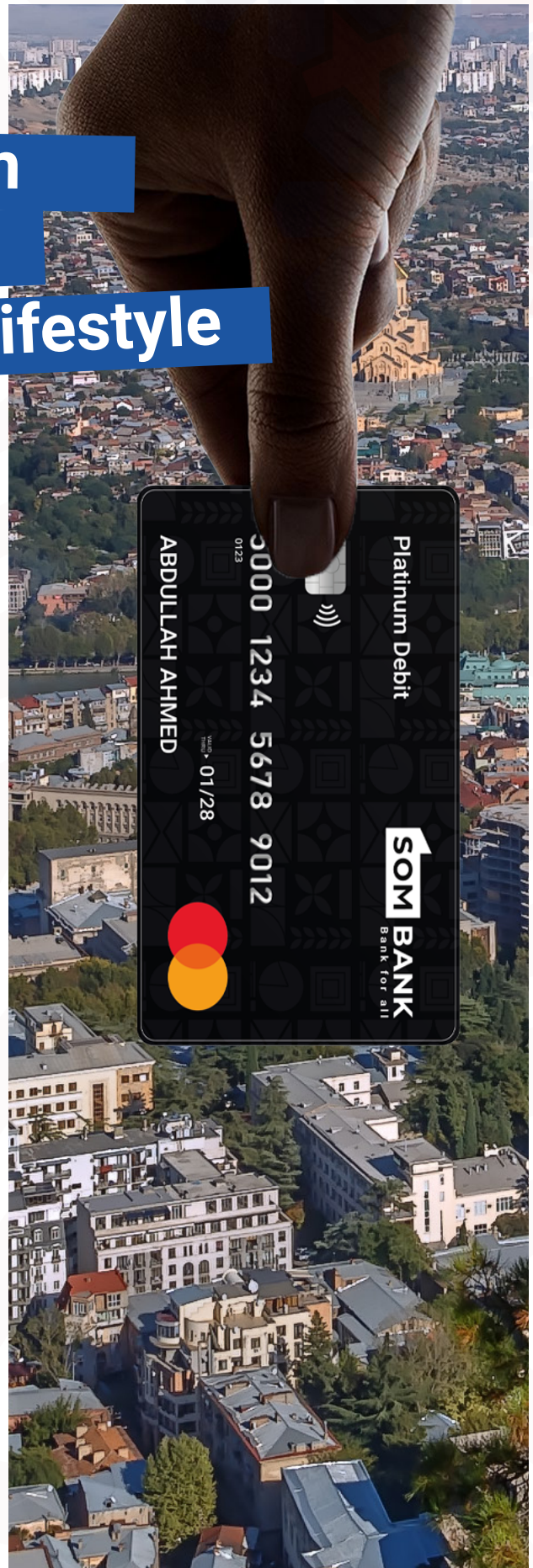
Up to 75% tuition discount through UNICAF

**Shopping deals** on Farfetch, MyUS, Go Gamers, Fiit

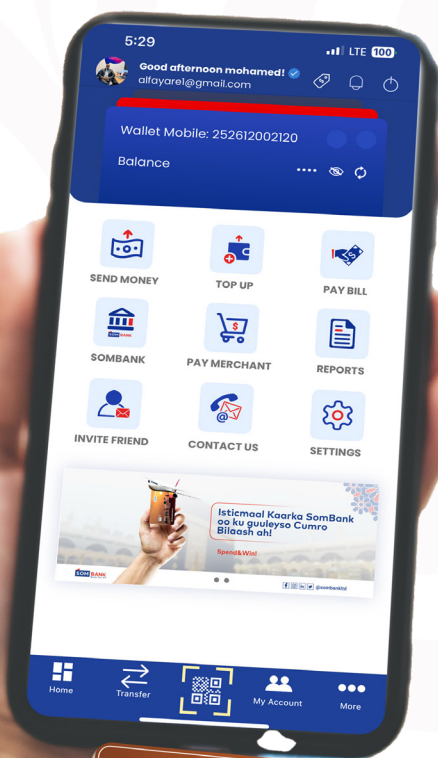
**Travel discounts** on Booking.com, IHG Hotels, Rentalcars, and Cleartrip

**Priceless Cities** experiences with Mastercard

This card is for those who want more than banking—global access, premium travel perks, and everyday luxury.



