



TBC CAPITAL

CONSUMER SPENDING TRACKER

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Irina Kvakhadze

Vice President, Research

Tinatin Tutberidze

Junior Analyst, Research

Tea Pavliashvili

Junior Analyst, Research

KEY DEVELOPMENTS

In December 2024, both the total non-cash spending volume, and the total number of non-cash transactions experienced an annual increase.

Non-resident non-cash spending continued to increase annually. In December, non-cash spendings in hotels experienced a positive annual growth, and the average transaction volume marked the highest figure of 2024.

While the Tbilisi residential property transactions in December increased compared to the same period of the previous year, new mortgage issuances saw a negative annual growth.

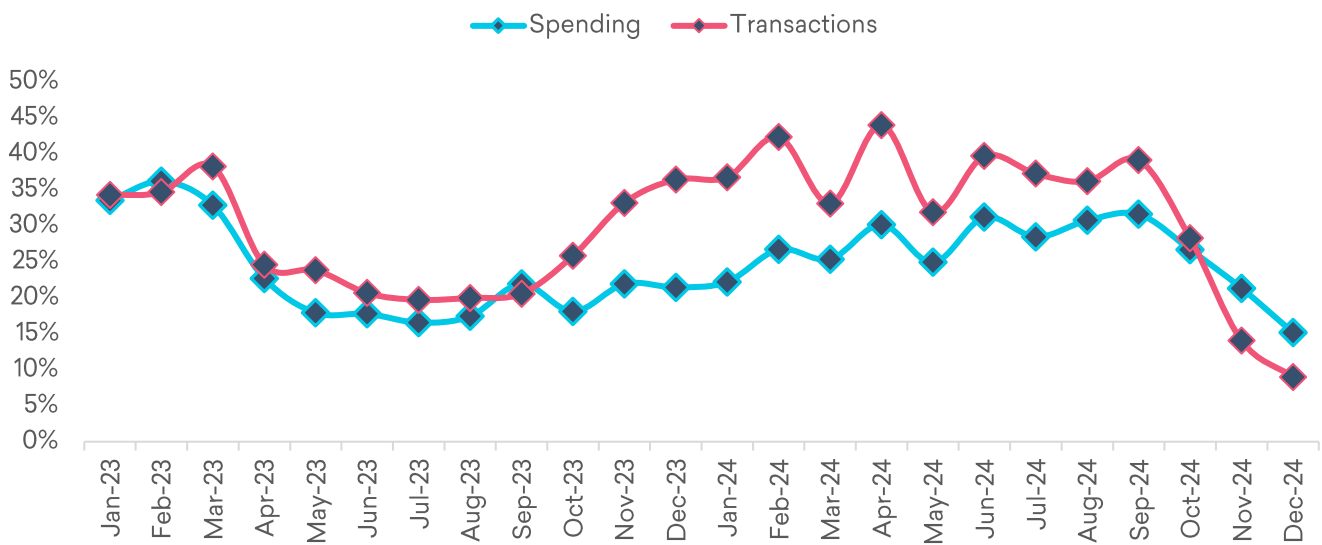
The non-cash spending in restaurants saw an annual increase. The average spending per transaction remained at the level marked in the previous month.

Note: Sector growth is based on POS and E-commerce payments through TBC channels; Growth rates may differ from market turnover dynamics due to the changing share of non-cash transactions and TBC market share

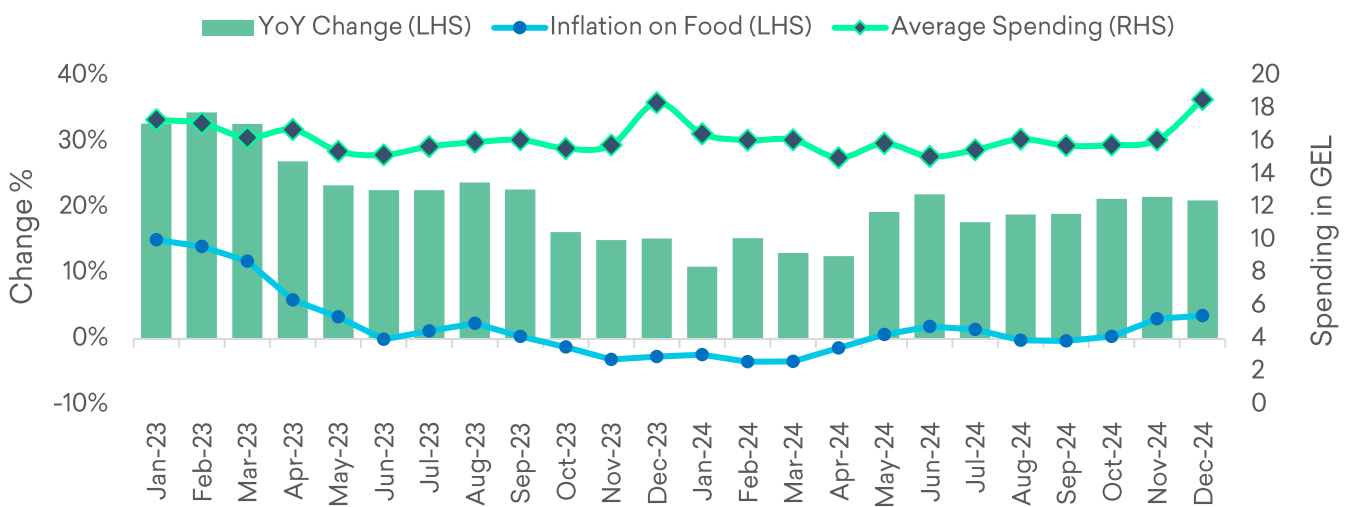
The growth rate of total non-cash spending is positive

- > In December 2024, the growth rate of total non-cash spending volume, through TBC Bank’s channels, amounted to 15%. The number of total non-cash transactions grew by 9% compared to the same period of the previous year.
- > In December 2024, non-cash spending on groceries increased by 21% compared to last year. The average spending through TBC Bank’s channels amounted to GEL 18.5. For the same period, inflation on foods and non-alcoholic beverages increased to 3.6%.

