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# Corporate Social Responsibility Report **2019**



# OmaSp's Corporate Social Responsibility Report (Unaudited)

## Sustainability

Sustainability is one of the basic pillars of our strategy. It is at the heart of our business and an important part of our future operations. This is Oma Savings Bank's first Corporate Social Responsibility (CSR) Report, describing the most important social, environmental and economic impacts of the company's operations.

Our CSR efforts are based on our company's values, Code of Conduct, stakeholder expectations and megatrends that affect our operations. Based on these, we have defined four key sustainability themes for the company: we are local and close to the customer, we take care of our personnel, we promote collective well-being and we contribute to sustainable development.

As part of the CSR reporting process, we have drawn up sustainability targets for 2019–2023. We will use the annual CSR Report to monitor the implementation of the targets. In addition, we have made a commitment to support the UN's 17 Sustainable Development Goals. Our aim is to include five of the targets that have the greatest impact on our operations in OmaSp's management, strategy and day-to-day operations.

### Our bank operates broadly

**throughout Finland,** and our history

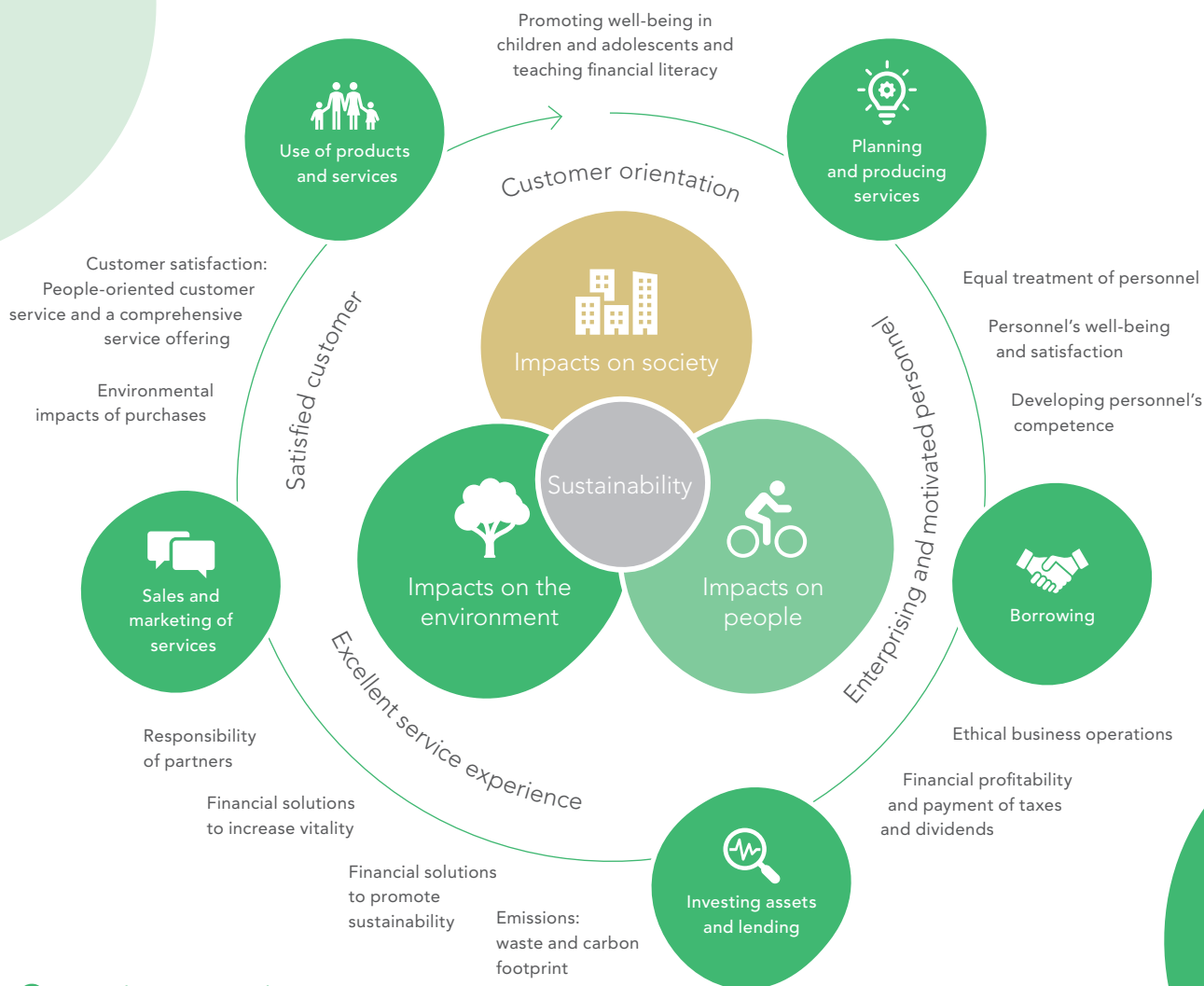
dates back more than 140 years.