# Manage All Your Cards Easily with T-Plus



No matter which card you use, SomBank puts control in your hands with the T-Plus mobile app.

With just a few taps, you can:

- Block or unblock your card instantly if it's lost or stolen
- Activate or reset your PIN securely
- Set daily or transaction spending limits
- Receive real-time alerts for every transaction

No need to call or visit a branch your card is fully managed in-app.

## 4. Seamless Transfers, Any- where: Integrated Payments & Wal- lets with T-Plus

From personal top-ups to business transfers and cross-border payments, T-Plus connects you to the most important financial networks in and beyond Somalia.

Whether you're topping up, sending to a mobile wallet, or processing a high-value transfer, SomBank gives you full control instantly and securely.

# What You Can Do with T-Plus:

## Send Funds to 35+ Kenyan Banks

Move money securely from T-Plus to banks across Kenya, including Equity, KCB, Co-op, and others.

## Top Up Your T-Plus Wallet Using Any Mastercard or Visa

Fund your T-Plus wallet easily using any local or international Mastercard or Visa card. Perfect for quick top-ups and convenient access to funds especially useful for diaspora support and travel needs.

## Send Money to local mobile money

Instantly transfer money from your T-Plus wallet to local mobile money. Whether you're paying bills or sending money to family, it only takes a few taps.

## Transfer to M-Pesa Wallets (Kenya)

Cross-border transfers made easy. Send funds directly to M-Pesa users in Kenya ideal for supporting loved ones or settling payments.



## Send Remittances via Tawakal

Use T-Plus to send international remittances through trusted partners like Tawakal, reaching Somalis abroad or fulfilling cross-border obligations with speed and trust.

## Initiate RTGS Transfers for High-Value Payments

For large transactions such as real estate purchases or business-to-business payments, initiate real-time RTGS transfers directly from the app with confirmation and same-day settlement.

*T-Plus isn't just a wallet it's a gateway to financial connection, helping Somalis move money with freedom, trust, and speed. Whether local or diaspora, personal or business, our integrated system gives customers more control and more reach than ever before.*

*"I used to switch apps to send money to Kenya. Now I do everything from one place: T-Plus."*

*Ali Osman - Customer*

*With SomBank, your money goes further because it moves smarter.*



## 5. Your financing, Your Terms: Digital Lending Transparency in T-Plus

Taking a financing is a big decision but managing it shouldn't be a mystery. At SomBank, we've made it easy for customers to stay informed and in control of their financing through the T-Plus app.

With our Digital Lending Visibility feature, you don't need to visit a branch or call customer service to find out about your Financing status. Everything you need is available at your fingertips, 24/7.

### What You Can See on T-Plus:

- Total Outstanding financing Balance View exactly how much you still owe no need to estimate or guess.
- Monthly Installment Amounts Know how much you need to pay each month, including due dates, so you can plan.

- Remaining duration: See how many months are left until you complete your repayments.
- Financing History & Status Access a clear summary of when you took the financing, how much you've paid, and what's remaining.

Whether you've taken financing for Umrah (Ikhlaas Financing), a wedding (Bulsho Kaab), or a small business (Haqabtire or Ifiye) this tool helps you stay informed, avoid missed payments, and manage your commitments confidently.

*"Before, I had to call and ask how much I owed. Now, I check my T-Plus app and everything is right there. It gives me peace of mind."*

**Maryan M. Abdullahi**

By making your financing journey visible, SomBank ensures you're never in the dark and always one step ahead.



## 6. Personal Finance Tool (Spending & Tracking)

At SomBank, we believe managing your money should feel effortless. That's why we've built a personal finance experience directly into T-Plus, giving you clear, real-time visibility over your financial activity.

Whether you're tracking daily expenses, managing a family budget, or reviewing your business transactions, SomBank makes it easy to understand how money flows in and out of your account.



### Here's what you can do with SomBank's personal finance tool:

**View Real-Time Transaction History**  
Every deposit, transfer, bill payment, or card swipe is automatically recorded and labeled—so you're never in the dark about where your money went.

**Track Money In & Out at a Glance**  
T-Plus summarizes your credits (money in) and debits (money out) to help you see your cash flow clearly.

**Access Easy-to-Read Statements**  
Need to download a statement for business, travel, or visa applications? T-Plus provides user-friendly digital statements—well-structured, time-filtered, and ready to export.

