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## STRATEGY

- 1.1. Mission and vision
- 1.2. Strategic pillars
- 1.3. Main indicators



# 1.1. Mission and vision



## Mission

To be a **benchmark** institution in Angola, respected in the World, that stands out for Customer's experience, excellence in **transformation** of Lives, **multiplication** of Customers' Assets, committed to its **Ecosystem**, today and in the future.

## PHIT 2.4 vision

To be the Bank that best leverages **Talent, Innovation, and Information**, to serve Customers with excellence, maximizing the value generated for **Society**.



### PARTNERSHIPS' ECOSYSTEM

Benchmark partner in the investment to and from Angola



### ESG

ATLANTICO, blue with a green approach



### TALENT

An organisation that leverages Talent



### CUSTOMER'S PRIMACY

Best bank in Customer's experience



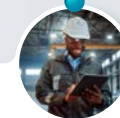
### DIGITAL INNOVATION

Leader in digital transformation



### INFORMATION

An information-based organisation



### INDUSTRIALISATION

Serving on a larger scale with a focus on the Customer and profitability



### RESILIENCE

A solid financial structure and a risk culture

## 1.2. Strategic pillars



### TALENT

#### An organisation that leverages Talent

- Talent development model based on the assessment of acquired knowledge and productivity
- Career development model leveraged by a mentoring programme
- Programme of initiatives that enhance the Talent experience



### INFORMATION

#### An information-based organisation

- Development of skills and tools for advanced data analysis
- Constant knowledge of the Customer and his needs



### COSTUMER'S PRIMACY

#### Best Bank in the Customer's Experience

- Renewed ambition to be the Bank that offers the best experiences to its Customers
- Commitment to Talent development, digital transformation, data analysis and industrialised processes to raise Customer satisfaction



### INDUSTRIALISATION

#### Serving on a larger scale with a focus on the Customer and profitability

- Business model based on industrialised and scalable processes and alternative channels
- Increase the base of Active Customers



### DIGITAL INNOVATION

#### Leader in digital transformation

- Continue to pioneer digital innovation in Angola
- Massify the use of digital channels and processes



### RESILIENCE

#### A solid financial structure and a risk culture

- Balance sheet with liquidity and value generator
- Strengthening a culture of proactive risk management
- Focus on cyber risk mitigation



# 1.3. Main indicators

