
ОРГАНІЗАЦІЯ ВИРОБНИЦТВА, МЕНЕДЖМЕНТ. ЕКОНОМІКА ПІДПРИЄМСТВА

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ASSESSMENT OF FINANCIAL AND ECONOMIC CONDITION “PRIVATBANK”

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This article shows the description and the estimation of financial and economic condition of the commercial bank «PrivatBank» according to financial statements for 5 years, from 2010 to 2014. Analysis of financial statements. The purpose of the Bank's financial statements is to provide a wide range of users with accurate and unbiased information on assets, liabilities, equity, cash flows, income and expenses (including profits and losses) and other data. By means the offered data of bank in work calculation indicators of financial stability, appeal and reliability bank is performed. The received results characterize advantages and shortcomings of a condition bank for 2010–2014. In work need of carrying out the analysis a financial and economic condition of banking institutions is proved. The conducted research gives the chance more precisely to define and confirm the leading position of Privatbank.

Keywords: financial and economic state, financial stability, assessment, financial appeal and reliability.

Statement of the problem

Today the banking system requires constant attention, namely commercial banks. Quantitative development of banking systems is influenced by economic processes, which in turn should stimulate the development banks. In the state register of banks of Ukraine included 183 Bank, of which 181 has a state license, including 50 banks with foreign capital [1]. From the beginning of 2014, the national Bank was registered 7 new banks: Bank unison, Rosebank, Bank St., Bank Avangard Bank Portal, Investment trust Bank and Bank of Hephaestus. The status of the Bank has also received payment center maintenance contracts on financial markets. This segment inherent risks and uncertainties, which leads to an increased relevance of the problem analysis of the banking institutions. In this regard, assessment of financial attractiveness and reliability, in order to respond to negative changes in the activities of banking institutions and to ensure the long-term victory not only among national and international banks. A solution to this problem involves tasks such as identifying ways to further preserve the stability of the Bank's positions in the market and assure clients that they are reliable.

Analysis of recent research and publications

The theoretical basis of the analysis and assessment of the financial condition banks grounded in the works of foreign scientists as R.P. Miller, J. Snci, P.J. Campbell, P.S. Rose, L.V. Davidov, G.S. Panova. Pay attention to this theme with our scientists, in particular, G.V. Savitskaya, V.M. Ko-

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chetkov, S.P. Khaliava, L.O. Primorka, N. Sheludko, T.D. Kostenko, A.M. Gerasimovich, O.V. Krochmal, O.D. Wowchuk, O.O. Getman, S.A. Svyatko and others.

The purpose of the article.

The purpose of this article is to evaluate and develop recommendations regarding the financial and economic state «PrivatBank».

The main material of the study

The main condition for the existence and activity of the banking institution's financial sustainability. Financial stability of the Bank – state Bank, which is characterized by the balance of financial flows, the sufficiency of funds to maintain its solvency and liquidity, as well as a profitable activity. It is formed under the influence of objective and subjective factors and evaluated using metrics that affect the rating of the Bank. The financial condition of the Bank determine the General level of efficiency in the management of its assets and liabilities.

Established in 1992, PrivatBank is the leader in Ukrainian banking. According to market research carried out by Gfk Ukraine in 2014, 37% of individual clients considered us as their main bank. This percentage exceeded the total percentages of the next sixteen banks in the Gfk ranking. This index made up 20% for corporate clients.[2].

PrivatBank is one of the world's most innovative banks. Over ten years ago the Bank was among the first banks that started using one-time SMS passwords. Among the recent innovations recognised all over the world, there are such products as payment

Table 1

Data for carrying out financial and economic analysis of «PrivatBank»

Indicators	As at 2010	As at 2011	As at 2012	As at 2013	As at 30 September 2014
Size net assets	86 066 130	113 437 222	145 118 473	172 428 712	196 128 529
Status capital	6 791 530	8 860 202	13 545 171	14 897 555	16 352 079
Own capital	10 810 295	12 204 927	16 480 712	19 964 685	20 791 059
Net profit	1 050 490	1 370 178	1 425 816	1 532 760	1 873 392

mini-terminals, login to Internet bank using a QR code, online cash collection, and dozens of different mobile applications [3].

To assess the financial condition of PJSC CB «PrivatBank» will analyze the economic performance of the Bank over the last five years (2010 – 30 September 2014)

Financial and analytical information provides the ability to monitor trends in economic development Bank, as well as to assess key financial indicators. The data in the table 2 allow to make a conclusion on the financial-economic analysis of the Bank's activities. The return on equity for optimal performance should be 0.1 to 0.2%. Based on the data above, a decrease in return on equity in 2011, as its value is less than norm. The reliability coefficient in 2012 decreased accordingly until 2011, but in 2013, this ratio increases. Such indicators provide an opportunity to understand that the Bank is becoming more and more trust.

where K is the size of own capital of the Bank (sum of all funds+retained earnings+reserves for possible losses on loans+prepaid expenses–other debtors–shares repurchased from shareholders); AR – the amount of risk-weighted assets (total volume of loans including overdue loans and interest thereon+ investment securities+funds on correspondent accounts in banks+tools for participation in the economic activities of other organizations+leasing+ calculations on factoring operations).

