

Awards in 2016



Best Russian bank

according to the Banker magazine



The Banker Awards 2016



The Contact Center of Sberbank received top awards in the five categories of Crystal Headset, a contest held by the Call Center Guru community of professionals, including for

“Best Personnel Training”

“Best Sales Team”

“Best Training Team”

“Best Contact Center for Employment”

“Manager of the Year”



“Best in Mobile Banking”

“Best Bill Payment & Presentment”

“Best Information Security Initiatives”

“Best SMS/Text Banking”

according to Global Finance magazine

» To learn more about IT-developments of Sberbank please go to page 175



Sberbank Online received the Runet Award

for the Best Mobile App



The Banking Sphere Award

for Positive User Experience: Mobile Banking Apps and Information Security

» To learn more about information security of Sberbank please go to page 69



The program “Spasibo from Sberbank” was awarded the Grand Prix award as

The Leader of Loyalty Marketing in Russia at the Loyalty Marketing Forum 2016

» For more details on loyalty program “Spasibo from Sberbank” see pages 53



For the second time, Sberbank was awarded the Consumer Rights and Service Quality prize for
“The Most Client-Oriented Bank in Russia”

» For more information on clientcentric service model see pages 10



Best bank in the Russian private banking segment

according to Global Finance magazine

Ranked No. 1 in the Russian private banking industry

according to Forbes magazine



Sberbank was recognized at CIPR Inside Awards 2016 for the quality of its internal communications. The Bank was awarded for
“the Best Example of Employee Engagement”

» For more information on corporate culture and personnel development see pages 144



The Fraud-Monitoring Project of Sberbank for remote retail channels won the 2016 open contest for

“Best Project of the Year”



Sberbank won the Distribution & Marketing Innovation Award 2016

for Salesforce Change Management for the implementation of its Smart Management System.



Sberbank was assigned the National Corporate Governance Rating for

8

“The Best Practice of Corporate Governance”

» For more details on Corporate governance in Sberbank see pages 87