

# PEOPLE ORIENTED BANKING

LOVE OF  
MANKIND

PROFESSIONALISM

INTEGRITY

INITIATIVE

COMMITMENT

Discount Bank has made the vision of **People-Oriented Banking** its goal. We believe that our mission is to combine a people-oriented approach with professionalism and we are directing our activities to this end. The assignment we have set ourselves is to take the lead in the personal, people-oriented and professional service experience for our customers. An experience that is based on listening to and understanding our customer's needs, creates clear and innovative solutions and is measured according to customer satisfaction, internally and externally.

As an integral part of realizing our People Oriented Banking vision, an ethical conduct code has been drawn up for our Discounters, the "**Discount Code of Ethics**", a Code that portrays the figure of the banker with the heart and soul.

The Code is based on five core values that characterize us is analogous to an organizational compass, whose purpose is to assist us in attaining the highest ethical standards that are shared by us all. These values set the future path of the Bank and each and every one of us has a part to play in molding its image and in realizing the Bank's vision.

**Love of Mankind and Integrity** - Indicative of our people-oriented image.

**Initiative and Professionalism** - Emphasizing the creativity, innovativeness and the constant improvement in our business operations, while providing our customers with a superlative service experience.

**Commitment** - Approaches us as partners in an organization that takes upon itself to lead the People-Oriented Banking and calls on us to aspire to personal and organizational excellence in all fields.

The rules of conduct in the Code, in light of which our professional and business activities shall be conducted, reflect our actual values and illustrate how these are expressed in our daily lives, in our relationships with customers, suppliers, colleagues, competitors, authorities, shareholders, and the community within which we operate.

The “**Discount Code of Ethics**” applies to all the Bank’s employees, at all positions or ranks. The Code was drafted by a panel of Bank employees, assisted by professional consultants specializing in ethics, and at present is undergoing discussions of the employees’ union with the Bank’s Management. The Code does not supersede the laws, regulations, rules and procedures applying to us, as individual and as a Bank, nor does it make the Labor Charter or the existing work agreements redundant; instead, it serves as an additional and complementary ethical pillar.

Each and every one of us is personally responsible for adhering to our core values and the rules of conduct, for basing our professional conduct on these and for serving as a personal example. In this manner, we will be preserving and strengthening our status as an ethical organization and as a people-oriented, professional Bank.

We aspire to be a leading Bank in ethical reputation. Ethical conduct, as a way of life will form the basis for realizing this aspiration and for creating a firm ethical culture. Following are the main points of the “**Discount Code of Ethics**”.

## **LOVE OF MANKIND**

**Acknowledgment of humanity, tolerance and attentiveness as principles expressing mutual esteem and respect in interpersonal relations.**

The love of mankind itself is expressed both through our putting the customer at the center of our activity, and in our relations with colleagues at work and in the importance that we attach to activity in aid of the community of which we are part.

## **PROFESSIONALISM**

**Professional qualifications, know-how and experience based on a constant process of learning and improvement.**

As leaders of banking, combined with people-orientation, we nurture qualifications and know-how in the best possible manner, strive for excellence and adopt principled rules of conduct as an integral part of professionalism.

## **INTEGRITY**

**Personal honesty, integrity, incorruptibility and acting in the light of principles of fairness, reliability and transparency.**

Integrity reflects the human quality of the professional, and as a financial institution, we are committed to it in our relations with our external and internal customers, in order to be worthy of their trust and to provide them with the service they expect.

## **INITIATIVE**

**Being alert to a new activity that attains its goals and realizes targets.**

Constant initiative, both organizational and personal, is one of the cornerstones of a business organization in modern times, which operates in a competitive, dynamic and changing environment. Showing initiative in service, being open to change and having the courage to create innovations in all areas of activity, are what guides and differentiate us from our competitors, and cause our customers to choose us as their bankers.

## **COMMITMENT**

**Identifying with the path, its objectives and its adoption as a way of life.**

Our belonging to the "Discounters family" expresses our commitment to act toward the realization of the Bank's values and its "People-Oriented Banking" vision. Our commitment is reflected in our involvement and concern and in accepting personal and shared responsibility for our collective success.