

**CORPORATE VALUES AT PIRAEUS BANK ICB**



*Piraeus Bank is currently a leading and systemically important Greek bank; it develops initiatives that support the business plans and transition of the Greek economy to the modern paradigm of sustainable development.*

*The Bank's business is based on the desire to meet our clients' expectations by providing the most appropriate and highest quality services. Since our success is closely related to our credibility, one of our key objectives is to maintain our high reputation.*

*The reputation of Piraeus Bank as a responsible and client-oriented business partner is growing and becoming stronger from year to year due to our integrity, decency, respect of the principles of doing business, and values that we all share.*

*Yannis Kyriakopoulos*

*Chairman of the Supervisory Board of Piraeus Bank in Ukraine*

## CORPORATE VALUES OF THE BANK

The Corporate Values lie at the core of the Bank's actions and decisions. They reflect the principles of doing business and ensure the implementation of its strategy and building up of an impeccable business reputation. In its operations, the Bank is guided by such values as reliability, business acumen, Client satisfaction, and continuous improvement.



The Bank's corporate values include:

- ❖ *integrity and decency;*
- ❖ *responsibility;*
- ❖ *professionalism;*
- ❖ *reputation;*
- ❖ *client focus;*
- ❖ *reliability;*
- ❖ *transparency;*
- ❖ *corporate style.*

## INTEGRITY and DECENCY

**"The strongest foundation of all the relationships and the basis of our reputation"**

### Integrity and decency include the following:

- ❖ Acting in good faith to serve the interests of the Bank but not one's own interests, the interests of any other person or group of persons to the detriment of the Bank's interests;
- ❖ Providing services to the Bank's clients in an unbiased, honest and professional manner in order to meet the best interests of the clients;
- ❖ Treating the clients politely and calmly, taking care that they are offered quick and high-quality services and their needs are satisfied to the full;
- ❖ Maintaining cooperation while performing the official duties and serving the interests of the Bank / Group;
- ❖ Refraining from activities that are inconsistent with one's own competency and the duties of the Bank's employee.

## RESPONSIBILITY

**"Assuming responsibility for our actions and decisions"**

### Responsibility includes:

- ❖ Abiding by the law and the Bank's internal regulatory documents.
- ❖ Informing the Bank of any significant changes relating to the employees and connected with labor relations such as, for instance, change of the home address. The Bank guarantees confidentiality of any and all information received and will not disclose such information except where otherwise provided by applicable laws or where an employee gives his/her personal consent thereto.
- ❖ Being consistent and following the principle of prudence when dealing with monetary funds, securities, bonds, checks, etc. which are made available by virtue of the employees' authority;
- ❖ Performing one's job and functional duties responsibly and diligently; Being proactive and involved and acting solely in the interests of the Bank.

## PROFESSIONALISM

**"The key tool for achieving results in anything we do and continuous striving for the improvement of one's professional level"**

## REPUTATION

**"We behave so as not to prejudice or damage the business and public image, reputation of the Bank and the Group in general"**

## CLIENT FOCUS

**"A cornerstone of successful partnership with the clients"**

- ❖ We offer banking products and services that meet the client's needs in the best way;
- ❖ We react to the clients' proposals, requests, complaints in a timely manner and promptly attend to them and provide response, which in its turn allows us to improve our processes and upgrade the quality of our services and products to meet the clients' needs;
- ❖ We provide only truthful information to our clients about the Bank's products and services;
- ❖ We always pay attention to the client, understand their needs and offer them solutions.

## RELIABILITY

**"The main factor of our credibility"**

### Reliability for us means the following:

- ❖ Keeping the bank/ commercial secret and, in particular, keeping any actions, agreements and mutual relations with the client as well as the Bank's / Group's activities, events and plans of which they become aware in any way strictly confidential. This requirement continues in force even upon termination of employment relationship with an employee for any reason;
- ❖ Informing the authorized persons and/or structural units of the Bank immediately of any unacceptable behavior in the Bank, disruptions of the Bank's operations, conflicts of interest arising in the Bank, violation of the Code of Conduct (Ethics Code), the Bank's internal documents, applicable laws and of compliance risks that need to be notified immediately (or of any signs of such risks).

## TRANSPARENCY

Transparency for us is an important element of partnering relationships and, by observing this element, we do not accept from the client, supplier or any other party that enters into an agreement with the Bank any discounts, fees or gifts in monetary form or in the form of services, offered by them to the Bank (including for the benefit of any third parties) according to the Anti-Bribery and Corruption Policy.

## CORPORATE STYLE

**"An integral element of the Bank's image"**

### The corporate style includes the following:

- ❖ Behaving so as not to prejudice or damage the business and public image, reputation of the Bank and the Group in general;
- ❖ Living up to the corporate style standard;
- ❖ Refraining from advertising the products and services of our competitors;
- ❖ Being always polite and well-behaved in the relations with clients, partners and colleagues.

*The Bank determines the above corporate values as obligatory for all of its employees.*



THANK YOU FOR COMPLIANCE !