

Stakeholders

Our stakeholders are the individuals and organisations we interact with on a continuous basis. They are influenced by our activities as a Bank, an investor, an employer or a business partner and their actions can have an effect on our business. Our adherence to the seven core values enables us to build healthy, sustainable relationships with them.

Stakeholder Engagement

Engagement is at the core of all decision making processes at DFCC Bank, as dynamic relationships with our stakeholders are imperative for success. We proactively engage with our stakeholders through regular communications, in line with our commitment towards responsible and sustainable value creation. The method and frequency of engagement and the nature of aspects to be addressed varies depending on the stakeholder group. These aspects are summarised below.

Investors

Banking is a capital-intensive business. Our investors, through the provision of equity and debt capital, ensure the expansion and growth of our organisation. In return, we work diligently to offer them optimal returns on their investments through sustained and profitable growth.

The Board-approved Corporate Communications Policy ensures that information pertaining to the financial performance and progress of the Bank is made available to shareholders through the Colombo Stock Exchange (CSE). Information is also communicated through the Annual Report, press and media releases and the Bank's website, providing context to and insights on the Bank's value creation process. Thus, investors are fully equipped to make sound decisions about any investments in the Bank.

Primary modes of communicating with investors include annual reports, the Annual General Meeting, the corporate website, stock exchange announcements, press conferences, media releases, the investor relations hotline, meetings and teleconferences. Key issues that are debated through these channels include Board governance, sustainable performance, and initiatives to improve shareholder returns.

Customers

They are the source of our earnings, and hence our existence. We present them with a comprehensive portfolio of financial products and services to meet their diverse needs.

We take into consideration the primary interests and concerns of our customers when formulating our products and services, terms and conditions, tariffs, service standards and financial advice. We mainly engage with them through front-line staff, relationship managers, advertising and promotion, media releases, branch personnel, the corporate website and social media platforms, alternate channels, the call centre, surveys and other automated services.

We utilise all insights gathered to further enhance our performance, deliver exceptional services and strengthen our relationships.

Employees

They are the pillars of our organisation and form the very essence of our competitive advantage. It is their drive, contribution and dedication that power our performance and sustainability. In turn, we ensure that they are fostered, inspired and rewarded for their efforts.

The Bank possesses an internal Code of Conduct for its employees, which is hosted on the internal web portal and is accessible to all. This sets out in detail all business ethics, in relation to avoidance of conflicts of interest, insider dealings, unfair business practices and the confidentiality of sensitive information.

All employees are guided by the Bank's core values (see Institutional Capital, page 44). We also have in place a Whistleblowing Policy to encourage employees to communicate legitimate concerns if they observe any illegal or unethical practices.

A Board-approved Grievance Handling Policy and Procedure is in place to maintain sound employee relations and a fair, successful and productive environment at the workplace.

The main modes of employee engagement are via meetings, performance reviews, the human resource intranet portal, email bulletins, the weekly newsletter, training workshops and seminars, special events, employee surveys, the suggestion box and grievance procedures.

Business Partners

It is the support and participation of our business partners that assist us in our efforts to create sustainable value. Our key business partners include institutions that provide lines of credit (to manage or to on-lend) and vendors that provide goods and services required for business operations. These stakeholders are an important constituent of our value chain and share complementary business goals.

The primary topics of interest with international financiers hinge on sourcing of funds, the progress of programmes financed, social and environmental management practices, compliance, overall health of the Bank as well as new developments and opportunities. Our engagement includes electronic exchanges of information, teleconferences, participation in review missions and the like. We have put in place a Board-approved Procurement Policy and our discussions with suppliers are mainly on quality, reliability and price while we seek mutually rewarding long-term relationships.

Regulators

Regulators protect and enhance the country's financial system ensuring its stability. Through rules and regulations they inter alia provide consumer protection, combat financial crime and create market confidence which benefits all. We reciprocate accordingly by conducting our business in an ethical, transparent and responsible manner while complying with all applicable legal and regulatory requirements.

We engage with regulators bilaterally as well as part of industry bodies through the timely submission of prescribed reports and returns, participation in meetings, forums, task forces and conferences as well as through media releases and the corporate website. The main topics discussed cover compliance with regulations, business operations, financial information pertaining to the Bank, voluntary guidelines and best practices, new legal and regulatory developments, financial inclusion and matters affecting the financial sector.

Society and Environment

The communities in which we operate are a source of customers and employees. They also effectively hold our licence to operate. We strive to understand their perceptions and expectations of us, and tailor our operations and CSR activities accordingly to foster mutually beneficial partnerships.

We mainly engage with local communities through our network of branches and public events. Local communities are further supported through volunteer efforts and CSR activities that cover entrepreneurial development, education, environment conservation, emergency relief as well as through sponsorship of deserving causes.

In addition, we engage with the media through meetings, press conferences, press releases and our corporate website.

External Initiatives

DFCC Bank is a member of several associations and organisations, and our staff actively participate in activities coordinated by these institutions. Industry associations and organisations that DFCC Bank has obtained membership in or established affiliations with are listed on page 72 under Business Partner Capital.