Total Non-cash Spending and Number of Non-cash Transactions (YoY % Change)



Grocery: Non-cash spending growth and average transaction volume

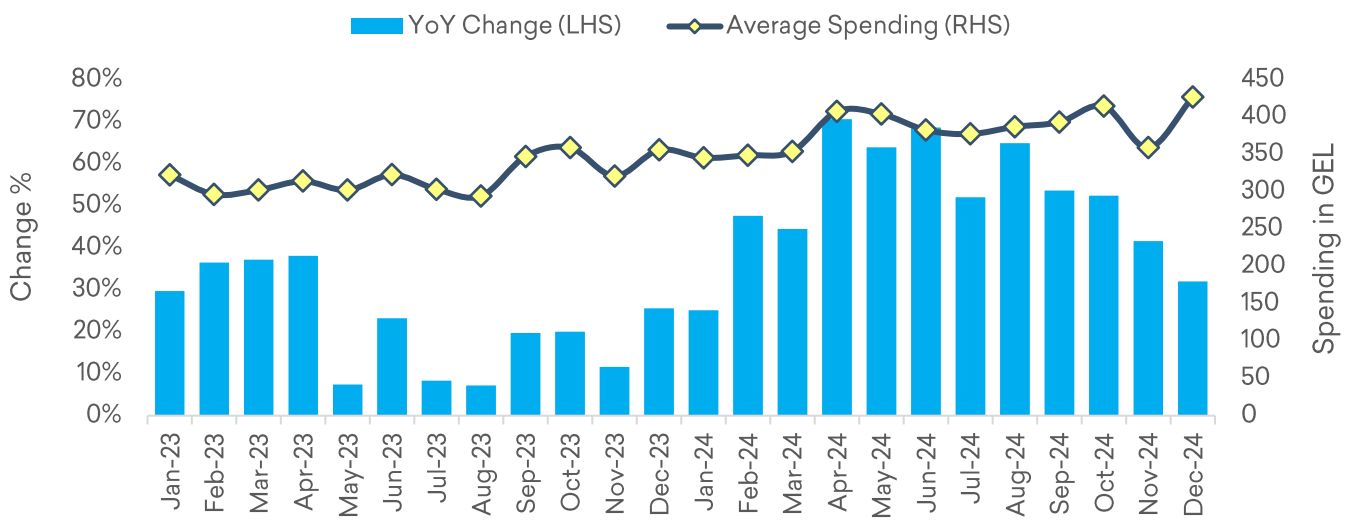


Source: TBC Bank’s Channels, Georgia

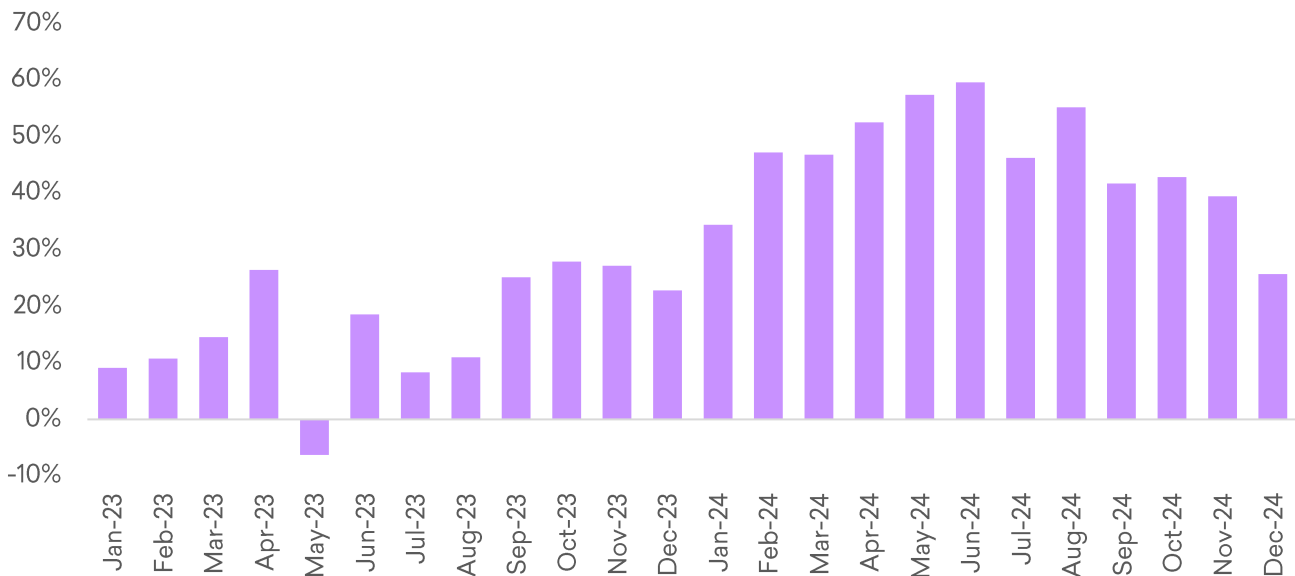
The non-cash spending by non-residents had a positive growth rate

- > In December 2024, non-cash spending in hotels, through TBC Bank's channels, increased annually by 32%. The average spending per transaction reached GEL 426, which was the highest number throughout the year.
- > Non-cash spending by non-residents, through TBC Bank's channels, rose by 26% annually in December.

Hotels: Non-cash spending growth and average transaction volume



Non-cash expenses of non-residents (YoY % change)

