



TBC CAPITAL

CONSUMER SPENDING TRACKER

February 2025

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KEY DEVELOPMENTS

In February 2025, according to data from TBC Bank's payment channels, consumers increased their overall spendings and made more transactions than in February 2024.

In the leisure sector, particularly in hotels, spending grew by 13%, which was driven by non-residents' increased spending. Non-residents spend approximately twice as much per transaction at hotels compared to residents.

Regarding restaurants, in February 2025 an annual increase of 36% was observed. During the same period, the average non-cash transaction volume by non-residents in restaurants is approximately 4 times higher than the residents' figure.

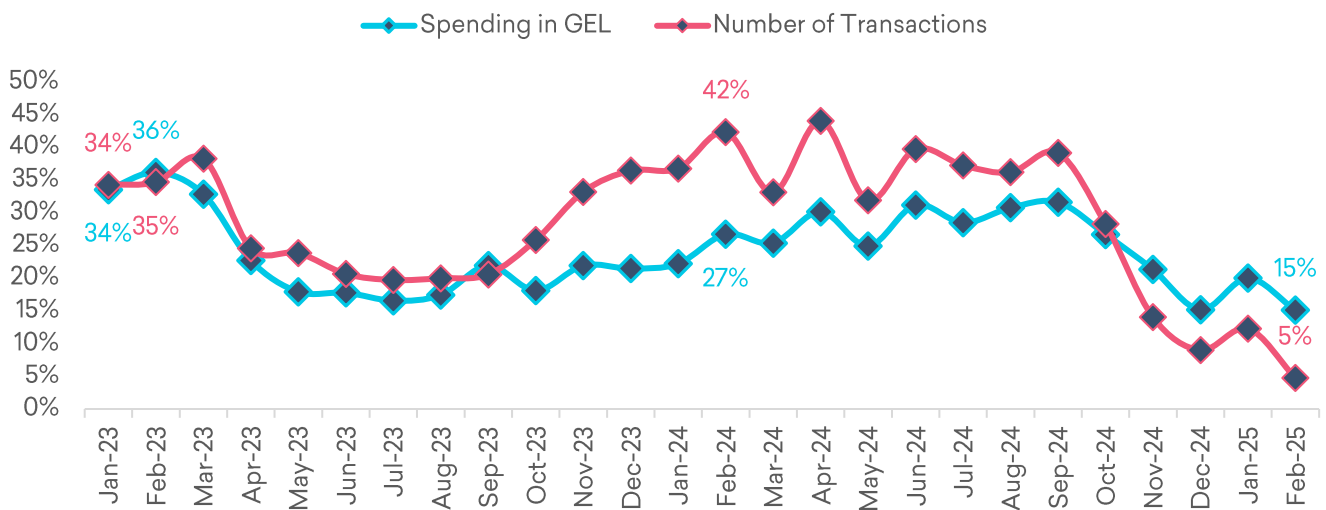
In February 2025, consumers spent 14% more on apparel and accessories compared to the previous year. Notably, non-residents experienced a 48% increase in spending, although their overall impact is limited, due to their small share of total spending in the sector.

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

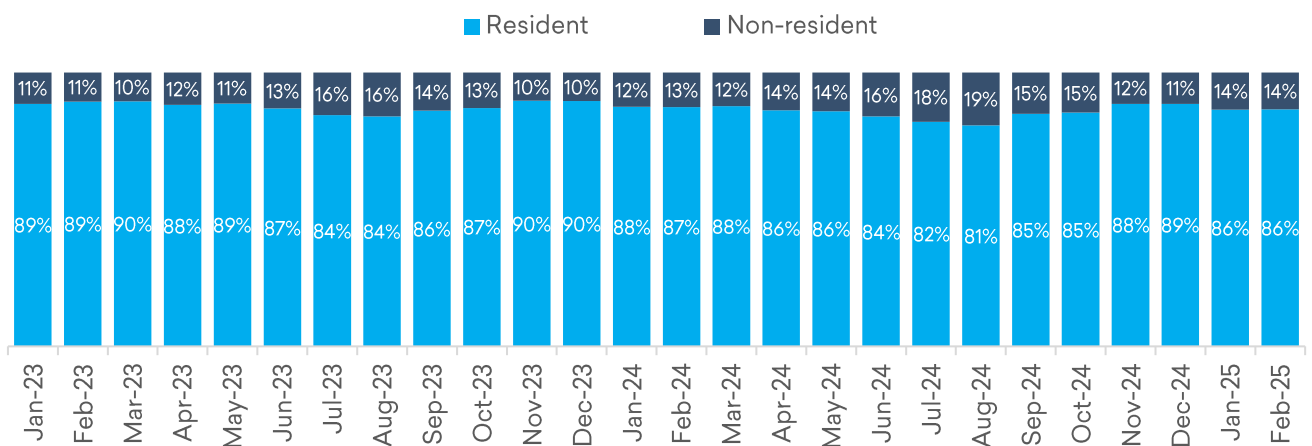
Growth rate of total non-cash spending is positive yet relatively weakened

- > In February 2025, the total non-cash spending volume through TBC Bank's channels increased by 15% annually. The number of total non-cash transactions grew by 5% in annual terms.
- > The breakdown of total non-cash spending through TBC Bank's channels during the same period was 86% for residents and 14% for non-residents.

Total non-cash spending and number of non-cash transactions (annual change, %)



Distribution of total non-cash spending among residents and non-residents (share, %)

