

THE RIGHT BUSINESS IS GOOD BUSINESS

Standard Bank is committed to being more than a provider of financial products and services. We strive to be a catalyst for inclusive economic growth in our countries of operation and are passionate about making life better for fellow Africans, by doing the right business the right way.

We believe that the sustainability of our business requires us to measure our success against more than just our share price, or the return on equity achieved for our shareholders. Our sustainability and competitiveness are inextricably linked to the prosperity and wellbeing of the societies in which we operate. Our success depends on our ability to contribute to this prosperity and wellbeing through our core business activities.

This approach depends on us having a good understanding of our diverse stakeholders, their needs, their expectations of us, and how well, or poorly, we're delivering against those expectations. It depends on us understanding the direct and indirect social, economic and environmental impacts of every project or deal in which we get involved in, the impacts on marginalised communities and on future generations. We refer to our approach as conscious risk-taking.

We're continually learning from our customers and clients, our employees, our regulators, activists and civil society organisations and others. And we're putting this learning into action, to give real substance to the concept of shared value, to being a responsible business, and living our values. We're finding ways to deliver financial products and services across Africa in a manner that positively addresses some of the critical social, economic, and environmental challenges confronting our continent.

One example is the Feenix Trust, a crowd-funding initiative which allows individuals and enterprises to donate money directly to universities, to help students complete their stud-

ies. In the two months since Feenix was launched, almost R1.4 million has been raised and 29 students have been fully funded. It's part of the bank's multifaceted strategy to develop meaningful, practical and sustainable ways to help the youth access quality education, improving employability and self-employability, and contributing to South Africa's economic growth. Another example is Flexipay, our digital banking offering in Uganda, which allows safe, secure and affordable online payments of school fees, enabling parents to avoid the long queues that form in bank halls at the start of each term.

These examples show how we're making a positive difference through our core business, rather than through charitable initiatives. We identify real needs, and find commercially viable ways to meet them. In doing so, we fulfil our corporate purpose, to drive economic growth on this continent we call home.



Wendy Dobson is the Head of Group Policy, Advocacy and Sustainability at Standard Bank