



STRATEGY OF CORPORATE SOCIAL RESPONSIBILITY

AIMS & PRINCIPLES



Mission and values of Access Bank

Mission of the Bank is being respectable and successful universal financial institution gaining leading position in the market maintaining the world standards of provision of the bank services and principles of corporate ethics.

Our main values are competence, interest in customer, integrity and confidentiality, information transparency and social responsibility.

Aim of AccessBank is becoming a successful bank having a reputation of social responsible corporate citizen and the best partner for satisfaction of the financial demands of the target customers.

Application and maintenance of the CSR principles is a method of business implementation in long-term perspective and one of the tools promoting achievement of target in short-term perspective.

Opportunities of application of the CSR strategy

- ✓ Systematization of management of the projects and provision of concordance of the implemented programs with the Bank strategy;
- ✓ Systematization of mutual relations with the interested parties in order to rationally use the existing resources of the Bank;
- ✓ Support of taking of the management decisions by means of perfection of the system of internal non-financial accounting;
- ✓ Improvement of the informational transparency, strengthening of its reputation in the market including via perfection of the system of internal non-financial accounting (including fulfillment of the obligation undertaken in 2008 concerning establishment of the CSR works on the structured basement);
- ✓ Strengthening of trust of the interested parties in the regions in the process of regional expansion;
- ✓ Improvement of the Bank image;
- ✓ Promotion to realization of the business strategy of the Bank.

CSR strategy supporting the general business strategy of the Bank

Recognizability, Universality, Regionality and Presence are the main items of the general business strategy of the Bank.

In order to direct the CSR strategy to implementation of the business strategy it's necessary to settle the tasks directed to achievement of the targets below:



Recognizability

The interested parties should know that AccessBank is a responsible corporate citizen and understand its practical significance for the Bank.

Universality

The interested parties should know that the Bank applies the unique principles of mutual relations with all interested parties and understand how it concerns to them.

Regionality

The interested parties should know that the works in the regions are of the same importance for the Bank as in Baku and understand application of the same standards by the Bank wherever it is present.

Presence

The interested parties should know that the Bank regularly perfects the level of service and tries to become a preferential employer in banking field and understand how it happens.

Principles of mutual relations with the interested parties

In mutual relations with the interested parties the Bank is guided by the principles below:

- ✓ Transparency
- ✓ Dialogue
- ✓ Reliability
- ✓ Flexibility

For AccessBank it means that :

- ❑ The Bank regularly notifies the wide range of the interested parties regarding all aspects of own activity interesting for them and uses for this purpose the most advanced methods and technologies available for users.
- ❑ The employees and managers of the Bank participate in the process of determination and evaluation of the interests, expectations and apprehensions of the interested persons they mutually relate. Hereby they use bilateral communications forms making this process more efficient.
- ❑ The interested persons rely on the Bank entirely and its employees particularly and, feel competent and protected in the process of mutual relations and have an opportunity to openly discuss all matters interesting for them (partnership relations).
- ❑ The Bank operatively responses to expectations, inquiries and apprehensions of the interested parties as well as modification of the market situation and, makes necessary changes in own activity.

The interested parties of the Bank

Within the frames of own activity the Bank has mutual relations with the interested parties below:

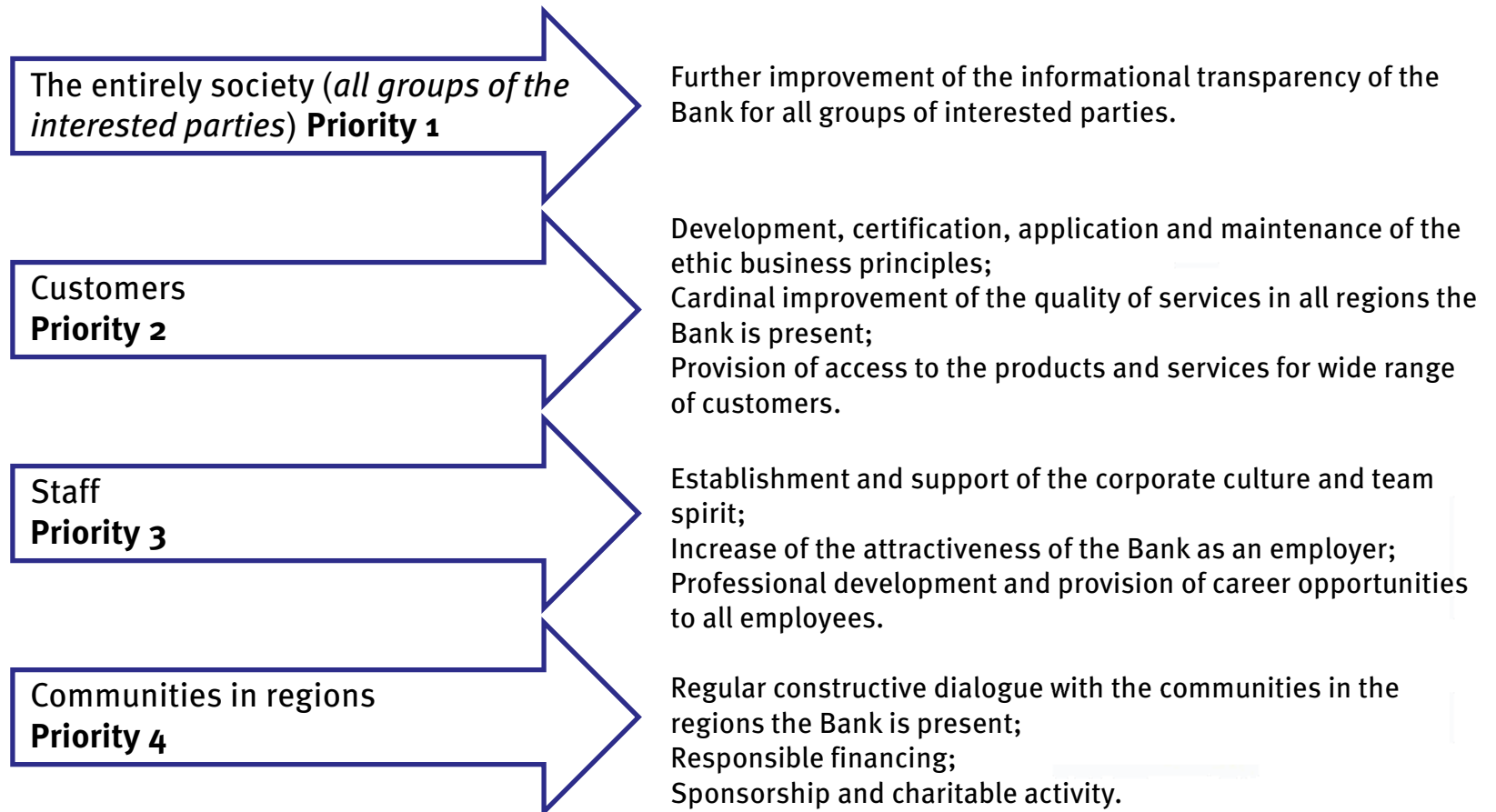
- ✓ The entirely society;
- ✓ The Bank shareholders;
- ✓ Customers;
- ✓ Staff;
- ✓ Governmental bodies;
- ✓ Communities in the regions of Azerbaijan;
- ✓ Competitors (deemed as other participants of the financial market);
- ✓ Mass-media;
- ✓ Non-governmental organizations;
- ✓ Business and professional unities (unions, associations, clubs);