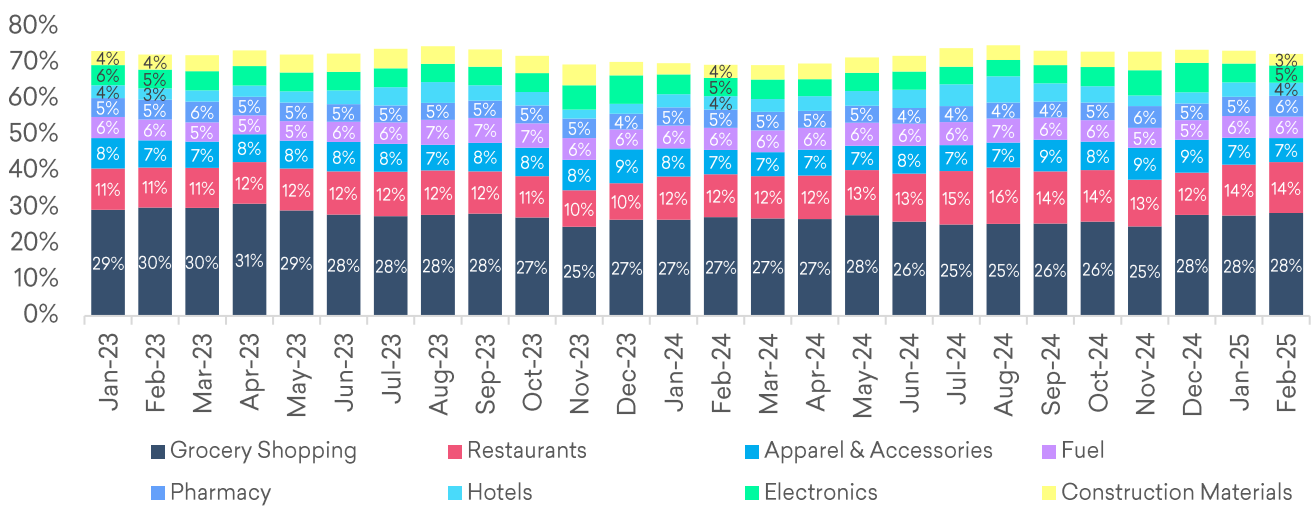


Source: TBC Bank's Channels, Georgia

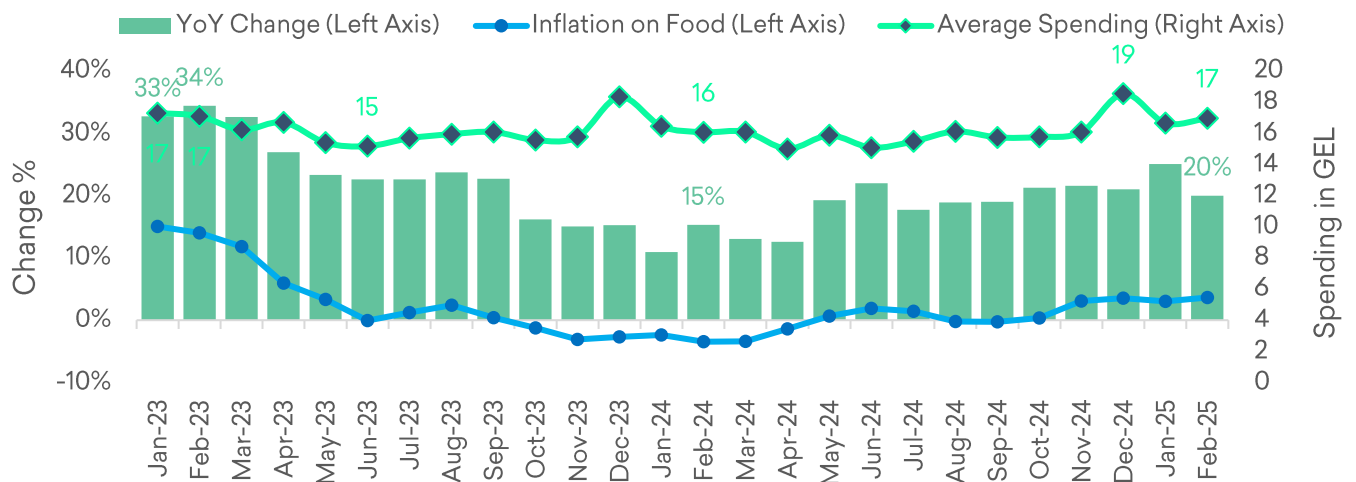
Grocery shopping once again represented the largest portion of total non-cash spending

- > In February 2025, non-cash spending on restaurants and grocery shopping stayed at 14% and 28% of the total non-cash spending, through the TBC Bank's channels.
- > During the same period, the annual growth rate of non-cash spending on groceries amounted to 20%. The average spending though TBC Bank's channels posted GEL 17, whereas inflation on foods and non-alcoholic beverages increased to 4%.

Non-cash spending distribution by categories (share, %)



Grocery: non-cash spending growth and average transaction volume

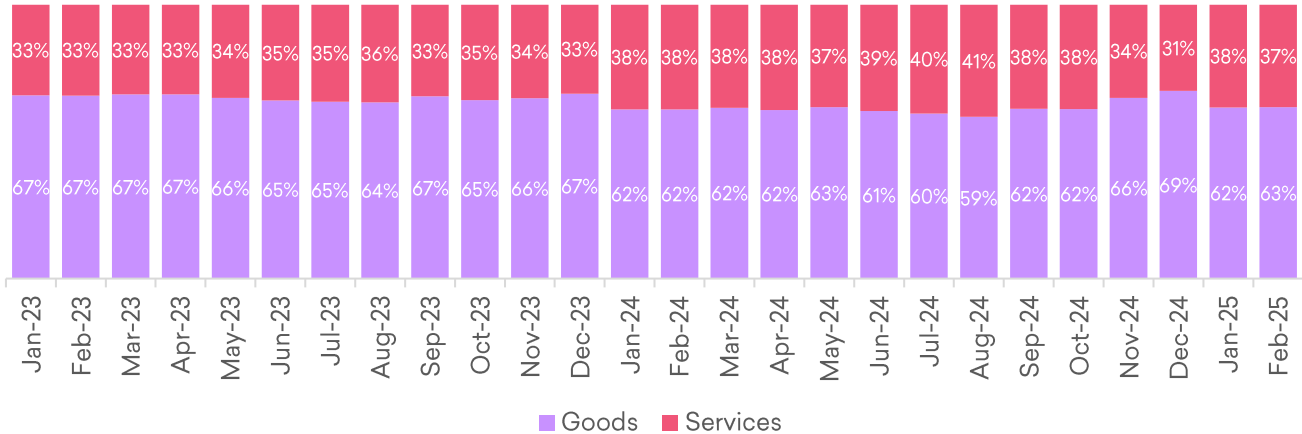


Source: Geostat, TBC Bank's Channels, Georgia

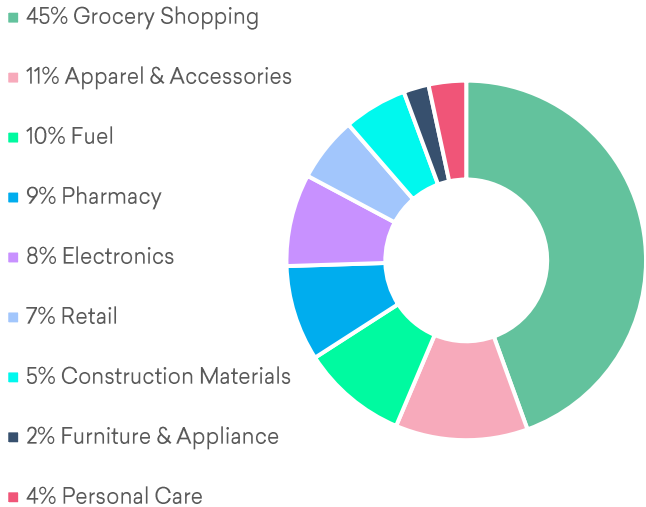
In February, spending on goods accounted for 63% of total non-cash spending

- > In February 2025, the allocation of the total non-cash spending through TBC Bank's channels between goods and services was 63% and 37%, respectively.
- > The share of non-cash spending on grocery shopping reached 45%, the highest among goods, continuing the trend seen in the previous year.

