

Purpose and values of Piraeus Bank



Piraeus bank, part of Piraeus Group, is a stable and reliable player in the Ukrainian financial services market.

Our purpose is to constantly contributing to the stability of the Ukrainian economy, to fuel growth and to promote innovation. We aim our footprint in society to be positive and lasting, for the benefit of our customers, our people, our shareholders and society at large, fully reflecting our values.

All aspects of the Group's activities embrace and serve our principles of Responsibility, Meritocracy and Transparency aiming to maximize value for all interested parties.

We invest in our people, the most important asset of the organization. It works towards a modern working environment that promotes open communication, high performance, and personal development for its people. At the same time, the Group makes sure to establish and implement policies that promote issues of ethics, trust, devotion, team spirit and acceptance of diversity in the workplace. The common way

we operate, make decisions and evolve, are at the core of everything we do for customers, employees, shareholders and society as a whole.

Piraeus Group is committed to including social, environmental, and cultural aspects into its business practice and assumes initiatives over and above the legal obligations with the aim of enhancing social welfare and sustainable development.

In the framework of its activities and operations, the Group promotes regular communication with stakeholders to fulfill their needs and expectations and to promptly and effectively respond to issues concerning them. The protection of their personal data, the use of new technologies to better serve their needs, the respect for human rights, the accessibility to financial services and the respect for the environment and culture as factors contributing to sustainable development, as well as issues related to corporate culture and corporate governance, value creation for the society and risk management, are strategic priorities for the Group.

In this way we express in practice our will to:

- **Create value in all we do**
- **Challenge the frontiers**
- **Enthuse our customers**
- **Build relationships of trust**



The goals for sustainable development, social contribution, and responsible banking behavior are fundamental components of our strategy, and resonate well with our business model and shared values of accountability, meritocracy and transparency.