

What is the role of a bank in Africa in the twenty-first century?

What is the contribution that a bank can make to sustainable economic growth?

How should a bank work with its stakeholders to unleash Africa's potential?

# MESSAGE TO OUR STAKEHOLDERS:

## LET'S MOVE FORWARD TOGETHER

In 2014, we undertook a review of our strategy and purpose, in light of changes in the global macroeconomic environment, a desire to focus more deliberately on driving growth on our home continent, and a commitment to reshaping our organisational structures and ways of working to better serve the needs of our customers and clients. The outcome of this process was a redefined purpose: "Africa is our home, we drive her growth". Our purpose encapsulates our commitment to being more than a provider of financial products and services. We aim to be a catalyst for inclusive economic growth in our countries of operation. We are passionate about making life better for our fellow Africans through achieving our purpose.

As a bank that aspires to be socially relevant, we have been listening to our stakeholders and reflecting on these important questions. We have given considerable thought to our impact on society, the economy, and the environment; to balancing financial returns with social returns; and to demonstrating to our stakeholders how we are fulfilling our purpose.

This process of reflection has led to a number of interesting and exciting initiatives that give real substance to the concept of shared value, to being a responsible business, and living up to our

values. These initiatives show how our capabilities in delivering financial products and services across the continent contribute positively to addressing some of the social, economic, and environmental challenges confronting our continent. They also reflect how a corporation can make a positive difference through its core business, by doing the right business in the right way, and not only through its community and social investment programmes. **For Standard Bank, the right business is good business.**

This **report to society** is one way of reporting back to our stakeholders, and most especially our customers, our people, and the broader society in which we operate. It provides a snapshot of how we are responding to the issues that matter to you, as well as our first attempts to measure the shared value created for our stakeholders in a few selected areas of our business. We welcome and value your feedback, so that we can move forward together.



**Wendy Dobson**  
Head of group policy, advocacy and sustainability