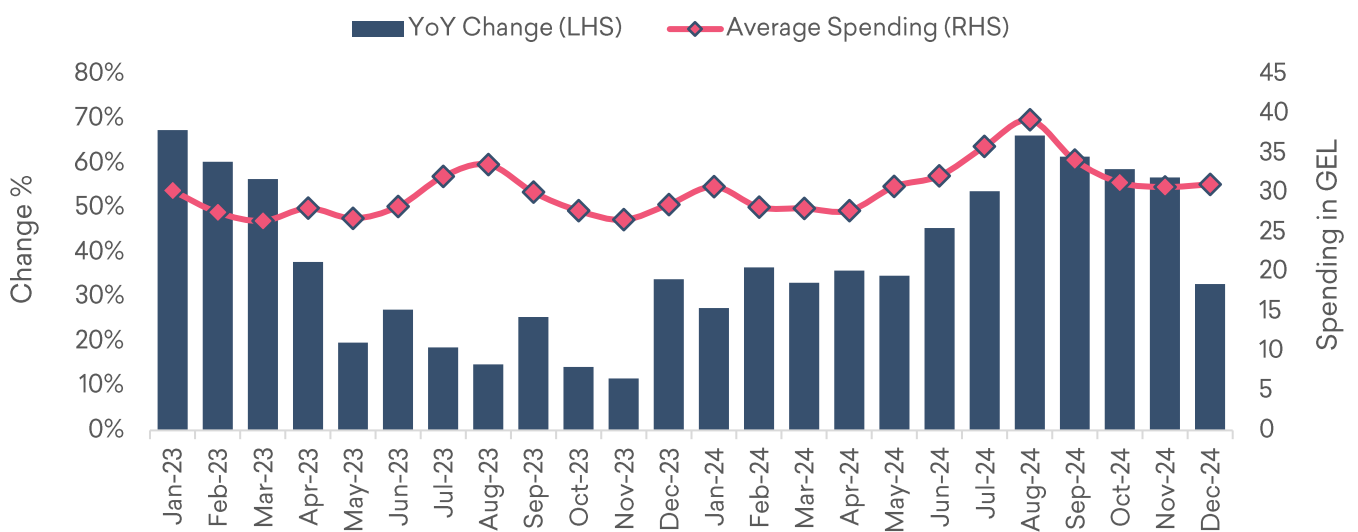


Source: TBC Bank's Channels, Georgia

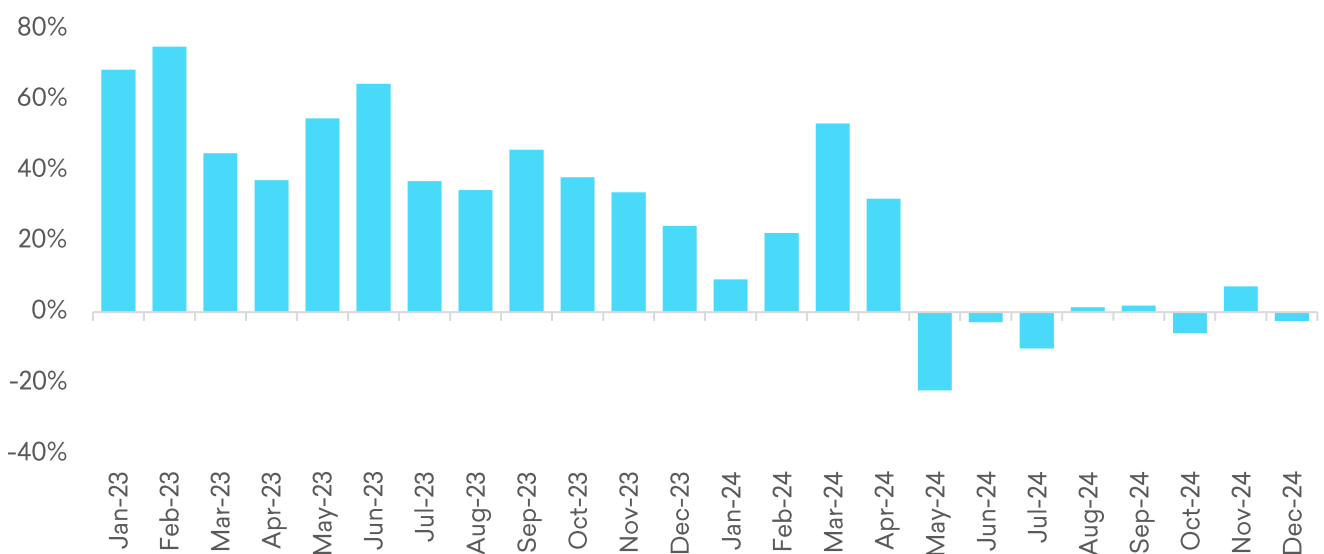
Non-cash spending in restaurants increased by 33% annually

- > In December 2024, non-cash spending in restaurants through TBC Bank's channels experienced a positive annual growth of 33%. The average spending per transaction remained at GEL 31.
- > Non-cash spending on entertainment, through TBC bank's channels, marked a negative 2% annual growth rate in December 2024.

Restaurants: Non-cash spending growth and average transaction volume



Entertainment: Non-cash spending (YoY % change)