This tool is especially helpful for:

Employees trying to budget better

Entrepreneurs reviewing business income

Parents managing household expenses

Anyone who wants to feel more in control of their finances

With SomBank, tracking your finances isn't just possible it's easy, empowering, and always at your fingertips.



## Department Spotlight

# The Heartbeat Behind the Bank: Inside Som Bank's Operations Team

From the moment the first transaction hits the system in the morning to the last branch closing late in the evening, SomBank's Operations team is already in motion quietly driving the core functions that keep the bank alive and working. If SomBank were a body, Operations would be its heartbeat.

At the center of this is Central Operations, the team responsible for ensuring that the entire financial engine stays in sync. They manage reconciliations across all channels, finalize end-of-day balances for branches, and handle high-value transactions through RTGS and SWIFT, both manually and digitally. But perhaps most critically, they are the unit that books and processes every financing facility the bank offers from Bulsho Kaab (wedding financing) to Ifiye (youth financing), Ikhlaas (Umrah financing), and Haqabtire (production financing). Before a single shilling is disbursed to a customer, it has passed through the careful hands of Central Operations.

These are the systems you don't see but that define whether everything you do at the bank works properly. Every payment cleared, every transaction recorded, every balance

settled it all flows through this team.

And they don't do it alone. Card Operations, integrated within the department, plays an equally critical role. While branches handle the customer-facing part of card issuance, it's the Operations team that manages backend activations, system configurations, and issue resolution. When a customer can't access their funds or faces a card-related error, this team steps in often resolving the issue before the customer even realizes there was one.

**"Our role isn't just technical it's foundational," says Sharmake Nor, Chief Operating Officer. "We don't make noise, but we keep everything running. If it's accurate, smooth, and timely Operations was behind it."**

Together, this integrated team supports the entire bank from the branches to the digital app, from physical cash logistics to cross-border settlement. They collaborate with finance, compliance, customer service, and digital channels to make sure nothing falls through the cracks. They don't wear name tags. They don't appear in advertisements. But their work touches every customer, every product, and every system SomBank offers.

Because behind every great banking experience... is a team you rarely see. But you feel them in every heartbeat of the bank.

# Staff Spotlight

## Ikram Hassan Elmi

Grace Under Pressure,  
Service Without Limits



At the frontlines of every customer experience is a voice, a face, and a presence that sets the tone for the entire bank. For many Som-Bank clients, that presence is **Ikram Hassan Elmi**.

This month's standout employee, Ikram has become known for what every customer hopes to find: patience, professionalism, and solutions that arrive with a smile. As a Customer Service Officer, she bridges the gap between customer needs and bank solutions resolving concerns, guiding first-time users, and offering reassurance even on the busiest of days.

**But what makes Ikram stand out isn't just what she does. It's how she does it.**

Colleagues describe her as calm under pressure, always ready to take on challenges, and never too busy to lend a hand or share knowledge. She takes the time to listen, to follow up, and to make sure that customers don't just leave with answers they leave with confidence.

"When a customer is frustrated, I know it's not about me it's about their need to be heard. My job is to make sure they leave feeling valued." Ikram Hassan Elmi

Her role may often be fast-paced and demanding, but her consistency, empathy, and quiet leadership set the standard for what customer service should be. And this month, that excellence has not gone unnoticed.

We're proud to celebrate **Ikram** not just as a great employee, but as a daily example of what excellent service truly looks like at SomBank.



**Welcoming Our  
New Chief Financial  
Officer: Mohamed  
Aden**

At a time when Somali banking is moving faster, becoming more digital, and demanding stronger internal systems, SomBank is proud to welcome **Mohamed Aden** as our new **Chief Financial Officer**.

Mohamed's journey reflects the kind of leadership we value: technical depth, operational grit, and a clear understanding of how finance supports real-world service. He began his career in core financial roles and steadily rose through complex positions in telecom, advisory, and audit, leading multi-market teams and modernizing outdated systems. Whether implementing ERP platforms, uncovering fraud risks, or rebuilding revenue recognition processes, he has consistently delivered clarity where others see complexity.

His most recent role as SomBank's Senior Internal Audit Manager gave him a front-row seat for our inner workings. He's already helped strengthen our risk management, reinforce governance frameworks, and ensure regulatory alignment. Now, as CFO, he steps into a broader role guiding how SomBank manages its capital, invests in in

frastructure, and builds for long-term financial resilience.

