Our Value Creation

OUR VALUE CREATION MODEL
Garanti BBVA seeks to have a positive impact on the lives of people, companies and as a whole the society through its activity. In this context, we focus on creating long-term value for all stakeholders with our responsible banking model.

We create value in various ways – by supporting economic growth via lending, creating job opportunities, providing a safe working environment and developing community investment programs. We also act as an agent for a social change. We take sector-leading programs. We also act as an agent for

Our business model utilizes these resources to execute the strategy.

Following the strategy execution, these inputs are transformed and yield results / values for stakeholders:

- Investments in Human Capital: We adopt a management policy that ensures equal opportunity and diversity, with the priority of building the best and most engaged team.
- Financial Value: We support economic growth and maximize the value we create for our stakeholders.
- Data and Technology: We provide customized and to the point solutions for our customers and improve operational efficiency.
- Customer Experience: We provide support to improve our customers’ financial health and deepen our relationship with them, via meeting their needs at the right time and at the right channel.
- Sustainability and Community Investments: We focus on managing the direct impact we have on natural resources and the social impact created as a result of our community investment programs and our impact through our business activities.

OUR STAKEHOLDERS
In line with its responsible banking model, Garanti BBVA is in regular contact with its stakeholders, listening to their ideas and moving forward with the focus of being an inclusive bank in every field. Continuous feedback from stakeholders not only enables the Bank to better understand stakeholder expectations and more accurately meet their needs, but also provides a great opportunity to identify risks and opportunities, and to define its priorities and strategy more comprehensively. Today, dialogue with stakeholders significantly influences the management of sustainability in companies.

Garanti BBVA grouped its stakeholders as those impacted by the Bank through its operations, products and services and those that have an impact on the Bank’s achievement of its goal. Based on this analysis, key stakeholders are determined as:

1. Customers,
2. Employees,
3. Shareholders and investors,
4. Government agencies & regulatory bodies,
5. Community

Non-governmental Organizations (NGOs) and international organizations, which monitor not just the public opinion but also the Bank’s activities and its contributions to the Sustainable Development Goals were taken into consideration as part of the society stakeholder.

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HUMAN CAPITAL

- 88,544 employees
- Hybrid working model
- A total of 6,448 trainings in various fields from personal awareness to technical training
- Investments to programs for employee happiness
- Diversity policies

FINANCIAL CAPITAL

- Consolidated Asset size 1 trillion 303 billion TL
- Business model focused on capital generation, dynamic balance sheet management
- Equity size 153 billion TL
- Data-driven and agile decision-making processes
- Investments in robotic process automation since 2019
- Experienced professionals in data science, teams working with agile discipline

DIGITAL AND INTELLECTUAL CAPITAL

- Integration of artificial intelligence and machine learning systems
- Continuous investment in technology since the early 90’s
- Investments in various fields from personal awareness to technical training
- Experienced professionals in data science, teams working with agile discipline

RELATIONSHIP CAPITAL

- The first customer satisfaction channel serving 24/7 via social media: “Ask Garanti BBVA”
- Turkey’s first artificial intelligence powered smart assistant UGI
- Uninterrupted customer experience through all channels with an integrated channel strategy
- 5,450 ATMs
- 100% coverage with 829 domestic branches
- Root cause analysis to reduce customer dissatisfaction

NATURAL AND SOCIAL CAPITAL

- TL 150 billion commitment until 2025 in line with the sustainable finance targets of the BBVA Group
- Active membership in 52 working groups and 29 initiatives
- Studies focused on combating the climate crisis and inclusive growth for 10 years
- The first signatory of the United Nations Net Zero Banking Association from Turkey
- Adding the sustainable finance target to the premium criteria of employees at all levels
- Coal exit commitment
| INVESTMENTS IN HUMAN CAPITAL | • According to the employee engagement survey results, 2022 engagement score is 4.30/5  • Training hours per employee: 42.17  • Women make up 40% of middle and senior management  • In line with the diversity target of the Board of Directors, it is aimed that female managers will represent 25% of the Board of Directors by the end of 2025. |
| FINANCIAL VALUE | • 974 billion TL contribution to the economy with cash and non-cash loans  • Return on Equity: 51%  • Leader among private banks: in TL loans and TL deposits  • Capital adequacy ratio of 16.8% (without BRSAS forbearance) well above regulatory requirements  • 17 billion 425 million TL tax payment in 2022 (24% effective tax rate)  |
| DATA AND TECHNOLOGY | • Smart assistants answer an average of over 2 million questions from customers per month  • Garanti BBVA Mobile’s rate of understanding the smart assistant correctly and providing accurate guidance is 90%  • Number of processes developed with Robotic Process Automation: 93  • 115 new machine learnings  • 97.6% of non-cash financial transactions are via digital channels  |
| CUSTOMER EXPERIENCE | • 23.2 million customers  • 82.3% of customers are served in 30 seconds or less  • Leader with 13.4 million digital customers, sales from digital channels make up 86% of total sales  • Net Promoter Score for SME, Commercial, Mobile Banking #1, for Consumer Banking #2  • Unrivaled leadership in payment systems - Highest number of credit card customers and acquiring & issuing volumes |
| SUSTAINABILITY AND COMMUNITY INVESTMENTS | • Carbon neutral bank since 2020  • Our contribution to sustainable finance commitment is > 40 billion TL (2018-2022)  • With the renewable energy used in its branches and buildings, 43,879 tCO2e carbon emissions, which is equivalent to the amount of greenhouse gas that approximately 2.7 million trees can reduce, were prevented.  • Contribution to 17 SDGs and 70 target  • Financing provided to Community Investment Programs: 71.7 million TL  |