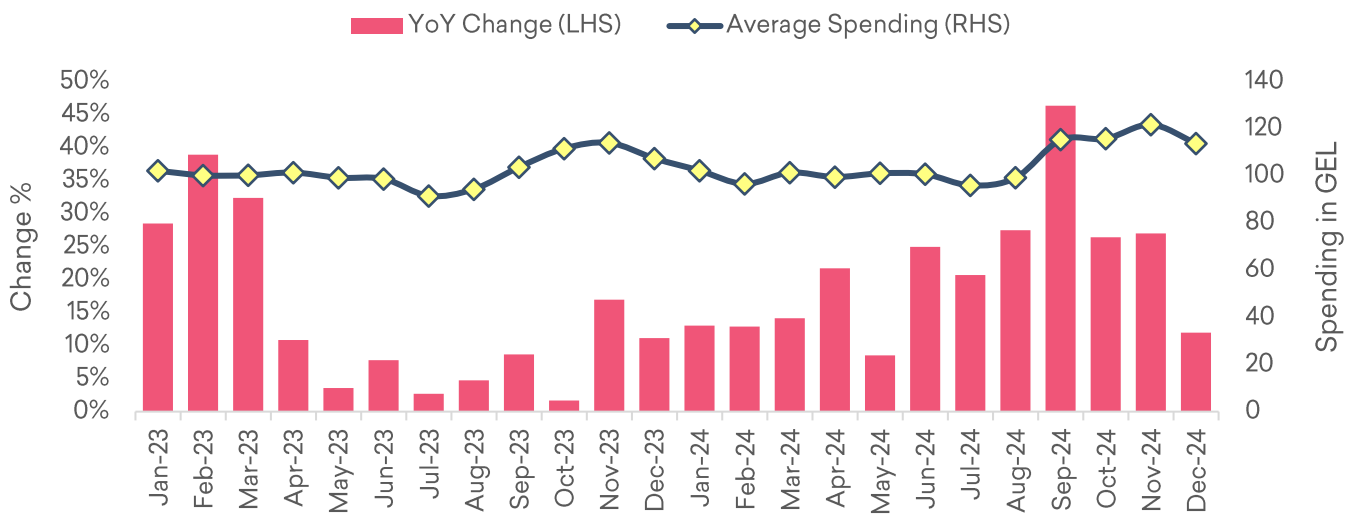


Source: TBC Bank's Channels, Georgia

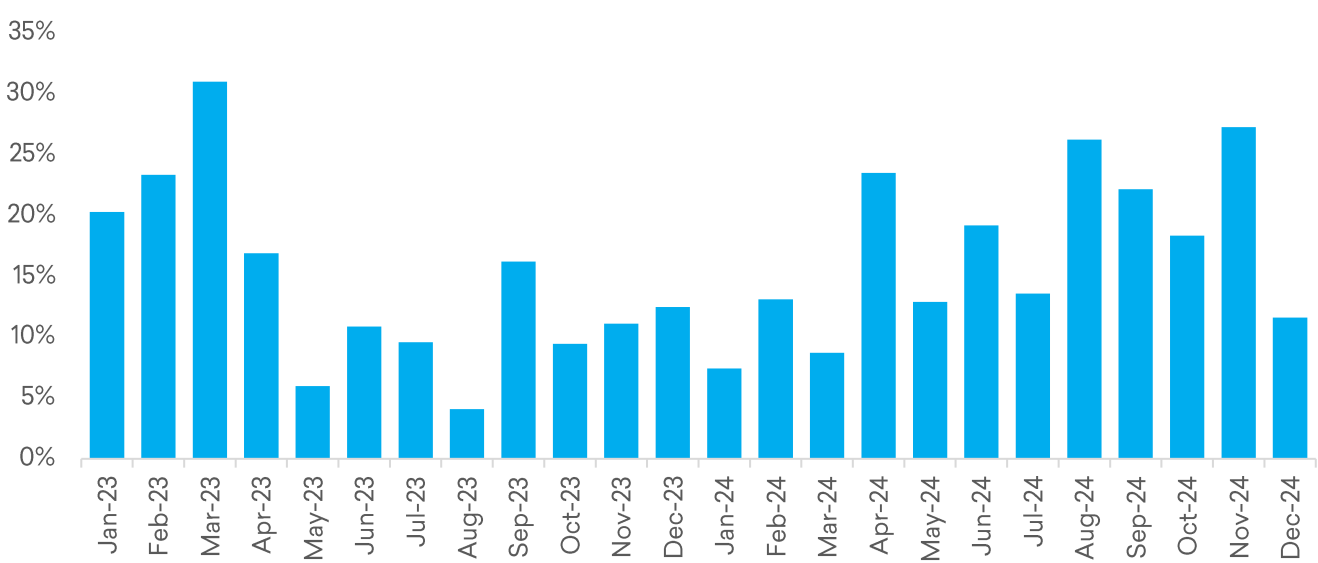
Growth of non-cash spending on apparel & accessories remained positive

- > The non-cash spending on apparel & accessories through TBC Bank's channels posted an annual growth rate of 12% in December 2024. The average transaction volume marked GEL 114.
- > The non-cash spending through TBC Bank's channels in other retail stores grew by 12% compared to the same period of the previous year.

Apparel & Accessories: Non-cash spending growth and average transaction volume



Other Retail Stores: Non-cash spending (YoY % change)