We offer comprehensive banking services in various parts of Finland and via several digital service channels.

We have approximately 300 motivated and enterprising experts serving 140,000 private and corporate customers.

In 2018, we were listed on the Helsinki Stock Exchange's main market listing.

A significant proportion of our personnel are also the company's owners.



## Starting points for sustainability efforts

### Value chain and operating environment

Sustainability in the financial sector means complying with the common practices, laws, regulations and sustainable development principles that govern the sector. The idea is to bear responsibility for economic and social stability, as well as for the climate and the environment.

The financial sector has played an important role in building well-being in Finland. It guarantees a stable society and basic security for citizens. At OmaSp, we also have an impact on society, people and the environment, both directly and indirectly. We have identified these impacts, and we take them into account in every stage of our value chain.

We contribute to producing direct basic services and opportunities for citizens, companies and organisations. Our efforts have an impact both locally and nationwide. Promoting the financial literacy of young people is one of the financial sector's most important sustainability

themes – and it is for us, too. We also have a significant role in steering financing toward sustainable development targets.

At the heart of our strategy is satisfied customers. Our goal is to achieve the highest level of customer satisfaction in the sector, and we are getting there by being present in our customers' lives. Our efforts are boosted by our enterprising and motivated personnel. We know that when it comes to responsible and sustainable operations, taking stakeholders into account brings a considerable competitive advantage. That is why we are strongly committed to our customers, our personnel and our operating environment. We strive to take the interests of all our stakeholders into account in our operations. In this way, we are contributing to building an economically, socially and environmentally sustainable society.



## Megatrends affecting the operating environment

One challenge faced by the financial sector is the transformation of the operating environment; this includes, e.g., the aging of the population and the shift in working life. These transformations in the operating environment, i.e. global megatrends, are the main thrust of the development that is shaping the structures of societies and companies.

We are keeping a keen eye on changes in our operating environment. In order to respond to future challenges better, we have identified five global megatrends that significantly influence our operations. We take these megatrends into account in all stages of our value chain.

**Globalisation** links societies, economies and actors together. The political and economic situation has a major impact on the competitive playing field. International supervision and regulation is increasing, and the sector is expected to react quickly, adapt and display international service know-how. Active monitoring and forecasting of the political and economic situation are highlighted. The financial sector must reinforce solvency, the financial structure and liquidity in order to balance the economy.

**Technological development** is changing the financial sector in many ways. Customer behaviour is changing and new digital services are being introduced alongside traditional services. It is possible to compile and utilise large

volumes of data, which places demands on IT management and especially on information security.

The financial sector plays a central role in safeguarding well-being **in a demographic shift**, as general prosperity and the elderly population grow and urbanisation continues. As the elderly population grows, opportunities for personal service must be ensured. Services must take into account the aging of the users. The service offering also outside cities must be taken into account in order to ensure a good customer experience. It is important to promote the operations of vital growth centres by being present.

**The shift in working life** is also affecting the financial sector. In working life, workers of different ages and the different ways of working must be taken into account. The importance of personal competence development is growing. It is becoming increasingly difficult to secure the best talents, which means employers must stand out from the competition.

The scarcity of natural resources and **climate change** pose major challenges on a global scale. The financial sector is also expected to operate more transparently and sustainably. In addition, demand for financial solutions and products related to sustainable development is growing.

### First-rate service experience

- Personal and readily available service
- Broad network of branch offices
- Comprehensive digital service channels
- A pro-active approach

### Sustainability and customer orientation

- The company's CSR efforts are at the core
- Customer-oriented development of product and service offering

### Enterprising and motivated personnel

- We support career development through continuous development and training
- Varied and sustainable work
- A significant proportion of our personnel are owners of the bank

## Values and Code of Conduct

Our values and our Code of Conduct form the foundation for our sustainability efforts. Our values are **customer orientation, co-operation, reliability, expertise** and **results**. Our Code of Conduct is based on these values, and they describe the ethical foundation of our operating

rules and values and our sustainability. At the heart of our strategy is satisfied customers, which we aim to reach through a first-rate service experience, sustainable operations and customer orientation, not to mention with our enterprising and motivated personnel.

