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STRATEGY

- 1.1. Mission, Vision and Values
- 1.2. Foundation, Strategic Pillars and Focus
- 1.3. Main indicators



1.1.

Mission, Vision and Values

MISSION

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



PARTNERSHIP'S ECOSYSTEM
 Extend our value chain with strong partnerships



ESG
 An institution that seeks to generate impact in everything it does



PHIT 2.4 VISION

To leverage **Talent, Innovation, and Information**, to serve Customers with excellence, maximizing the value generated for **Society**.



TALENT
 An organisation that recognises and leverages Talent



CUSTOMER'S PRIMACY
 Provide an excellent Customer experience



DIGITAL INNOVATION
 Efficient use of innovation to better serve Customers and Talents



DATA AND AI
 An organisation based on information and extracting its value



SCALABILITY
 Serve at scale with a focus on the Customer and profitability



RESILIENCE
 A solid financial structure and a risk culture

OUR VALUES FOR LIFE



PEOPLE DEVELOPMENT
 "People are ATLANTICO's Greatest Asset"



INNOVATION
 "Thinking Different, Simple and Digital, anticipating the future"



CUSTOMER DRIVEN
 "Think, Live and Feel the Customer"



AGILITY
 "Harmony of skills in delivering value"



EFFICIENCY AND ACCURACY
 "With responsibility, we create more value"

1.2.

Foundation, Strategic Pillars and Focus

OUR FOUNDATION

OUR STRATEGIC PILLARS

OUR FOCUS



TALENT

An organisation that recognises and leverages Talent

- People as ATLANTICO’s main asset
- 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



DIGITAL INNOVATION

Efficient use of innovation to better serve Customers and Talents

- Promote digital innovation in Angola, putting it at the service of Customers and Talents
- Massify the use of digital channels and processes



DATA AND AI

An organisation based on the information and extracting its value

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



SCALABILITY

Serve at scale with a focus on the Customer and profitability

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



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



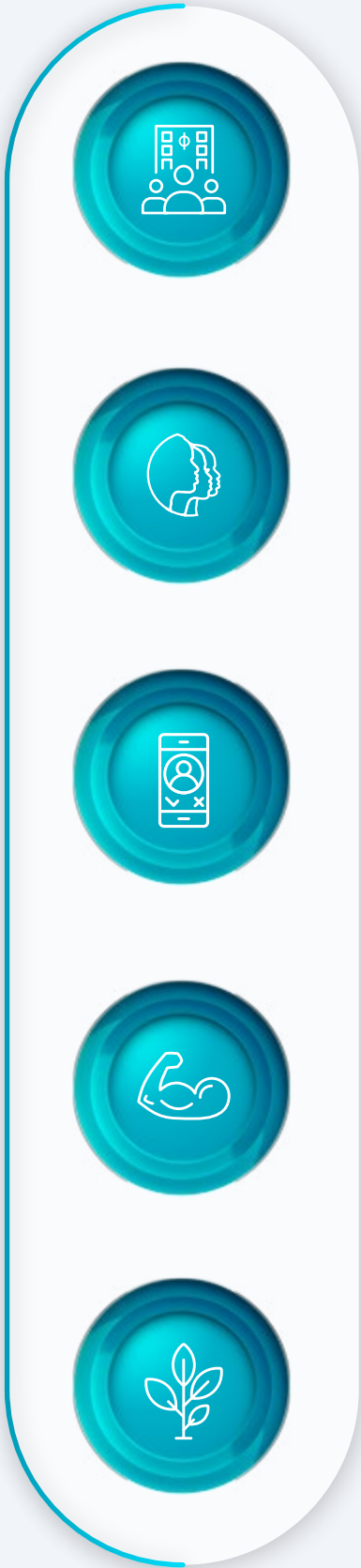
CUSTOMER’S PRIMACY

Provide an excellent Customer experience

- Obstinate with the Client and the experience we provide, as the ultimate goal of all our activity
- Commitment to Talent development, digital transformation, data analysis and scalable processes to raise Customer satisfaction

1.3.

Main indicators



	Talent, our main Asset	1,496 Talents	93% Retention of high potential Talents	56% Career development
	Customers with value	3.1 million Customers	Digital personalised management + 25 thousand Prestige Digital Customers	0.2 Complaints per 1,000 Customers
	Using innovation to better serve	3,854 Customer service centres 95 Branches (68% in 24/7) 51 Customer management centres 3,708 Banking Agents' points of sale	32% digital active Customers 1.9 million digital channels users + 661 thousand mobile account openings 1.3 million *400# Agiliza users	Core processes 62% digital 53% self-banking
	Resilience	Net Profit AOA 9.1 billion	Operating costs on total assets 2.7%	Own Funds AOA 212 billion Regulatory Solvency Ratio 18,4%
	ESG	63% Core paperless processes	+ 52 thousand Impacted lives + 654 thousand Customers financial inclusion	27 Opportunities to improve the internal control report