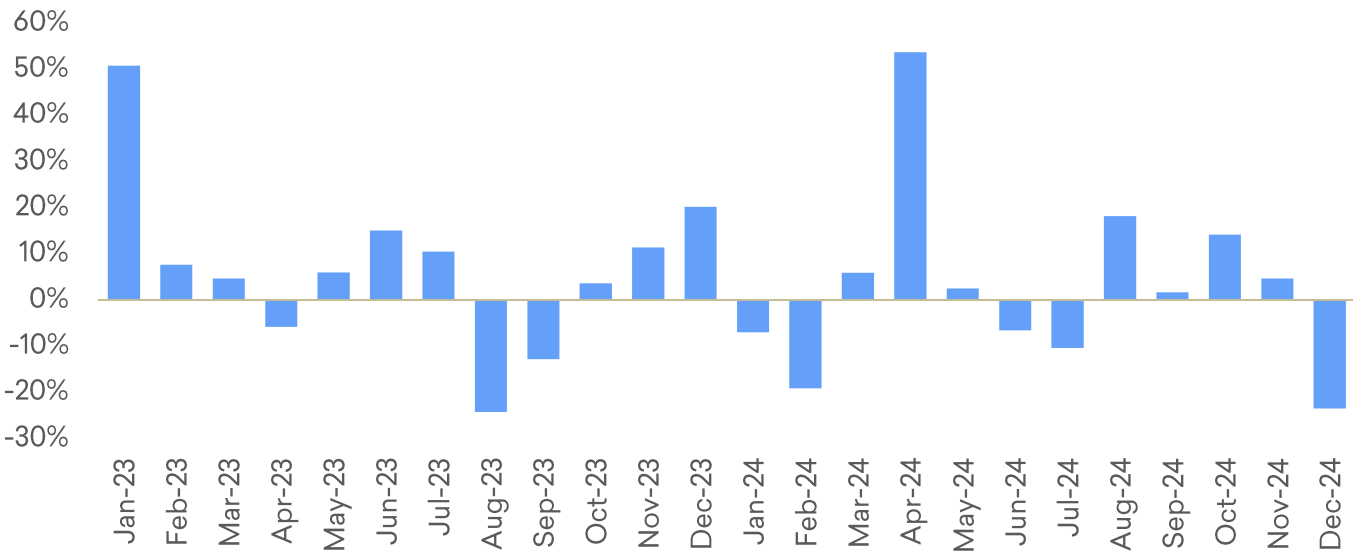


Source: TBC Bank's Channels, Georgia

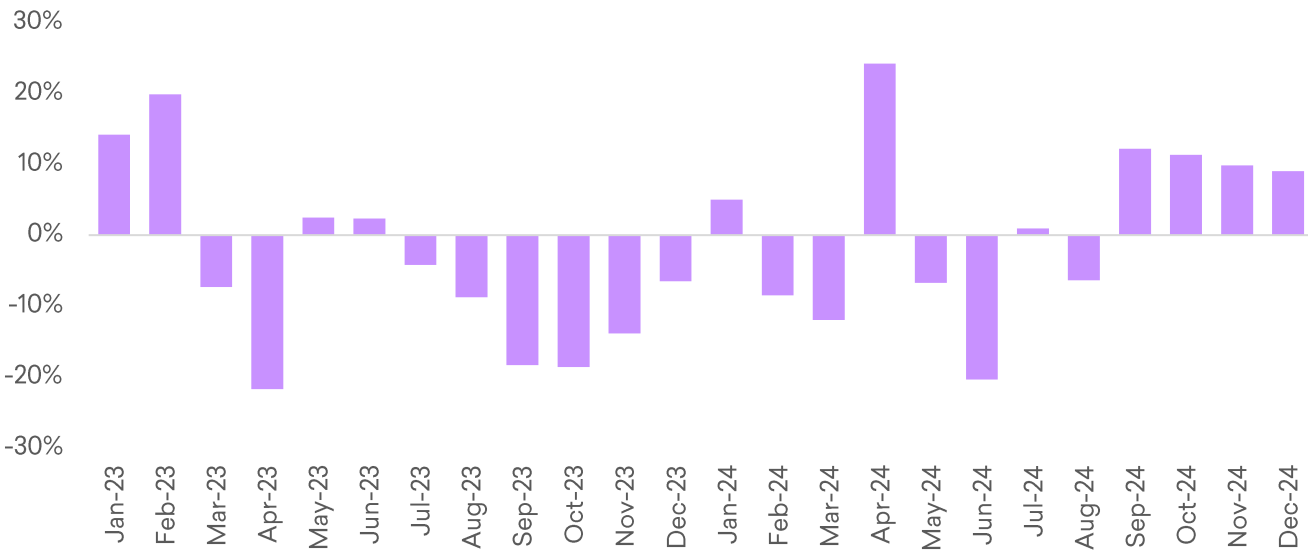
The annual change of residential properties sold in Tbilisi is positive

- > In December 2024, The volume of new mortgage issuance decreased by 23% annually.
- > The number of residential property transactions in Tbilisi saw a positive 9% annual growth rate.

Dynamics of new mortgages issued by TBC Bank (YoY % change, FX-adjusted)



Number of residential properties sold in Tbilisi (YoY % change)

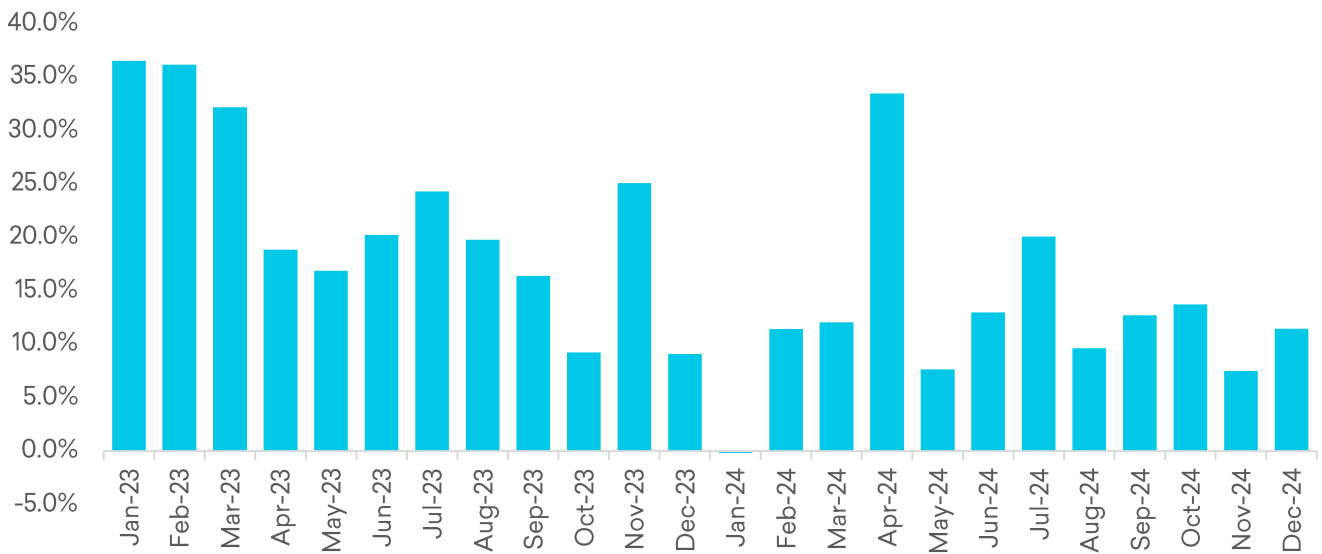


Source: TBC Bank, NAPR

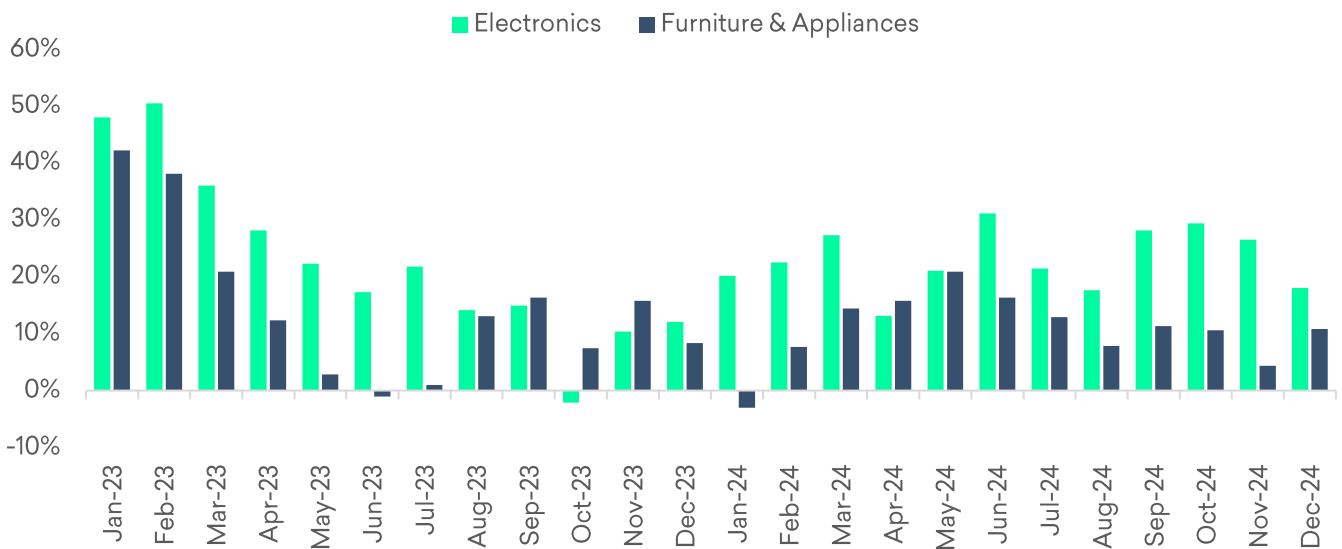
Non-cash spending on construction materials increased by 11% annually

- > In December 2024, non-cash spending on construction materials through TBC Bank's channels saw a 11% annual growth.
- > Non-cash spending on electronics through TBC Bank's channels posted an annual growth rate of 18%.
- > In December 2024, non-cash spending on furniture & appliances through TBC Bank's channels increased by 11% compared to the previous year.