The Bank has determined the prior directions of the CSR activity basing upon the structures of the groups of the interested parties.

PRIORITIES OF THE CSR STRATEGY

Priorities of CSR for the recent period.

Activation of mutual relations with the four prior groups of the interested parties is necessary for successful settlement of the tasks put in the business strategy of the Bank. The following strategic tasks in CSR for the recent period are determined and being settled:



Priority 1: The entire society

Evidence (*informational transparency*) – is one of the most important conditions of establishment of the civil business relations with the society and, the main precondition of establishment of the social responsible business position and achievement of stable operational indices as well as the successful competition for involving customers.

Provision of informational transparency of the Bank for all groups of the interested parties is one of the first-step tasks for implementation of CSR strategy of the Bank.

The high priority of this task is conditioned by the intention of the Bank itself for development in this direction. The Bank tries to maintain the most advanced tendencies of the western financial market hereby providing the competitive preference in the market through involving new customers.

The Bank develops Informational policy.

Priority 2: Customers

Customers are the main value of the Bank. The success of the entire activity of the Bank depends on maximal satisfaction of the customers' demands.

The Bank is a universal financial institution acting in all segments of the financial market and trying to establish stable long-term relations with both existing and potential customers.

In order to achieve the strategic targets of business development for the recent future the Bank should become a corporate responsible financial institution:

- ✓ Maintaining the ethic business principles;
- ✓ Providing a qualitative service;
- ✓ Providing wide access to own products and services.

It's also necessary to notify the customers regarding achievement of the CSR targets by the Bank.

Priority 3: Staff of the Bank

Staff of the Bank has a key role in servicing the customers and providing the Bank products and services in the market.

Developing own corporate culture and investing funds to staff the Bank establishes a strong opportunity of competition in the market of banking services impossible for copy and reproduction.

AccessBank always pays special attention to the issues of image of attractive employer for recruitment of the best specialists and achievement of strategic purposes by the maximal efficient way.

The strategic initiatives of the Bank are considered within the frames of the CSR strategy in field of staff management including:

- ✓ Corporate culture;
- ✓ Increase of the Bank attractiveness as an employer;
- ✓ Professional development and career opportunities of the Bank employees.

Priority 4: Communities in the regions of Azerbaijan

Concentration of the banking market transfers the accent of CSR activity from Baku to the regional markets. The strategic tasks of the Bank for the recent future are active expansion of the business in the regions of Azerbaijan and strengthening presence in the target regions.

Complex establishment of mutual relations with the communities in the regions of Azerbaijan promotes the Bank to efficiently use the widely extended regional distribution network and in the midterm perspective it will become the key opportunity of competition.

The regional development envisages mutual relations with the local communities represented within the frames of the CSR strategy by the groups below:

- ✓ Regional customers (existing and potential);
- ✓ Local self-management and regulating bodies;
- ✓ Local social organizations;
- ✓ Inhabitants of the territories

In the issues of mutual relations with the local communities the Bank acts in the directions below:

- ✓ Dialogue with the community regarding the Bank activity in the regions;
- ✓ Responsible financing;
- ✓ Sponsorship / Charity.



TERMS

The mainly used terms and interpretations

The interested parties are individuals, organizations or communities directly related to the Bank activity or indirectly connected to its activity. The list of the interested parties of AccessBank within the frames of the present CSR strategy is specified in the page 7.

The mutual relations with the interested parties are the efforts of the bank in order to improve understanding of the interested parties' interests, expectations and apprehensions and their involvement to the process of taking decisions. The permanent and systematic mutual relations with the interested parties is the basement of CSR.

Non-financial accounting (CSR accounting) is systematic and regular expression of CSR is accounting. Non-financial accounting is developed upon certain rules allowing gain precise and accurate information regarding all aspects of the Bank activity both for the top-management and shareholders of the Bank and other interested parties.

Responsible financing is project financing considering (within the frames of traditional financial and economic analysis) the possible social and ecologic results of the project implementation for the interested parties and for the business strategy of the Bank.