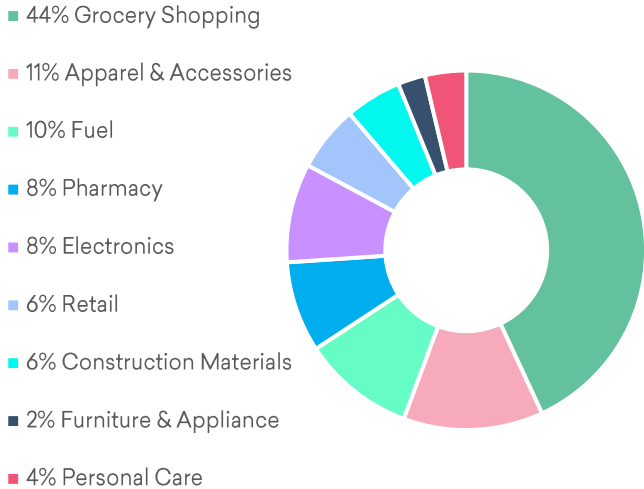
Non-cash spending distribution by goods and services (share, %)



Share of spending on goods by categories, February 2025



Share of spending on goods by categories, February 2024

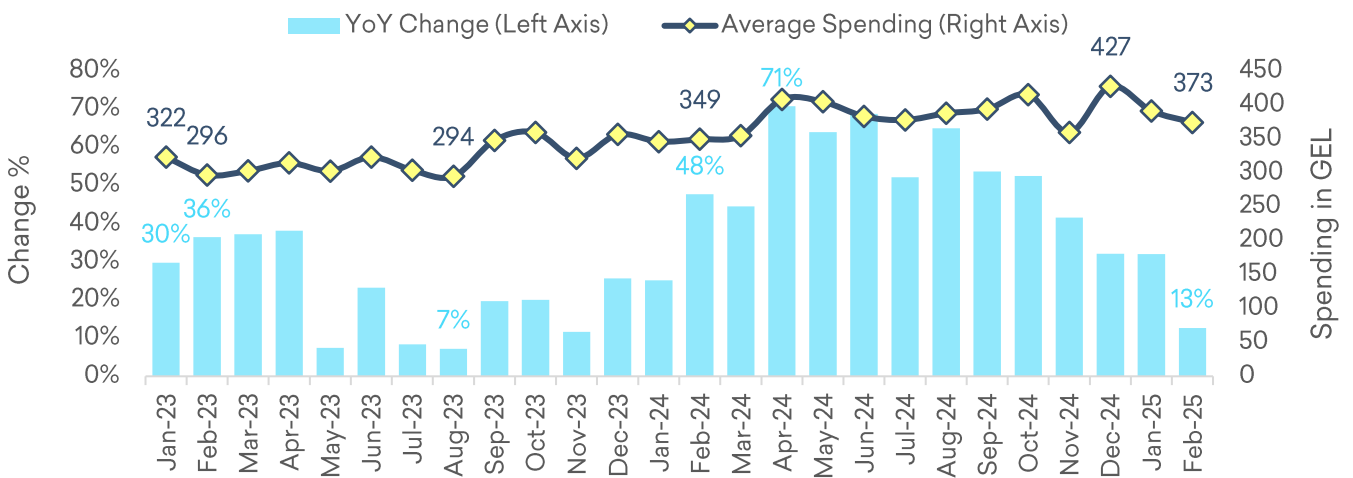


Source: TBC Bank's Channels, Georgia

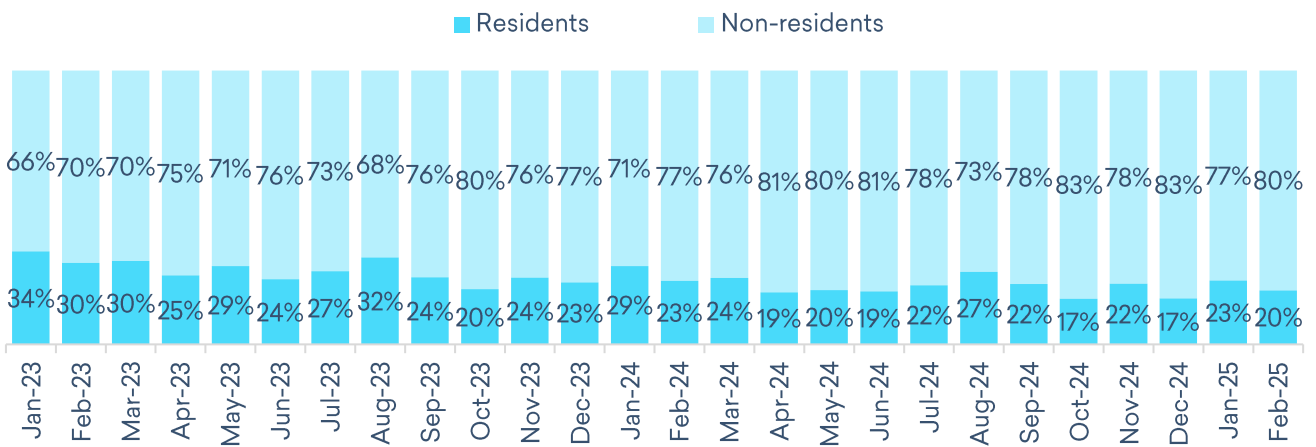
Non-residents hold the larger portion of non-cash spending in hotels

- > In February 2025, the non-cash spending in hotels, through TBC Bank's channels, saw a 13% annual increase. The average spending per transaction in hotels amounted to GEL 373.
- > During the same period, distribution of shares between residents and non-residents of total non-cash spending in hotels marked 20% and 80%, respectively.

Hotels: total non-cash spending growth and average transaction volume



Hotels: non-cash spending among residents and non-residents (share, %)