Construction materials: Non-cash spending (YoY % change)



Electronics and Furniture & appliances: Non-cash spending (YoY % change)

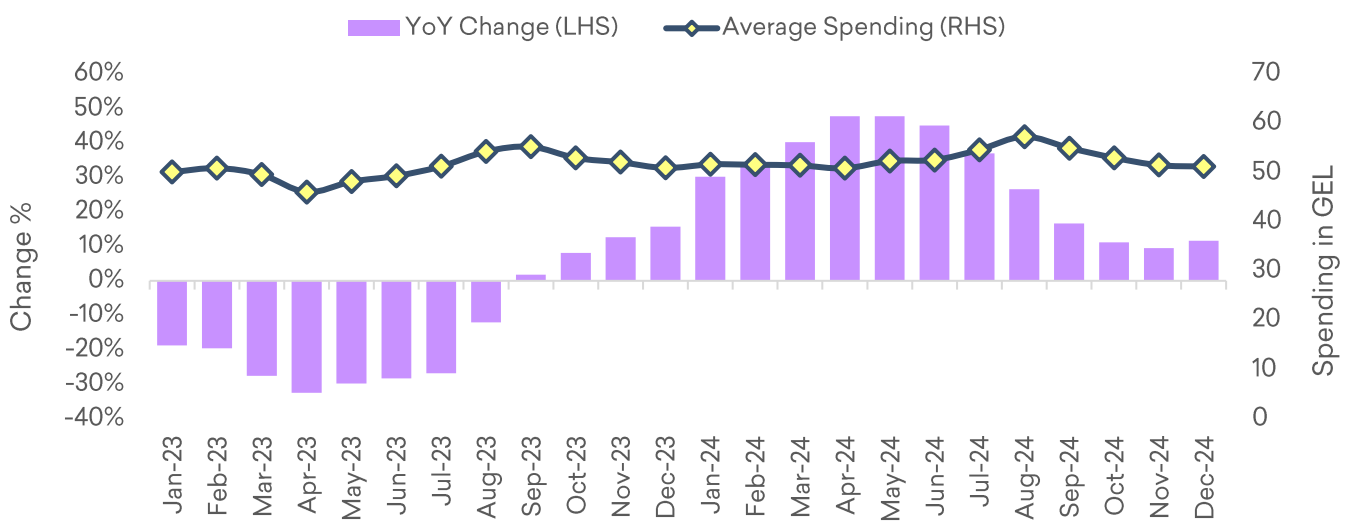


Source: TBC Bank's Channels, Georgia

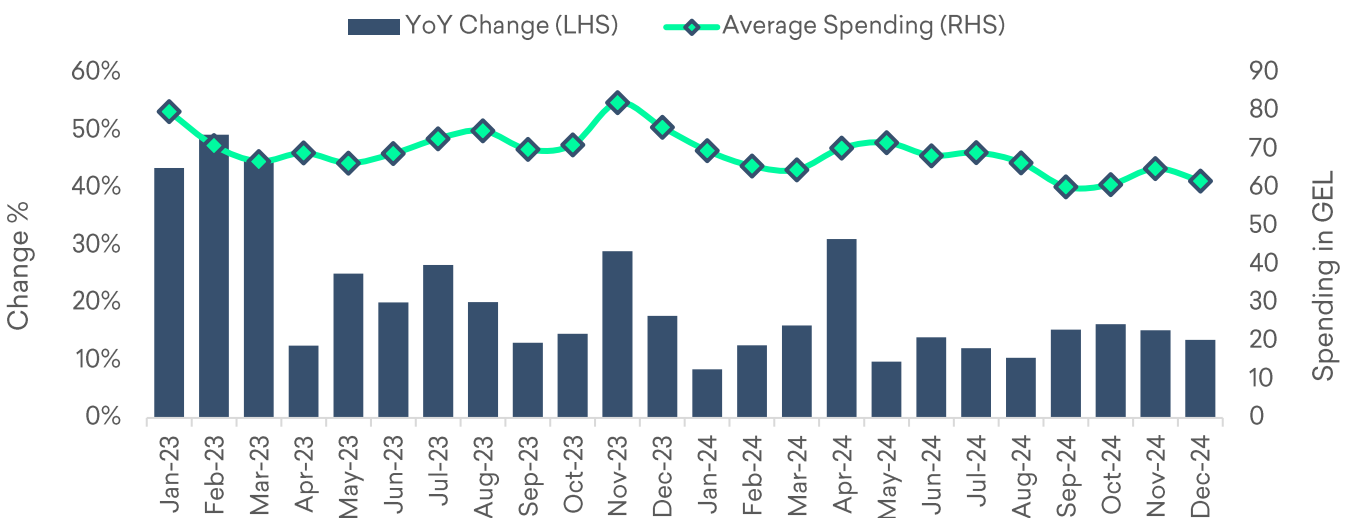
Growth of non-cash spending on fuel remains positive

- > In December 2024, there was a 12% annual growth in non-cash spending on fuel through TBC Bank's channels. The average spending per transaction on fuel repeated the figure marked in December of the previous year, amounting to GEL 51.
- > Through TBC Bank's channels, the non-cash spending on car expenses grew by 14% annually. The average spending per transaction amounted to GEL 62.