**A Certified Internal Auditor (CIA) and Chartered Certified Accountant (ACCA), Mohamed also holds an MSc in Professional Accountancy from the University of London, bringing both global standards and practical insight to his work. But beyond qualifications, he brings a steady, analytical voice to a fast-moving sector and a belief in building systems that don't just work, but last.**

As we continue expanding our digital services and strengthening the systems behind the scenes, Mohamed's leadership will be key to ensuring that growth is not only ambitious but sustainable.

We welcome him not just as a CFO, but as a trusted builder of what's next.



## CEO's Note

### What Digital Banking Really Means for Us



Digital banking isn't about technology. It's about access, speed, and trust. It's about giving people the ability to manage their finances without waiting in line. It's about sending money across borders in seconds, tracking your spending on your phone, or paying salaries without printing a single document.

At SomBank, digital banking is no longer an idea. It's real and it's growing. This month's newsletter shows how far we've come: from online payroll to T-Plus integrations, card control, financing visibility, and even RTGS from your phone. These aren't features; they're infrastructure. And they're part of the system we're building to serve this country better.

None of it works without the people behind it. My thanks to our **IT engineers** who built and secure the rails; to **our Business team** for turning customer needs into simple, digital journeys; to **Operations** for relentless uptime and flawless execution. You have turned plans into live, dependable services.

Our job is far from finished. But we're moving in the right direction: towards a banking system that works for more people, in more places, with less friction and more confidence.

**SAID ALI SHIRE**  
Chief Executive Officer, SomBank

## Tawakal Express Ushers in a New Digital Era with Historic Leadership Moves and Top Industry Accolade



**Zakarie Hashi.**  
CEO - Tawakal Express

Tawakal Express, one of the Horn of Africa's most recognisable remittance brands, has entered a decisive new chapter after naming **Zakarie Hashi** its new Chief Executive Officer the youngest in the company's 27-year history. At just under 30, Hashi brings a résumé steeped in fintech strategy and data science, signalling the firm's intent to double-down on digital channels and youth-driven innovation. "Finance is about guiding the future of families and businesses," he said at the unveiling in Garowe, pledging to embed clarity, strategy and integrity across Tawakal's global platform.

**Hashi's first executive act has been to strengthen the company's online muscle with the appointment of Abdiaziz Adan Abdullahi as Digital Growth Manager. Abdullahi an e-commerce specialist with deep expertise in SEO, paid media, and customer-journey analytics will spearhead Tawakal's push into app-based remittances, real-time transaction tracking and personalised loyalty programmes. The new role underscores management's belief that future growth will hinge on "mobile-first" engagement and data-driven customer insights.**

The leadership shake-up comes as Tawakal basks in fresh industry recognition: the 2025 Global Somali Awards crowned the firm "Remittance Service of the Year," praising its record for reliability, compliance and community impact across 50-plus countries. Judges highlighted Tawakal's near-instant settlement times and its expanding network of rural pay-out agents, features that kept migrant lifelines open even during periods of regional internet disruption.

Industry analysts say the triple milestone youthful CEO, dedicated digital growth manager, and a flagship award marks a pivot from "traditional hawala" into a stature more akin to a regulated global fintech. Early hints of the new strategy include plans to integrate biometric log-in across the Tawakal app, roll out AI-powered fraud monitoring, and partner with mobile-money giants such as MPESA and MTN for instant cross-border top-ups.

For the millions of Somalis who depend on remittances, the developments promise faster, safer and more affordable transfers. For Tawakal Express, they cement a reputation as a heritage brand unafraid to reinvent itself for the digital age proving that bold leadership and unwavering community focus can, indeed, go hand in hand.

*Tawakal Money Transfer*

***Wins!***







**BEST REMITTANCE  
SERVICE AWARD.**



Your SomBank Card –

# Your Key to the Modern World!



-  Online
-  Fuel
-  Dine
-  Shop
-  Travel
-  Gift

Stay connected —  
fund your T-Plus account

# Directly from your Mastercard or Visa, wherever you are.

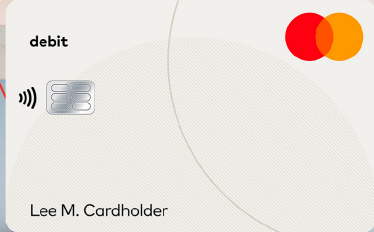


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Fast & Secure

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