

Vision, Mission, Values, Code of Business Conduct, Strategic Objectives, Business and Financial Highlights

Vision

We believe society needs a fair and equitable financial system; one which rewards effort and contributes to the development of the community.

Mission

To meet the financial needs of communities across the world by conducting business ethically, in accordance with our beliefs, practicing the highest professional standards and sharing the mutual benefits with the customers, staff and shareholders who participate in our business success.

Values

Partnership

Our shared beliefs create strong bonds that form the basis of long-term relationships with customers and staff;

Driven

We have the energy and perseverance it takes to make an impact in our customers' lives and for the greater good of society;

Neighbourly

We value and respect the communities we serve. Our doors are always open; our customers always experience a warm-hearted, hospitable welcome and accommodating service;

Peace-of-mind

Our customers can rest assured that their financial interests are being managed by us to the highest ethical standards;

Social contribution

By banking with us, our customers make a positive contribution to a better society; their growth and our growth will benefit the world around us.

Code of Business Conduct

Al Baraka Bank has in place a Code of Business Conduct which gives effect to the business culture of the financial institution and the actions of its employees.

Principles contained in the Code of Business Conduct include:

- Reflecting the Islamic economic system and complying with Shariah requirements in all activities undertaken by the bank;
- Conducting its affairs with integrity, sincerity and accountability, whilst displaying the highest moral standards;
- Achieving customer service excellence as a way of life in a pro-active and dedicated way;
- Displaying the highest levels of customer confidentiality at all times;
- Creating opportunities for the commitment, loyalty and growth of staff;
- Conforming with International Financial Reporting Standards and to the Accounting and Auditing Organisation for Islamic Financial Institutions

Standards, as well as complying with all laws and regulations;

- Addressing all instances of commercial crime by adopting a policy of zero tolerance against offenders;
- Avoiding being compromised by conflicts of interest; and
- Instilling in staff a discipline of avoiding private business relationships with customers and suppliers.

Strategic Objectives, Business and Financial Highlights

Primary strategic objectives

- To increase returns to shareholders;
- The promotion of customer service excellence;
- The development of innovative products; and
- The utilisation of enhanced technology.

Business highlights

- Launch of a project to migrate our magstripe debit cards to chip-enabled cards, thus conforming to global Europay, MasterCard and Visa (EMV) standards;
- Launch of a Business Process Re-engineering (BPR) project to improve the bank's overall operational efficiency; and
- Drive to constantly improve customer service levels, through the development of innovative Shariah-compliant banking products and financial services.

Financial highlights

- Profit after taxation increased by 14,6% to R29,0 million;
- Total assets exceeded R4,4 billion;
- Total deposits of R3,9 billion;
- Gross advances to customers increased by R359,3 million; and
- Shareholders' equity of R381,0 million.

Al Baraka Bank ... Living the Partnership Ideal

Our success and that of our customers is closely entwined.

We are deeply committed, as 'your partner bank' to forming long-term relationships with our clients; partnerships in which both parties together achieve common goals, so realising infinitely more than would otherwise be possible.

We are intent on taking the time to become acquainted with our clients, to understand their personal needs and to offer tailored banking solutions to address those needs.

We focus on capitalising on arising opportunities. Our reward is in contributing to the overall development of the people, businesses and communities we exist to serve.