Fuel: Non-cash spending growth and average transaction volume



Car expenses: Non-cash spending growth and average transaction volume

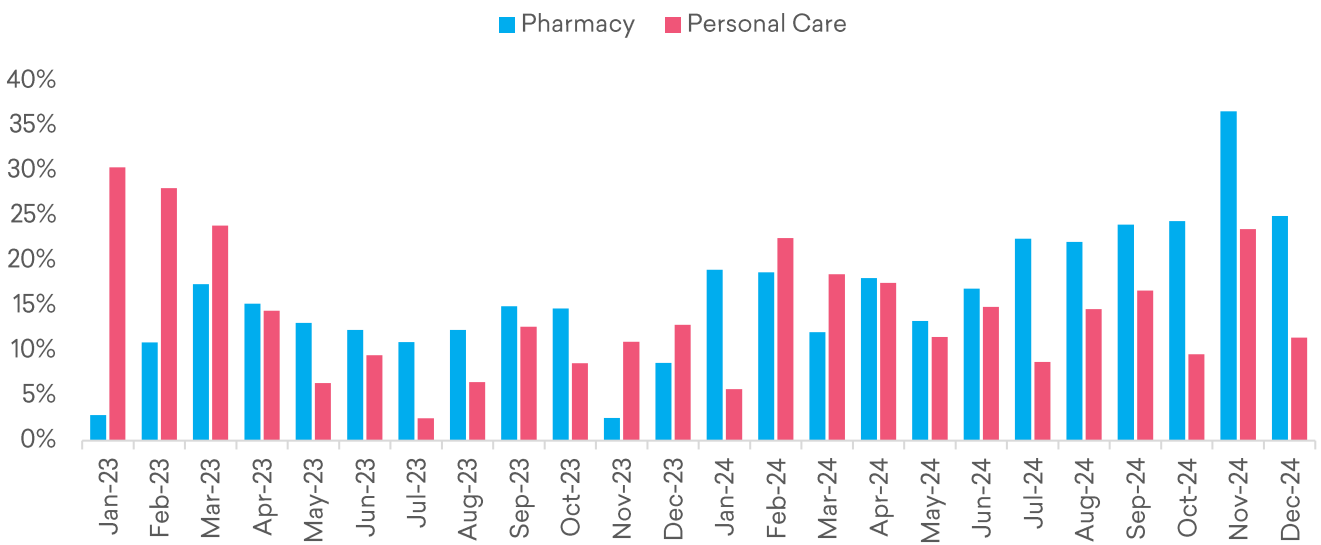


Source: TBC Bank's Channels, Georgia

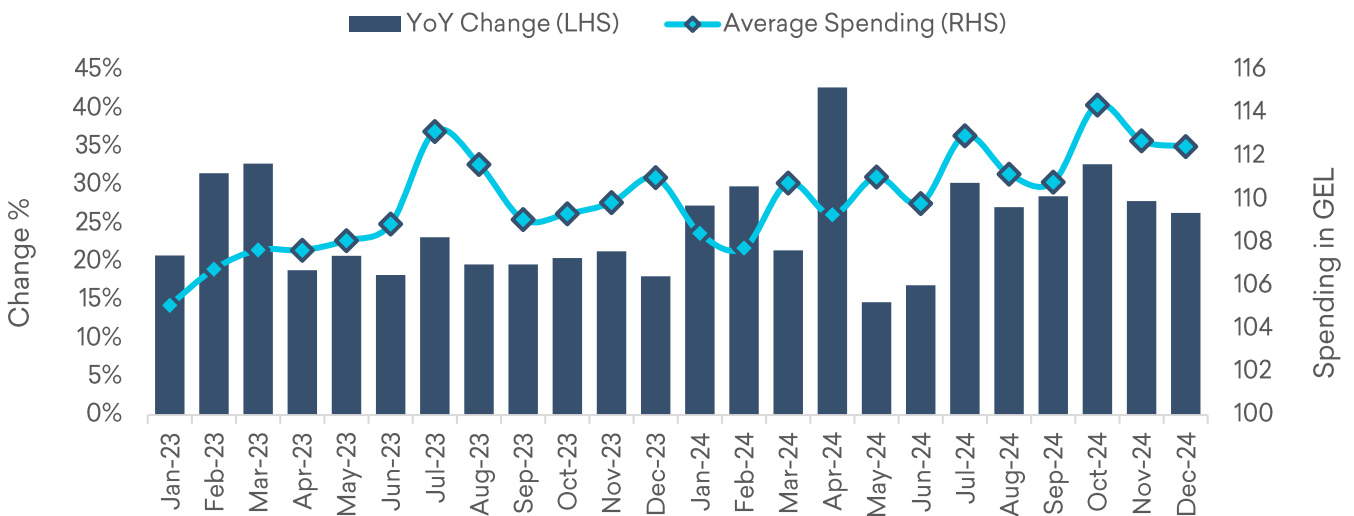
Growth of non-cash spending on pharmacy remains positive

- > In December 2024, non-cash spending through TBC Bank's channels on personal care products increased by 11% annually. The annual growth rate of non-cash spending through TBC Bank's channels on pharmacy items amounted to 25%.
- > In the same period, non-cash spending on healthcare expenses through TBC Bank's channels saw a 26% rise compared to the previous year. The average spending per transaction for healthcare amounted to GEL 112 in December 2024.

Pharmacy and Personal care: Non-cash spending (YoY% change)



Healthcare: Non-cash spending (YoY% change)