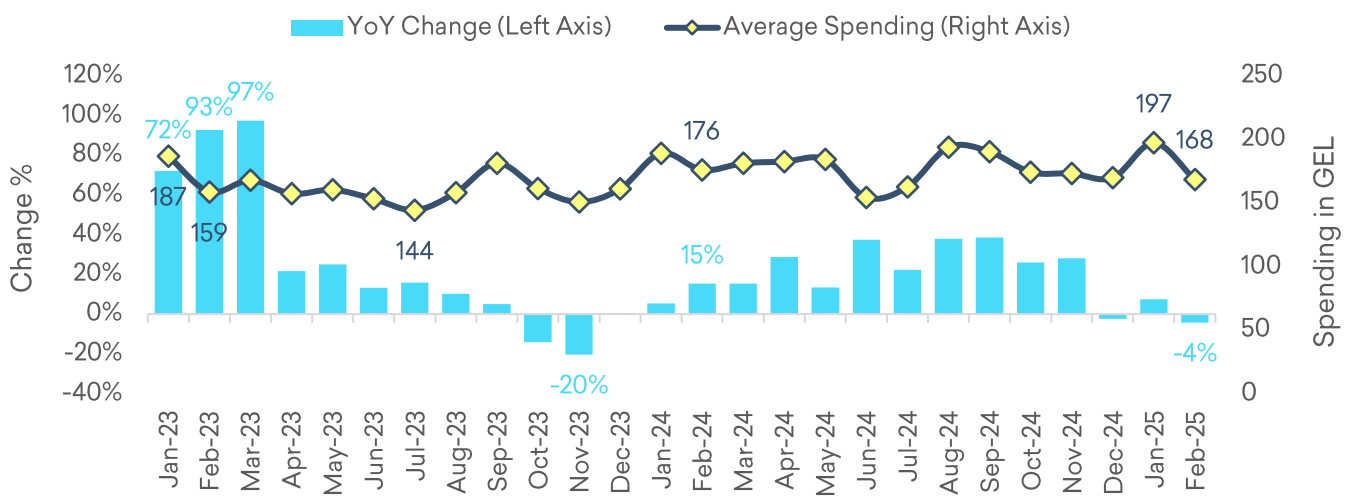


Source: TBC Bank's Channels, Georgia

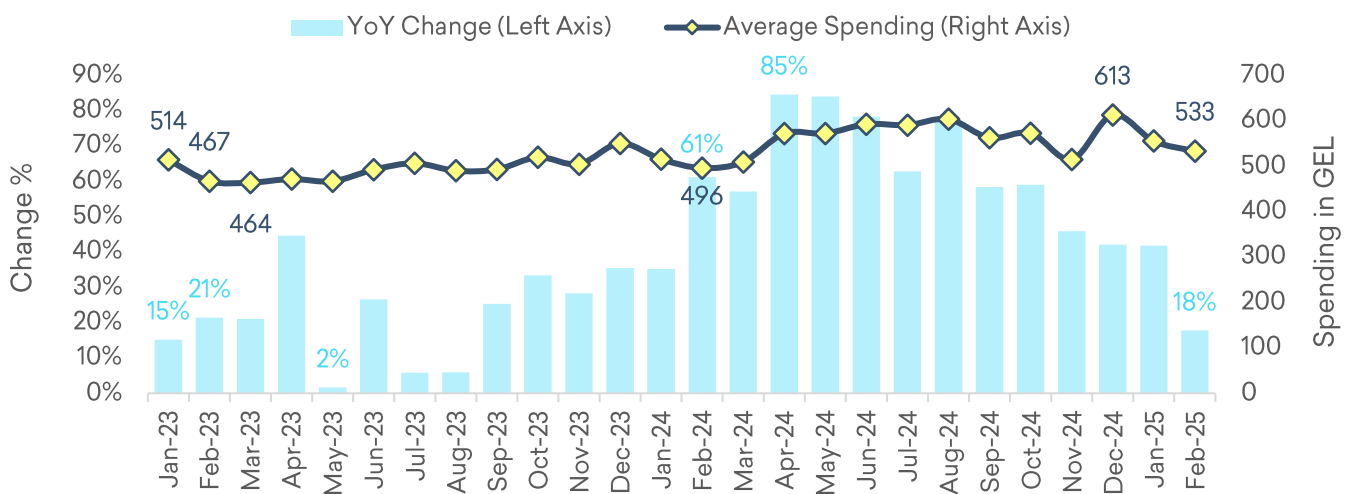
In hotels, residents' non-cash spending decreased by 4% annually

- > In February 2025, there was a 4% annual decrease in non-cash spending in hotels by residents. The average transaction size marked GEL 168.
- > Non-residents' non-cash spending in hotels, through TBC Bank's channels, marked a 18% annual growth. The average spending posted GEL 533.
- > In February 2025, non-residents' non-cash expenses and residents' non-cash spending in hotels showed annual changes in different directions. Generally, non-residents spend approximately twice as much per transaction as residents.

Hotels: non-cash spending growth and average transaction volume by residents



Hotels: non-cash spending growth and average transaction volume by non-residents

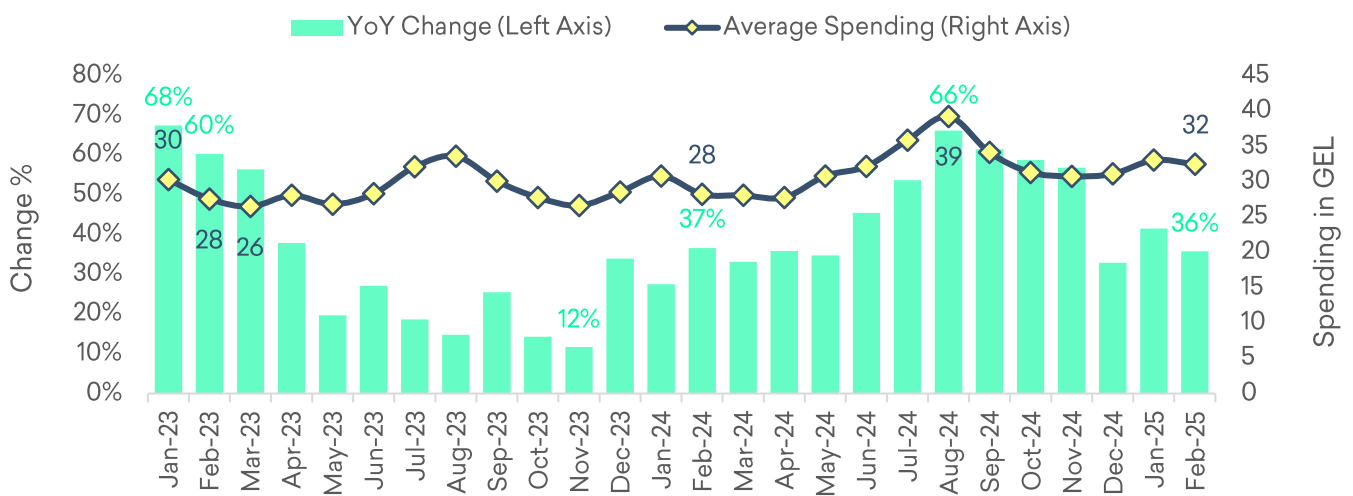


Source: TBC Bank's Channels, Georgia

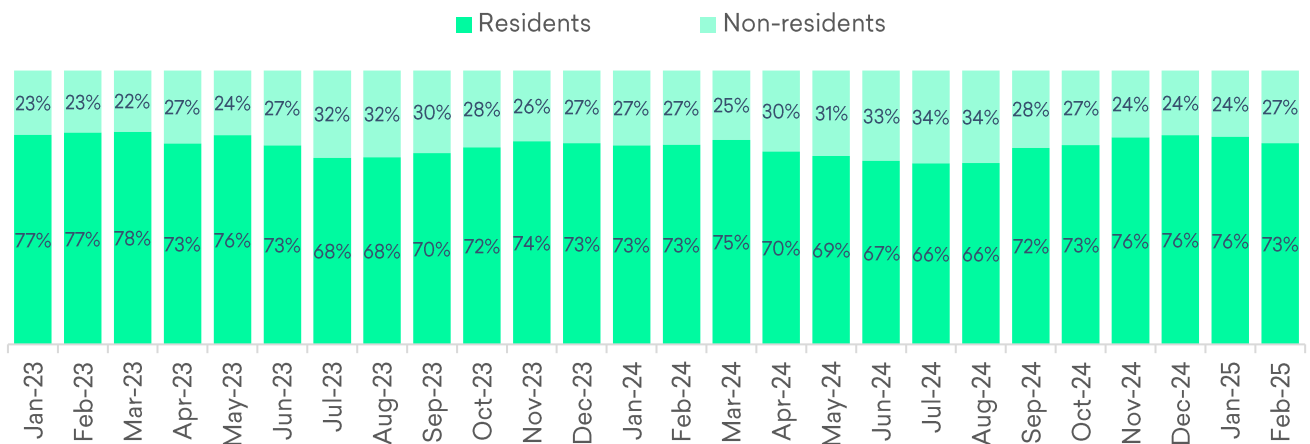
Non-cash spending in restaurants grew by 36% annually

- > In February 2025, the annual growth rate of non-cash spending in restaurants through TBC Bank's channels amounted to 36%. The average spending per transaction marked GEL 32.
- > During the same period, residents' share of total non-cash spending in restaurants marked 73%, while non-residents accounted for the remaining 27%.

