



**BENDURA BANK**  
BENDURA BANK AG - LIECHTENSTEIN

# **BENDURA BANK AG**

## **PURPOSE STATEMENT**

### **BENDURA BANK AG**

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**DISCOVERING TRUE VALUES**

## 1 PURPOSE

This Purpose Statement encompassed BENDURA BANK AG's ethical principles and is in keeping with our Code of Conduct. In our understanding ensuring integrity throughout the entire scope of our entrepreneurial activity is a must to achieve long-term success.

Our basic principles determine everything we do, from our strategic decisions to our routine interactions with clients and colleagues:

- Observing our duty of care and privacy
- Preserving our reputation
- Reliability through responsible action
- Integrity by acting in accordance with ethical principles
- Fairness in regard to our competitors
- Commitment to advancing the banking and financial business
- Innovation for the purpose of increasing the attractiveness, competitive ability and professionalism of banking
- Motivation, specialised technical expertise, loyalty and integrity of our employees
- Transparency in communication to avoid conflicts of interest
- Solidarity by assuming social responsibility

## 2 MISSION STATEMENT

We are committed to a long-term vision and a responsible approach, leveraging our unique expertise, business capabilities and insights to unlock new opportunities for our clients. Furthermore, our extensive network helps seize business opportunities in international markets.

Our aim is to inspire clients by providing high-quality banking services and by increasing our recognition and client loyalty in the process. Achieving this goal means maintaining and strengthening client proximity and trust in our bank.

Among this, we cherish our employees and foster young professionals pursuing a successful banking career in an international and dynamic environment – thus, we deem our employees as the core asset for successful business endeavours. Despite the highly competitive environment, a fair work-life balance is among the bank's top priorities in order to protect its staff while at the same time increasing its retention rate.

To act in accordance with the law is of utmost importance to us and we expect the same from our partners. We maintain open, productive and cooperative relationships with all authorities and cooperate fully in the event of regulatory investigations, questions or audits.

### **3 SUSTAINABILITY**

Our bank has attached great importance to the topic of sustainability since its founding. We have dedicated ourselves to protecting the environment and conserving the resources. Environmental management ensures compliance with the law and sets high standards likewise. We have formalised our values, which we practice every day based on environmental, social and governance issues.

ESG is an integral part of our investment and advisory processes, therefore, our clients have the option of giving sustainability criteria the highest possible priority within the investment strategy.

Our bank is committed to shared responsibility for general public concerns. Sustainable governance is part of our corporate framework and is reflected not least in the high ownership rate of the senior management team.

We enable progress and growth for our stakeholders and are ambitious to create a better world for communities, clients, employees, investors and the planet we all live in.

March 8, 2021

The Purpose Statement will be revised on a regular basis and updated as necessary.  
Discover more on our website: [www.bendura.li](http://www.bendura.li)