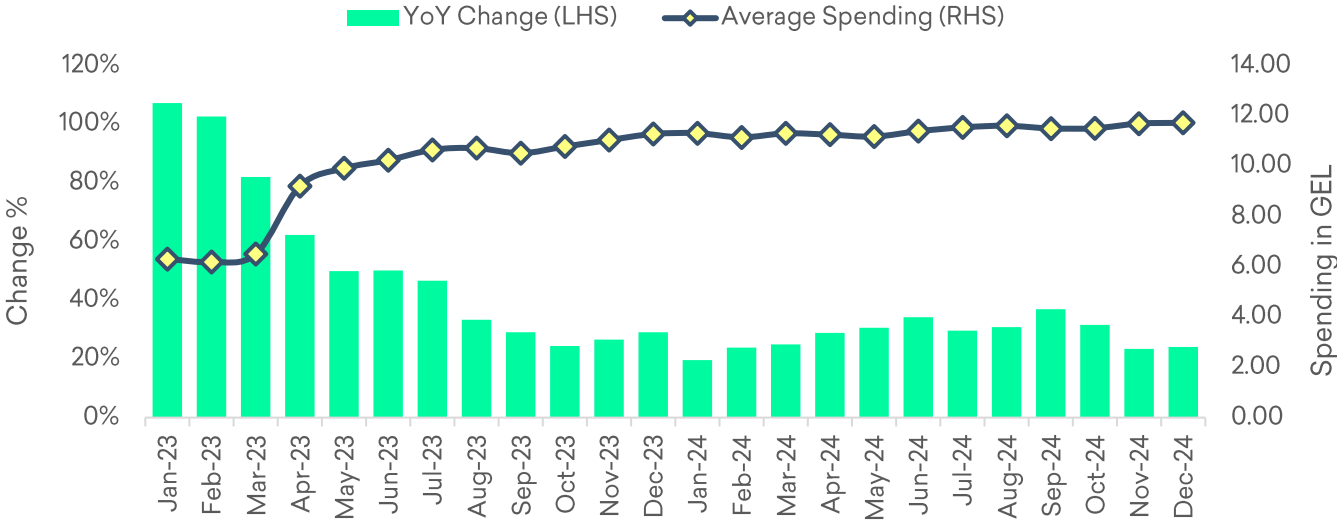


Source: TBC Bank's Channels, Georgia

Non-cash spending on Telecommunications and Digital Services increased by 24% annually

> In December 2024, the non-cash spending through TBC Bank’s channels saw an 24% annual rise on telecommunication and digital services, whereas non-cash average spending increased to GEL 11.72.

Telecommunications and Digital Services : Non-cash spending (YoY% change)

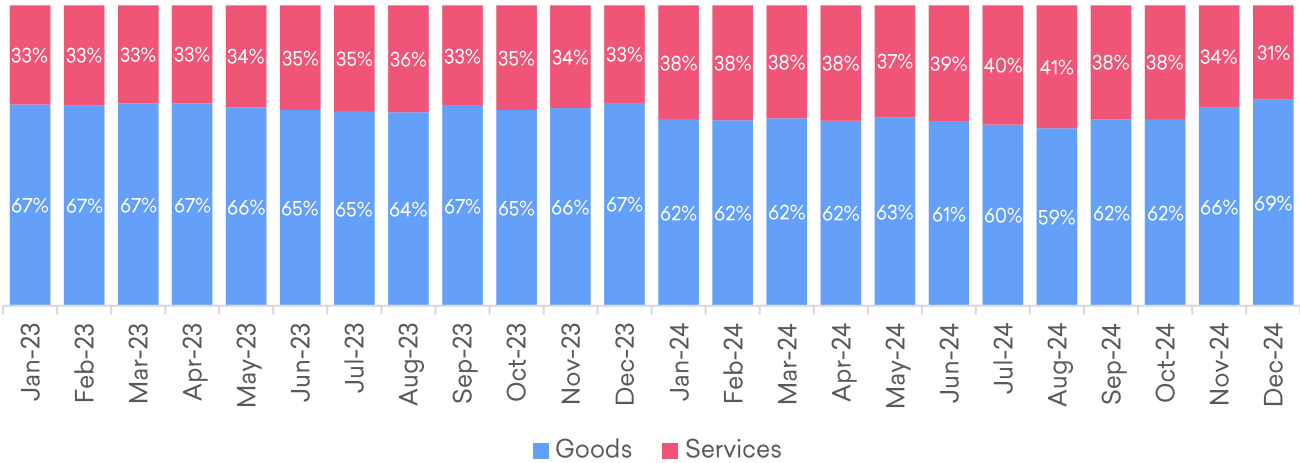


Source: TBC Bank’s Channels, Georgia

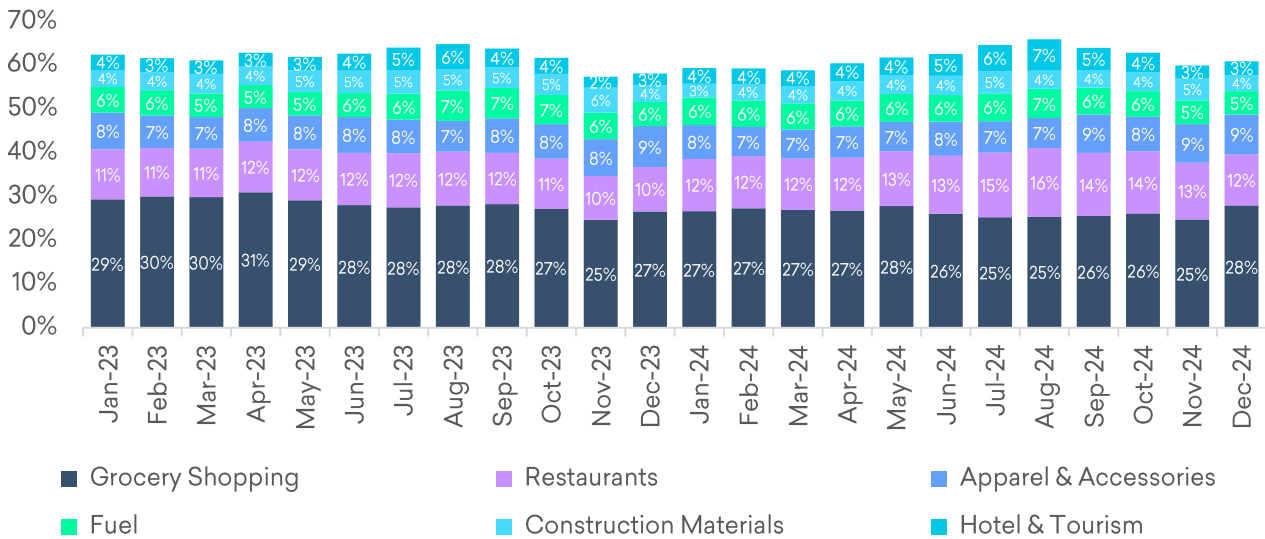
In December, expenditures on grocery shopping remained as the highest share in total spending

- > In December 2024, the distribution of the total non-cash spending through TBC Bank's channels between goods and services was 69% and 31%, respectively. Results marked the highest share of total non-cash expenditure on goods throughout the years 2023 and 2024.
- > In December 2024, the share of non-cash spending on restaurants amounted to 12% of the total non-cash spending. The share of grocery shopping, which represents the largest spending category in total non-cash transactions through TBC Bank's channels, increased to 28%.

Non-Cash Spending Distribution by Goods and Services (% share)



Non-Cash Spending Distribution by Categories (% share)



Source: TBC Bank's Channels, Georgia

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