Restaurants: total non-cash spending growth and average transaction volume



Restaurants: non-cash spending among residents and non-residents (share, %)

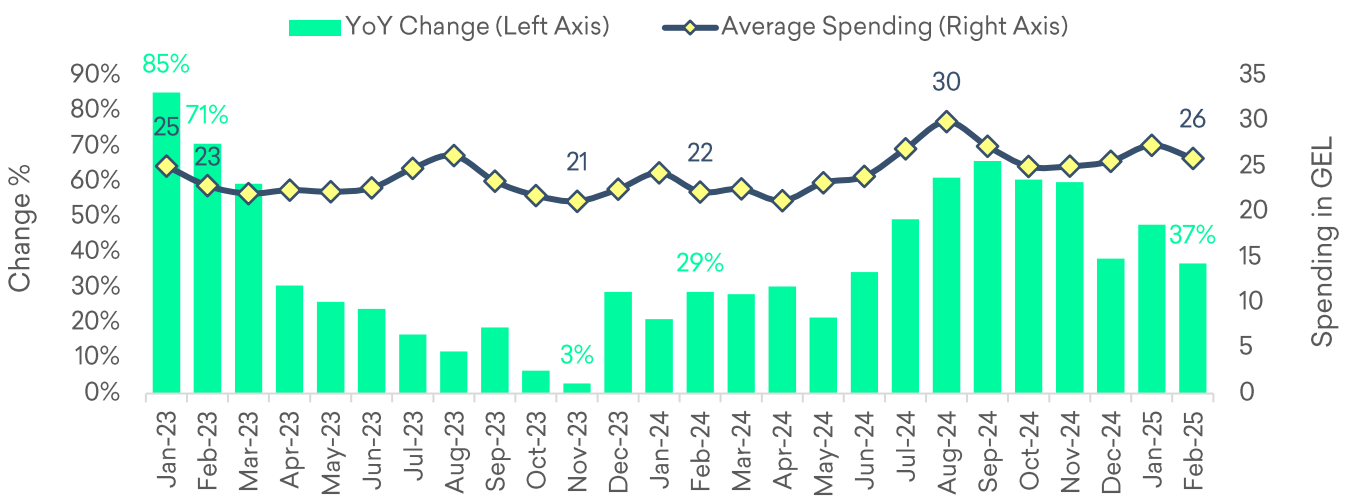


Source: TBC Bank's Channels, Georgia

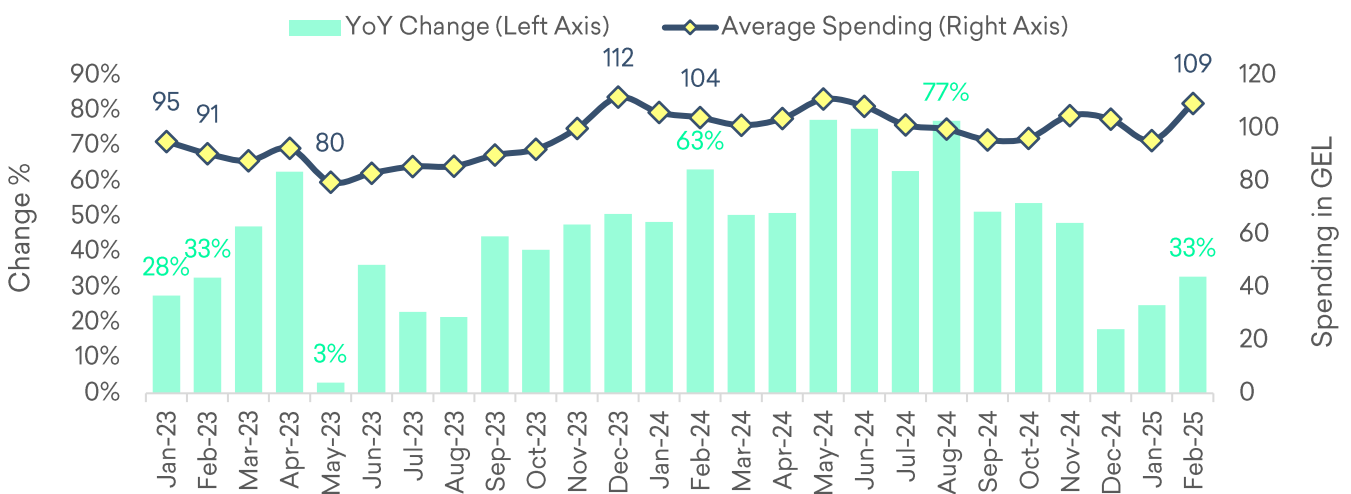
The average spending of non-residents in restaurants amounted to GEL 109

- > In February 2025, through TBC Bank's channels, the annual growth rate of non-cash spending in restaurants by residents marked 37%. The average transaction size was GEL 26.
- > The non-cash spending by non-residents saw a 33% annual increase. The average transaction size amounted to GEL 109, which is approximately four times higher compared to the residents' average this month.

Restaurants: non-cash spending growth and average transaction volume by residents



Restaurants: non-cash spending growth and average transaction volume by non-residents