The ratio of Bank capital and borrowed funds for the minimum allowable value of not less than 5.0. «PrivatBank» has normative value of the coefficient that characterizes the high reliability of the Bank. This indicator makes it possible to have enough of their free funds that do not need to draw on the money market.

Source data UAH, AP	2010	2011	2012	2013	30 September 2014
Equity	12204927	11679968	16746979	18300761	20310620
Share capital	7463832	8860202	13545172	14897555	16352079
Raising funds	7035109	89000204	101392483	118237078	194179266
Total assets	11373159	127113093	148840720	196128529	24440857
Earning assets	8967168	96445860	105047606	11722919	1410857
Not profitable assets	12359714	13995978	21065487	31417801	1410857
Capitalized assets	17658120	1801944	2013056	2473773	1410857

The reliability coefficient is the ratio of Bank capital to operating assets. Shows the availability of risky investments of the Bank's own capital, which will be offset potential losses in the event of default or other operating asset. This coefficient, which is of particular interest to creditors and depositors of the Bank, calculated according to the formula:

participation rate of equity capital in the asset has changed since 2012 compared to 2013 (from 12.3% to 13.17%) and in 2014 to 2013 (13.17% to 13.76%), which gives an opportunity to confirm the end of increasing its role in optimal value more than 10% [5]. Calculated the data table.2.1.4.0.857 an increase in protection of its own capital. This is confirmed by the growth of the corresponding coefficient in 2013 from 0.12 to 0.15 in 2014. In 2011–2013 are seeing a trend towards reduction in Bank security income assets equity. This suggests that the equity has grown, but has grown significantly and is not profitable assets, and they have significant excess compared to equity [6] that is, in addition to the factor of security equity all the main indicators taken for the analysis of financial

Table 3

Initial data for calculation of indicators of financial stability «Privat» 2010–2014

Financial soundness Indicators «PrivatBank» for 5 years

stability of the Bank, have a tendency to increase (the reliability coefficient, the ratio of own capital, the rate of protection). Financial stability «Privat» provided enough of his capital and he can protect financial capital from probable risky losses not only today but in the future, which confirms its status as a leader in Ukraine.

Conclusion

These estimates of financial and economic condition of PJSC CB «PrivatBank» characterize significant financial stability of the banking institution, after all, the main indicators are within the optimal values, and also tends to increase the odds of financial stability, i.e. financial stability of the Bank provided enough of his capital. The optimal value is the ratio of business activity shows the quality of the Bank's economic potential. Risky credit policy is characterized by an excess ratio of credit activity.

After analyzing the financial condition of the Bank «PrivatBank», we can conclude that the Bank is in a group of stable banks and the analysis has confirmed the ratings and belonging to the first group of banks of Ukraine.

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ОЦІНКА ФІНАНСОВО-ЕКОНОМІЧНОГО СТАНУ ПАТ КБ ПРИВАТБАНК

Клютова Т.В.

У статті приведена характеристика та здійснена оцінка фінансово-економічного стану комерційного банку «ПриватБанк» за даними фінансової звітності, на протязі 5 років. Проаналізовано фінансову звітність банку. Метою складання фінансової звітності банку є надання достовірної та неупередженої інформації про активи, зобов'язання, власний капітал, доходи та витрати (включаючи прибутки і збитки), рух грошових коштів широкому колу користувачів для прийняття економічних рішень. За допомогою запропонованих даних здійснено розрахунок показників фінансової стійкості, привабливості та надійності банку. Отримані результати характеризують переваги та недоліки стану банку на період 2010–2014 рр. В роботі обґрунтовано необхідність проведення аналізу фінансово-економічного стану банківських установ. Проведене дослідження надає змогу більш точно визначити та підтвердити лідируючу позицію ПАТ КБ «ПриватБанк».

Ключові слова: фінансово-економічний стан, фінансова стійкість, оцінювання, фінансова привабливість та надійність.

ОЦЕНКА ФИНАНСОВОГО СОСТОЯНИЯ ПАО КБ ПРИВАТБАНК

Клютова Т.В.

В статье приведена характеристика и осуществлена оценка финансово-экономического состояния коммерческого банка «ПриватБанк» по данным финансовой отчетности, в течение 5 лет. Проанализирована финансовая отчетность банка. Целью составления финансовой отчетности банка является предоставление достоверной и непредвзятой информации об активах, обязательствах, собственный капитал, доходы и расходы (включая доходы и убытки), движение денежных средств широкому кругу пользователей для принятия экономических решений. С помощью предложенных данных банка в работе осуществлен расчет показателей финансовой устойчивости, привлекательности и надежности банка. Полученные результаты характеризуют преимущества и недостатки состояния банка на период 2010–2014 гг. В работе обоснована необходимость проведения анализа финансово-экономического состояния банковских учреждений. Проведенное исследование дает возможность более точно определить и подтвердить лидирующую позицию ПАО КБ «ПриватБанк».

Ключевые слова: финансово-экономическое состояние, финансовая устойчивость, оценка, финансовая привлекательность и надежность.