### Our Code of Conduct is based on our values



We look after the customer's interests



We are committed to confidentiality and the protection of privacy



We communicate openly



We require sustainability from our stakeholders



We comply with insider and trade regulations



We avoid conflicts of interest and identify them in advance



We do not give or receive bribes



We comply with good governance



Together we create a successful work community



## Stakeholder co-operation

Open dialogue with our stakeholders is important to us. We have identified six important stakeholder groups that we communicate with every day. Well-functioning stakeholder co-operation increases transparency and a common understanding about our operations and how

we develop them. We develop our operations in accordance with the perspectives and hopes of our stakeholders, and their expectations also serve as the starting point for our sustainability efforts.

Our owners and investors expect our operations to provide good shareholder value and to generate a sufficient return on investments. They also place importance on open and active dialogue and clear communication. Approximately 76% of Oma Savings Bank's shares belong to non-profit organisations. The largest individual owner is the savings bank foundation Etelä-Karjalan Säästöpankkisäätiö, with a roughly 35% stake. In 2018, we were listed on the Nasdaq Helsinki Oy stock exchange, thanks to which the bank now has more than 1,900 shareholders.

At the heart of the service offering are daily banking services intended for private and corporate customers. Customers expect from us good, continuous and personal service in all our service channels, as well as competitive products. Diverse service channels, good availability and confidentiality are considered important.



We engage in active dialogue with various authorities. The authorities expect us to comply with the legislation and requirements and to react to any changes.

We employ approximately 300 experts in different parts of Finland. Our personnel expect a stable and attractive workplace where they enjoy being at work. Our employees are highly enterprising people. Opportunities for personal development and to influence as well as an appreciation of expertise are considered important. Personnel also expects fair and equal treatment.

We collaborate with different co-operation partners, subcontractors and the media. Importance is placed on a safe partnership with shared values. The media, for its part, expects open communication and active dialogue.

# Sustainability programme

## Sustainability themes

OmaSp's sustainability programme is based on the company's values, Code of Conduct, stakeholder expectations and megatrends in the operating environment. Through these aspects, we have identified four sustainability themes that are important to us and which we have linked to our sustainability programme: we are local and close to the customer, we take care of our personnel, we promote collective well-being and contribute to sustainable development.



We are local and close to the customer

### People-oriented customer service

that is personal and readily available is important to us. We manage a broad network of offices and comprehensive digital service channels. **We regularly monitor customer satisfaction** and we actively listen to our customers and develop our product and service offering with a customer-oriented approach.



We take care of our personnel

We care about our employees, so **we diversely promote their well-being**. In addition, we promote and maintain the diversity of our work community, as well as varied work that entails responsibility. We consider a learning work community important, which is why we support the career development of our employees through continuous **competence development and training**. We regularly monitor personnel satisfaction.



We promote collective well-being

We are strongly committed to working on behalf of the well-being of Finnish society. **We actively promote and develop the vitality of local communities** by offering jobs outside urban areas and by financing local SMEs. The education and competence of Finns is especially important to us, **which is why we promote the well-being and financial literacy of children and adolescents**.



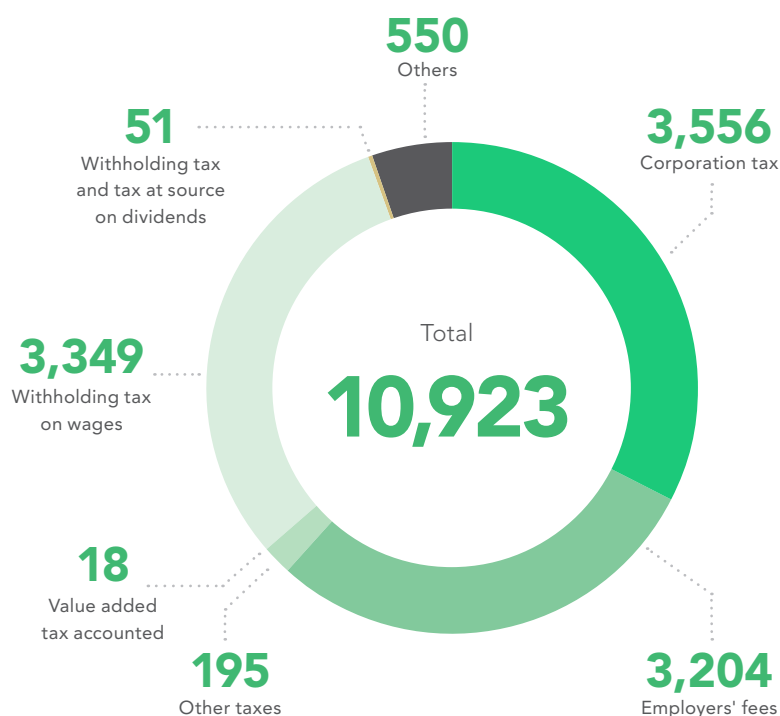
We contribute to sustainable development