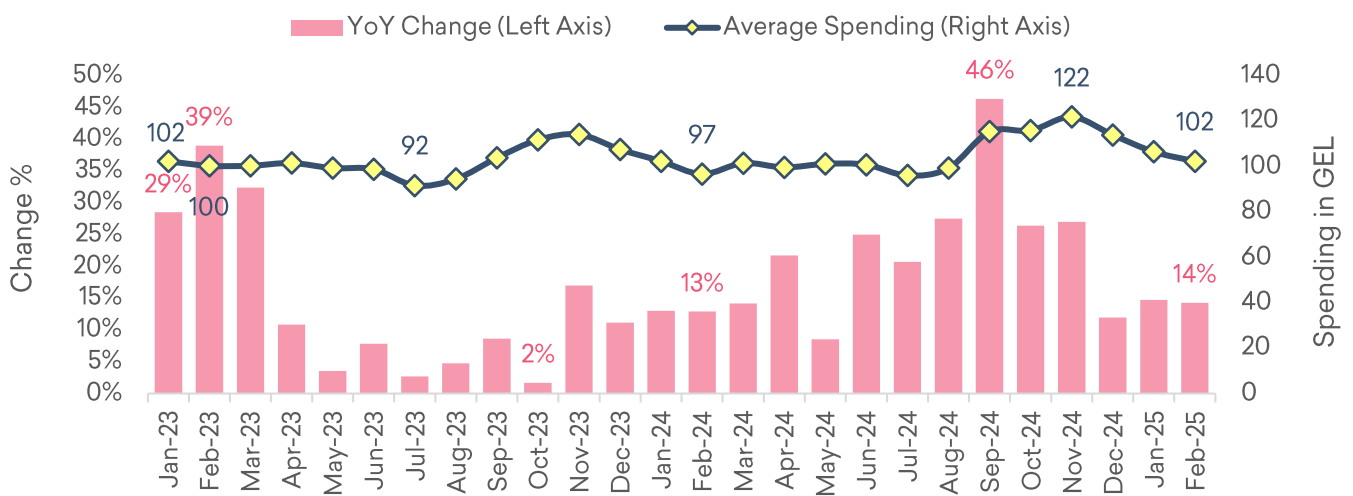


Source: TBC Bank's Channels, Georgia

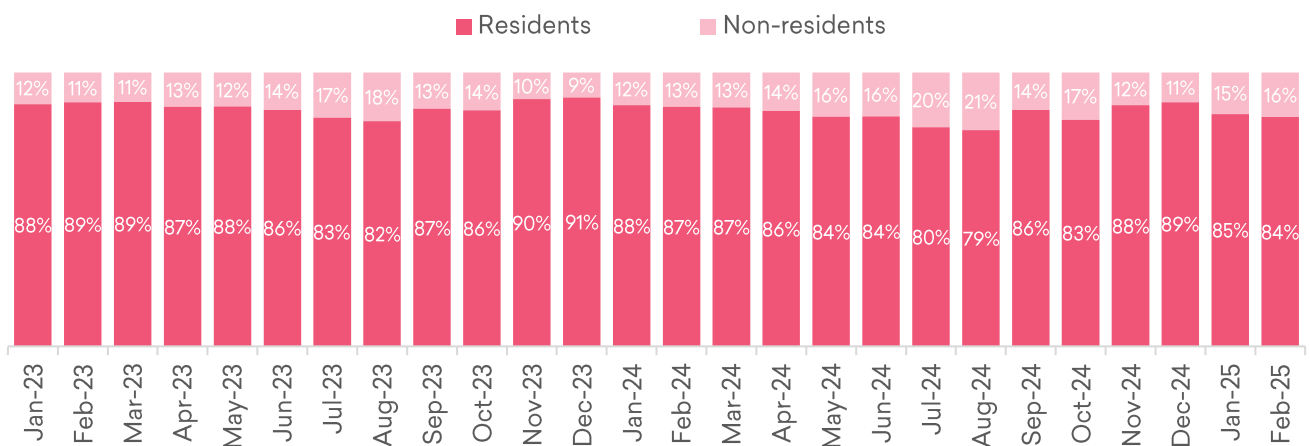
Growth of non-cash spending on apparel & accessories is positive

- > In February 2025, non-cash spending through TBC Bank's channels on apparel & accessories saw a 14% annual increase, while the average spending per transaction marked GEL 102.
- > During the same period, residents accounted for the 84% share of total non-cash spending, through TBC Bank's channels, on apparel & accessories, while non-residents contributed 16%.

Apparel & accessories: non-cash spending growth and average transaction volume



Apparel & accessories: non-cash spending among residents and non-residents (share, %)

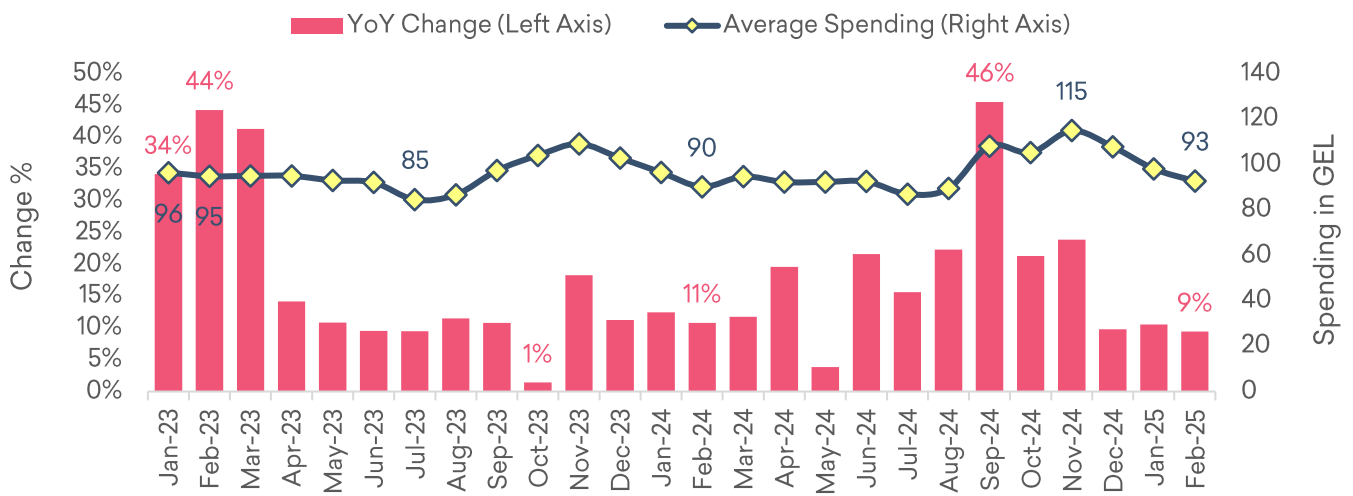


Source: TBC Bank's Channels, Georgia

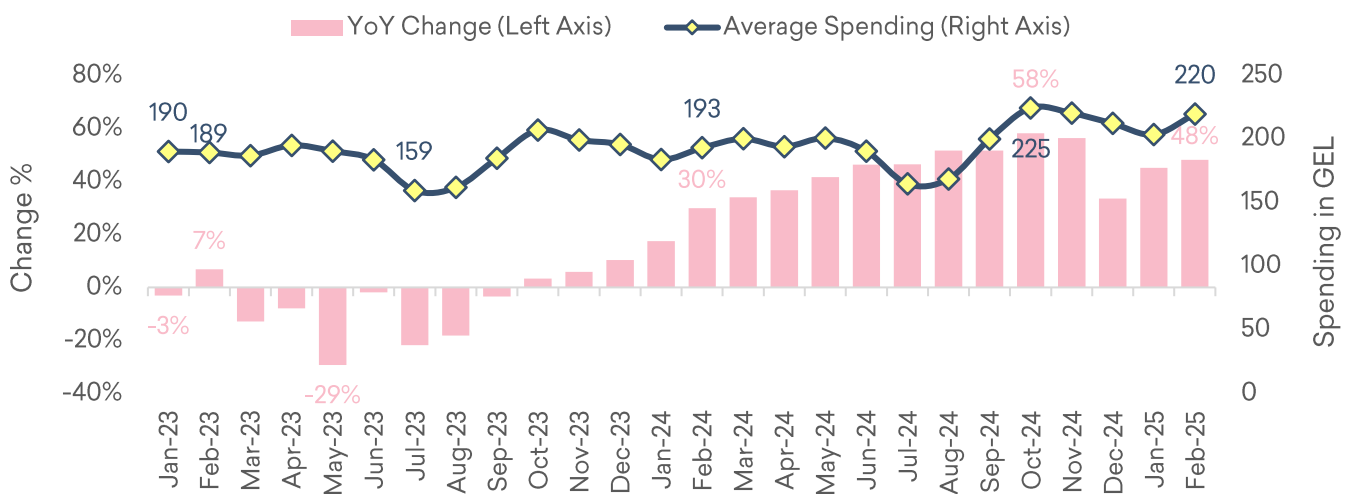
Non-resident's average ticket size on apparel & accessories was GEL 220

- > Non-cash spending by residents on apparel & accessories experienced a 9% annual increase in February 2025. The average ticket size was GEL 93.
- > There was a 48% annual increase in non-cash spending on apparel & accessories by non-residents. The average ticket size amounted to GEL 220.

