

The Strategy and Its Implementation

Mission

We give people confidence and reliability, we make their life better by helping realize their hopes and dreams.

The year 2016 was a landmark for Sberbank—the bank celebrated its 175th anniversary. Since its establishment, Sberbank concentrated on forming a trust-based and stable relationship with clients that is reflected in its Mission and Values.

Values

I am a leader	We are a team	Everything for the client
Responsibility I take responsibility for my actions and for what is happening around me.	Support We gladly help each other working to achieve a common goal.	Client focus All our activities are built around clients and are in their interests.
Honesty We are honest with each other and with our clients.	Development We help our colleagues grow and develop.	Expectations We exceed client expectations.
Perfection We continuously develop and improve ourselves, the bank, and our environment.	Trust We are open and trust our colleagues	Happiness We aim to surprise and delight clients with the quality of our services and attitude.



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In every work, respect is of importance, I say what's more important is – love. Love for your clients, team, and colleagues. An attentive, sensitive attitude and ability to support and share positive emotions—that is the basis of our wins.

Herman Gref

CEO, Chairman of the Executive Board

Sberbank is the main bank of the country that determines unprecedented requirements for us as a financial institution: we are an indicator of the health and stability of Russia's financial system. Sberbank is a partner for the vast majority of citizens (over 83 mln) and companies of Russia (1.8 mln).

The bank forms trust-based and responsible relations not only with clients but also with other stakeholders: the state, shareholders, employees, and partners. This is a top priority and is reflected in Sberbank's policy in the area of corporate and social responsibility corresponding to ISO 26000 and aimed at management of relations with stakeholders and harmonization of Sberbank's effect on the national economy, social sphere, and ecology.

In 2016, the half way point of Sberbank's Development Strategy for 2014–2018 was passed (the “Strategy”). Despite the unprecedented turbulence in 2015, the business model and all key systems have successfully passed the stability test. In 2016, Sberbank returned to the path of successful implementation of the Strategy and ranked among the most successful banks in the world.