The financial sector plays a major role in promoting sustainable development in society and globally. **We enable sustainable investments** in both new technology and services. Sustainable development is one of the guiding perspectives in our financing decisions. In terms of our operations, our goal is **to chart and minimise the emissions we generate**. In relation to that, we set targets for the years ahead.



# Responsibility reporting

Taxation footprint (1,000 euros)



Taxes payable (1,000 euros)	OmaSp
Corporation tax	3,556
Employers' fees	3,204
Other taxes	195

Taxes to be collected and accounted (1,000 euros)	
Value added tax accounted	18
Withholding tax on wages	3,349
Withholding tax and tax at source on dividends	51
Others	550
<b>Total</b>	<b>10,923</b>

Overall service satisfaction  
**4.3/5\***

\*OmaSp Parasta Palvelua survey 2/2020.

Satisfaction with the customer's own contact person  
**4.7/5\***

\*OmaSp Parasta Palvelua survey 2/2020.

We are local and close to the customer



Oma Savings Bank's extensive management and expert training programme, **OmaSp Master**, started in May 2019 together with the University of Tampere.

A significant part of the employees are owners.

**53%**

Days of training /employee  
**2.2**  
days



We take care of our personnel

Employee satisfaction

**4.3/5\***

\*Satisfaction with the company as a whole Personnel survey 2/2020



## OmaSp's Sustainability targets

We have defined targets for each of our sustainability themes for 2019–2023. We will use the annual CSR Report to monitor the implementation of the targets.

Sustainability theme	Sustainability aspect	Targets for 2019–2023
 <p>We are local and close to the customer</p>	<p>People-oriented customer service</p> <p>Customer satisfaction</p>	<ul style="list-style-type: none"> <li>• We operate openly and are easily available</li> <li>• We know our customers personally</li> <li>• We have the highest rating in customer satisfaction in the sector</li> <li>• We focus on the availability of our services and on our service channels</li> </ul>
 <p>We take care of our personnel</p>	<p>Personnel's well-being</p> <p>Competence development and training</p>	<ul style="list-style-type: none"> <li>• We achieve the highest rating in work satisfaction in the sector</li> <li>• We implement annual work well-being plans and related targets</li> <li>• We continuously develop our personnel's competence and professional skills (OmaSp Master)</li> <li>• We keep track of the annual hours and days of training</li> <li>• Over the years, there are no cases of harassment or bullying</li> </ul>
 <p>We promote collective well-being</p>	<p>Vitality of local communities</p> <p>Well-being of children and adolescents</p>	<ul style="list-style-type: none"> <li>• We continue our efforts to support SMEs operating outside urban centres</li> <li>• We create new jobs within the limits of growth</li> <li>• We report on our tax footprint and on our financial figures</li> <li>• Over the years, there is not a single ethical breach of the Code of Conduct</li> <li>• We continue with the implementation of the Yrityskylä learning environment and the Oma Onni web-based learning environment that teaches financial literacy</li> <li>• We maintain communication on financial management aimed at adolescents and children</li> </ul>
 <p>We contribute to sustainable development</p>	<p>Sustainable investments</p> <p>Carbon footprint</p>	<ul style="list-style-type: none"> <li>• We comply with the principles of sustainable financing in our operations</li> <li>• We improve young people's knowledge of sustainable financial management (Oma Onni)</li> <li>• We survey our carbon footprint and other environmental impacts</li> <li>• We minimise travel in our internal operations and take advantage of remote working opportunities</li> </ul>

## UN Sustainable Development Goals

In 2015, UN member countries committed to the Sustainable Development Goals (SDG) programme and targets, which set the agenda for sustainable development for 2016–2030. The aim of Agenda 2030's sustainable development action plan is to eradicate extreme poverty and safeguard well-being in an environmentally sustainable manner. Companies have an important role in supporting the government in reaching these targets. OmaSp is also committed to supporting all 17 of the UN's Sustainable Development Goals as part of our sustainability efforts, in addition to which, we have identified the five targets that are the most crucial in terms of our operations. Our aim is to integrate these targets in OmaSp's management, strategy and day-to-day operations.