Apparel & accessories: non-cash spending growth and average transaction volume by residents



Apparel & accessories: non-cash spending growth and average transaction volume by non-residents

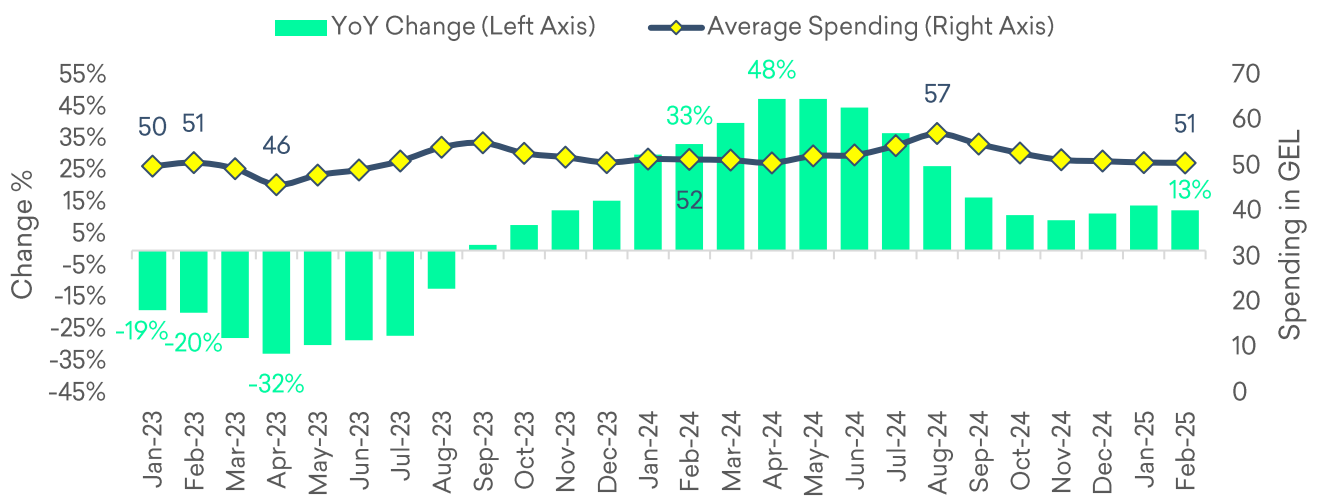


Source: TBC Bank's Channels, Georgia

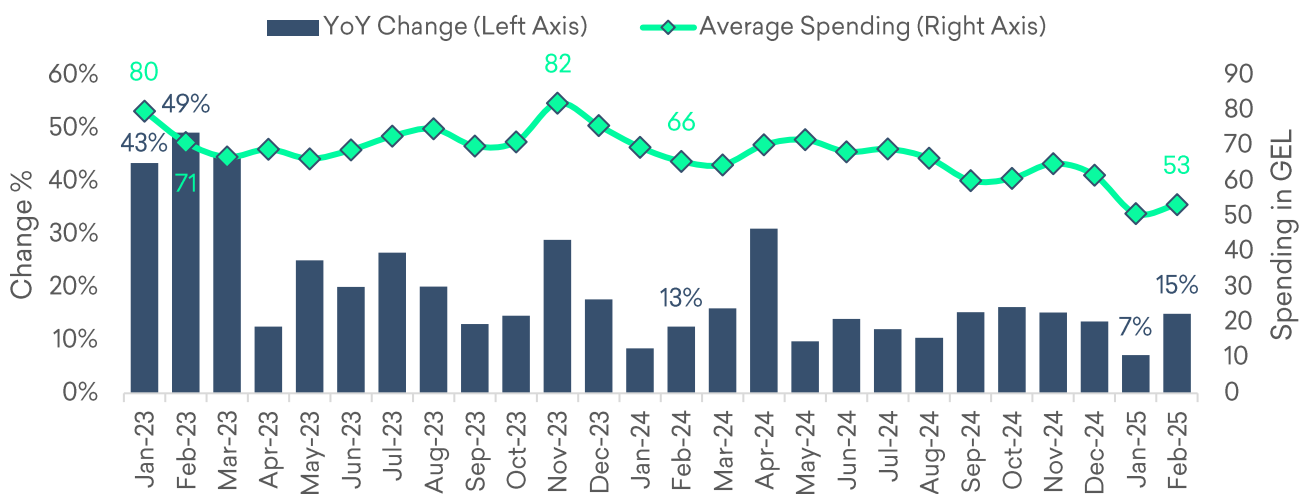
Growth of non-cash spending on fuel stayed positive

- > In February 2025, the annual growth rate of non-cash spending on fuel through TBC Bank's channels amounted to 13%, while the average spending per transaction marked GEL 51.
- > During the same period, non-cash spending on car expenses, through TBC Bank's channels, saw a 15% annual growth. The average spending per transaction was GEL 53.

Fuel: non-cash spending growth and average transaction volume



Car repair: non-cash spending growth and average transaction volume

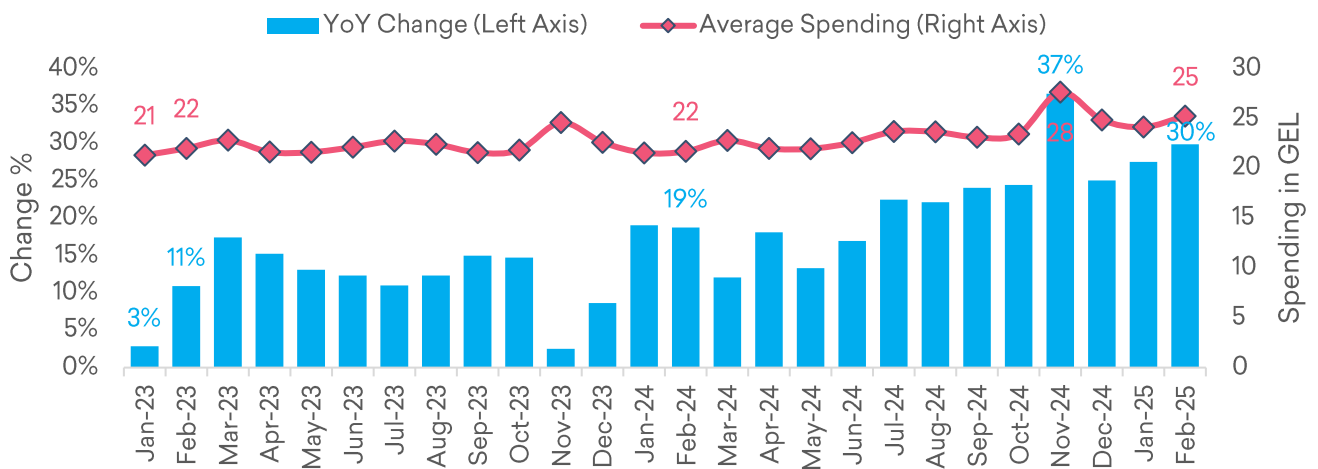


Source: TBC Bank's Channels, Georgia

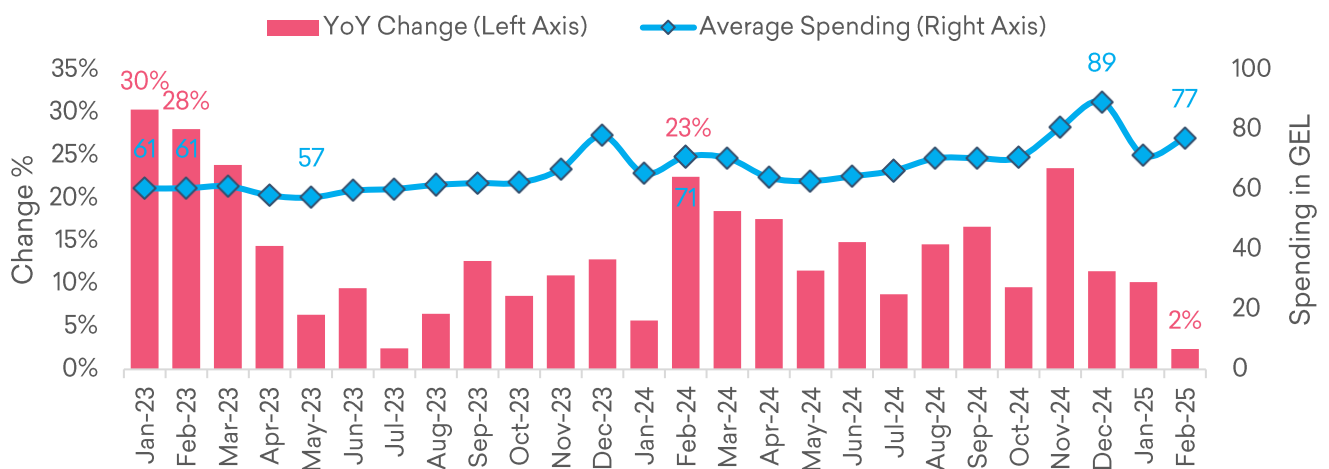
Non-cash spending on pharmacy grew by 30% annually

