

# VISION, MISSION & CORPORATE CULTURE

2003-2005

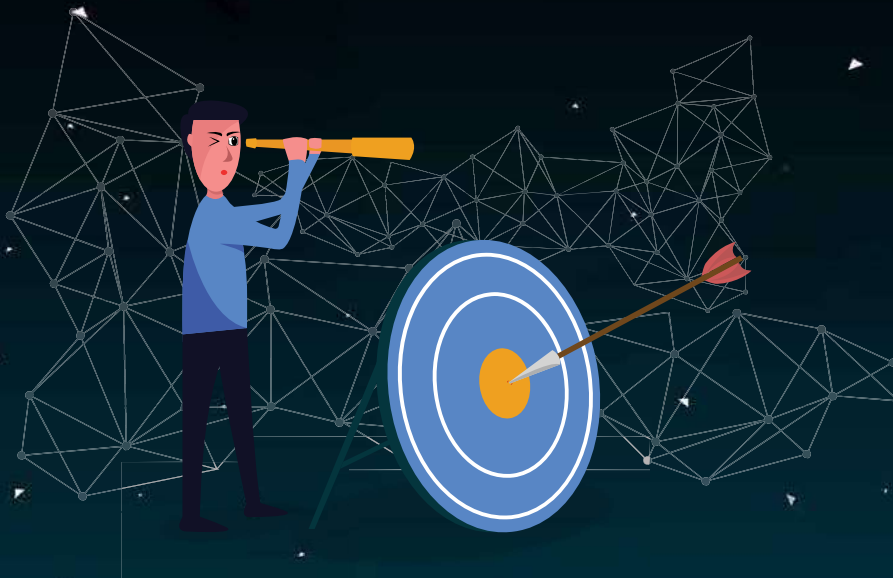
Domestic Power House  
Regional Champion  
Bank

2005-2009

► Dominant  
Multi Specialist  
Regional Champion  
Bank

2010-2014

Indonesia's  
Most Admired  
and Progressive  
Financial Institution



## VISION

## To Be Your Preferred Financial Partner

With the purpose of the Spirit of Prospering the Country, Bank Mandiri's long-term vision for 2020 - 2024 is "To be your preferred financial partner" with the following description of the vision:

- a. Commitment to building long-term relationships based on trust with both business and individual customers. Bank Mandiri served all customers with international service standards by providing innovative financial solutions. Bank Mandiri wants to be known for its best performance, human resources and teamwork.
- b. Taking an active role in driving Indonesia's long-term growth and always produce consistently high returns for shareholders.

## VISION, MISSION & CORPORATE CULTURE

2015-2020

Corporate Plan  
The Best Bank in  
ASEAN by 2020

2016-2020

Corporate Plan  
Restart  
Indonesia's Best,  
ASEAN's Prominent

2020-2024

To Be Your  
Preferred Financial  
Partner

# MISSION

To Provide Reliable and  
Simple Digital Banking  
Solutions that Became  
a Part of Customer Life



To support the vision, Bank Mandiri's mission had also been established, which was to Provide Reliable and Simple Digital Banking Solutions that Became a Part of Customer Life - "Seamlessly integrate our financial products and services into our costumers' lives by delivering simple, fast digital banking solutions" with the description as follows:

- a. Oriented to meeting market needs
  1. Prioritizing the interests of customers by providing the best service by building a professional and friendly attitude
  2. Providing one stop financial solution services to customers through synergies with Subsidiaries.
  3. Offering competitive and guaranteed products and focus on product development and digital banking networks to accommodate customer needs.
- b. Develop professional resources
  1. Recruiting, training and developing human resources based on their talents and abilities.
  2. Providing growth opportunities for all employees fairly and providing awards and promotions based on merit and dedication.
- c. Provide maximum benefits to stakeholders
  1. Providing maximum benefits to shareholders while still paying attention to the interests of other stakeholders.
  2. Ensuring sustainable growth and increase in profit.
- d. Implement open management
  1. Having a high work commitment and responsibility.
  2. Implementing open management and effective cooperation.
- e. Care for the interests of society and the environment  
Considering the interests of society and the environment in every decision making.



## Vision, Mission & Corporate Culture

### Review of Vision and Mission by the Board of Commissioners and Board of Directors

To ensure the conformity of the existing Vision and Mission of Bank Mandiri, the Bank periodically reviews its Vision and Mission. The Bank's vision and mission have been discussed and approved by the Board of Commissioners and Directors. The Bank's new vision and mission have been prepared in line with the preparation of Corporate Plan 2020-2024, which continues to prioritize the Bank Mandiri's purpose, namely "Spirit of Prosperity of the Country". The new vision and mission have been outlined in the Bank's Business Plan (RBB) 2020-2022.

## CORPORATE CULTURE

Bank Mandiri makes AKHLAK's Core Values as a fundamental aspect in human resource management as outlined through Human Capital strategies and initiatives to ensure the formation of Mandirian's character as a Strategic Business Leader who is AKHLAK and globally competitive, thereby making Bank Mandiri a talent factory creator, as part of Bank Mandiri's efforts to foster the role of SOEs as engines of economic growth and accelerators of social welfare.

As part of SOEs, Bank Mandiri has implemented AKHLAK's Core Values through cultural programs organized to shape the mindset and behaviour of each employee based on the application of AKHLAK Core Values (Trustworthy, Competent, Harmonious, Loyal, Adaptive, & Collaborative) in providing contribution through daily work behaviour. This is done to create a Resilient Mandirian character in realizing Bank Mandiri's Employee Value Proposition (EVP), namely Learning, Synergizing, Growing, and Contributing to Indonesia.

Employee Value Proposition (EVP) Bank Mandiri:

#### 1. Learn

Provide understanding to acquire/strengthen differed new knowledge, behaviours, skills or values.

#### 2. Synergy

Provide understanding to work together and collaborate for the benefit of the company for the achievement of the Vision and Mission.

#### 3. Grow

Provide understanding to develop personally and professionally.

#### 4. Contribute to Indonesia

Provide understanding to have a contribution and contribution, as well as provide meaning and benefits for Indonesia.

## Vision, Mission &amp; Corporate Culture

Since 2020, every State-Owned Enterprise (SOE) is required to implement the main values called AKHLAK, in accordance with the Circular of the Minister of SOEs No. SE 7/MB/07/2020 dated 1 July 2020 concerning the Core Values of Human Resources of State-Owned Enterprises.