- > In February 2025, non-cash spending through TBC Bank’s channels on pharmacy annually increased by 30%. As for the average spending per transactions, the figure posted GEL 25.
- > Non-cash spending through TBC Bank’s channels on personal care saw an annual increase of 2%. During the same period, the average spending per transaction was GEL 77.

Pharmacy: non-cash spending and average transaction volume



Personal care: non-cash spending and average transaction volume

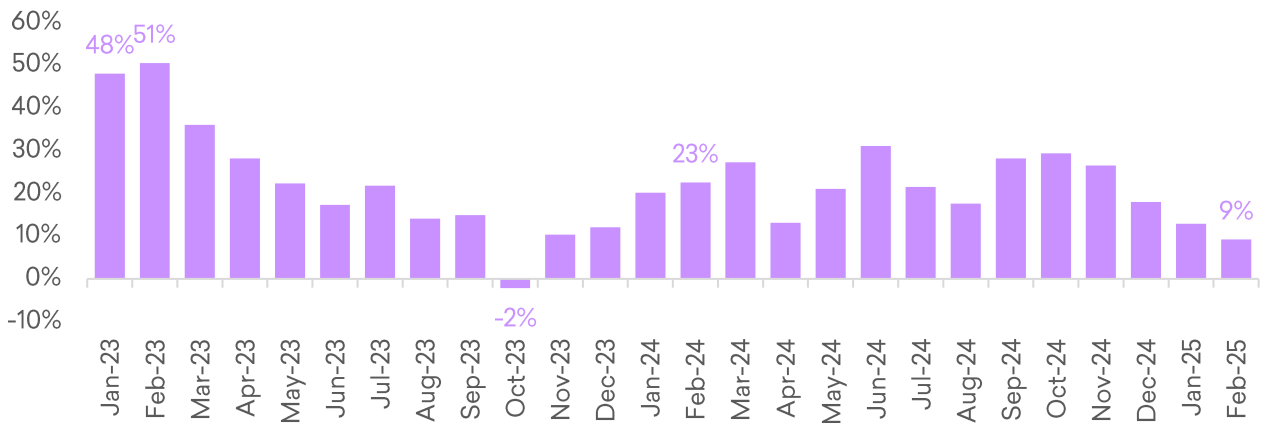


Source: TBC Bank’s Channels, Georgia

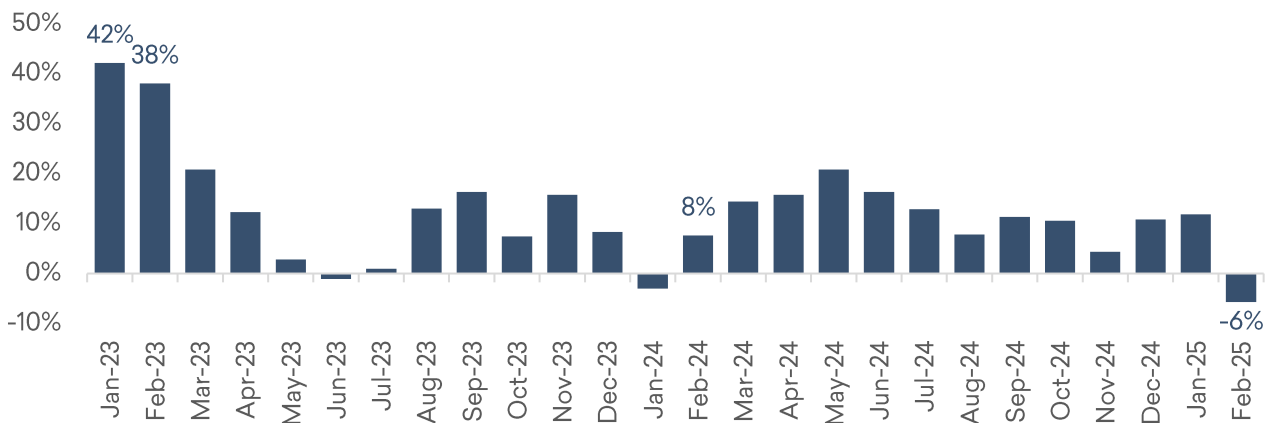
Growth of non-cash spending on electronics and furniture & appliance is positive

- > In February 2025, non-cash spending on electronics through TBC Bank's channels experienced a 9% year-over-year growth.
- > During the same month, through TBC Bank's channels, There was a 6% annual decrease in non-cash spending on furniture & appliances.

Electronics: non-cash spending (annual change, %)



Furniture & appliances: non-cash spending (annual change, %)

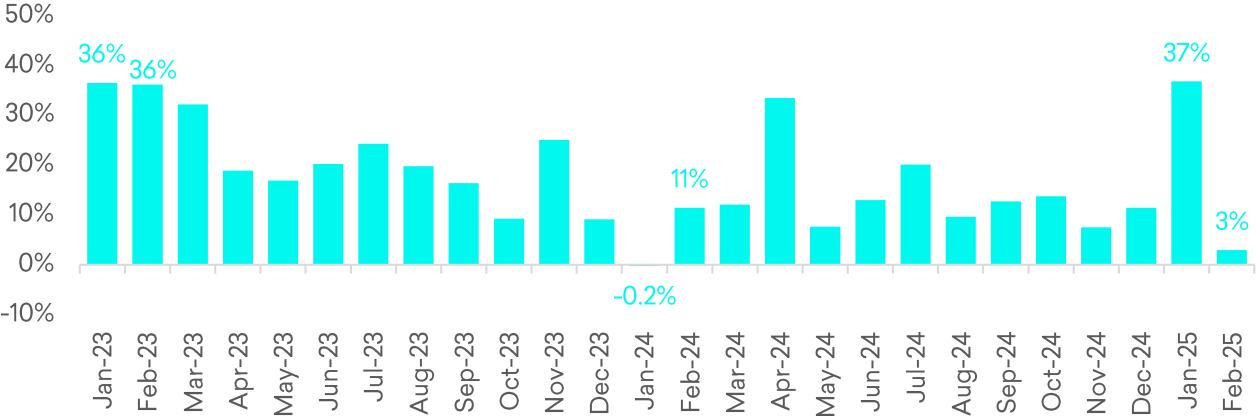


Source: TBC Bank's Channels, Georgia

Annual growth of non-cash spending on construction materials amounted to 3%

> In February 2025, non-cash spending on construction materials through TBC Bank's channels marked a 3% annual increase.

Construction materials: non-cash spending (annual change, %)



Source: TBC Bank's Channels, Georgia

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