### Target 3: To guarantee good health and well-being for people of all ages.

We promote the health and well-being of our customers by ensuring the availability of bank and financial services in a financially sustainable way. In addition to personnel's physical well-being, we also strive to promote their mental health.

### Target 4: To guarantee everyone open, equal and quality education, as well as life-long learning opportunities.

We support the career development of our employees through continuous competence development and training. In addition, we promote the well-being and financial literacy of children and adolescents through our involvement in various programmes that teach financial literacy.

### Target 8: To contribute to sustainable economic growth, full and productive employment and decent work for everyone.

We contribute to sustainable economic growth and productive employment by employing people throughout Finland. We offer training and summer jobs and we participate in, e.g., the Responsible Summer Job campaign.

### Target 9: To build sustainable infrastructure and promote sustainable industry and innovations.

We take part in building sustainable infrastructure and in promoting sustainable industry and innovations by operating as a partner to various entrepreneurs. We improve the position of small companies as well as their opportunities on the market.

### Target 17: To reinforce the implementation of sustainable development and global partnerships.

We take part in reinforcing the implementation of sustainable development by working in co-operation with various actors to achieve a more sustainable Finland. We work with, e.g., Economy and Youth TAT on the Yrityskylä programme, and with the Sedu vocational education and training organisation on Oma Onni.

## UN Sustainable Development Goals





## We are local and close to the customer

People-oriented customer service is very important to us, and we regularly monitor our customer satisfaction.

We are present in the day-to-day lives of our customers in our 32 offices around Finland, in addition to which, we serve our customers via our digital channels – at anytime and wherever they are in the world. Our broad network of offices and comprehensive digital services ensure that **our services are conveniently available** in the form that suits the customer. Each one of our offices is the bank's flagship in that area. Thanks to our broad network of offices, we know the local market and our customer base. This allows us to make decisions easily and quickly in the customer's own office.



32 offices  
throughout Finland



OmaMobiili and  
OmaKonttori



Online bank



Customer  
visits



Customer service,  
call center & chat



In 2019, we strengthened our position in key growth centres in Helsinki, Jyväskylä, Oulu and Turku. We moved into the new OmaSp bank building in Seinäjoki. Branches in Joensuu, Kurikka, Jäljälampi and Jyväskylä moved to new premises and Kihniö branch was transferred to Parkano full-service branch. Development of digital services continues determinedly. We made further investments in improving customer service in digital channels and we developed **a new version of the mobile bank** based on customer feedback and by launching **OmaBotti** for customers. OmaBotti is a chatbot on the company's website, serving customers when the other services are not open. During the end of the year new products were launched especially in mobile payments.



Thanks to our way of operating, **we are the bank of satisfied customers**. Our goal is to provide a high-quality service experience, and we achieve that through personal service and readily available services. We place great importance on the quality of our customer service and on ensuring that our services are flexibly available. We therefore also serve our customers in our offices during weekday evenings and on Saturdays. Every customer is also offered their own personal bank advisor. Our operations and our product and service offering are furthermore developed with an eye to the customer's needs.

Overall service  
satisfaction

**4.3/5\***

Satisfaction  
with the customer's  
own office

**4.0/5\***

Satisfaction with  
the customer's own  
contact person

**4.7/5\***

\*We measure the level of our customer satisfaction annually through a customer survey. Our annual goal is to achieve the highest rating in both customer satisfaction and customer service in the sector. According to the Parasta Palvelua survey 2/2020, we have a very high level of customer satisfaction.

## We take care of our personnel

We employ about 300 motivated and enterprising experts in various parts of Finland. A significant proportion of our personnel are also the bank's shareholders, which contributes to their commitment and work motivation. We promote and maintain the diversity of our work community by recruiting experts of all ages. The gender and age distribution in our company is on a more equal footing than average. We assign varied tasks that entail responsibility and we offer training opportunities to our employees. We also ensure that our employees enjoy their work and a high level of well-being, both physically and mentally. Personnel with a high level of well-being and customers who are satisfied lay the foundation for our bank's progress and success also going forward.



We diversely promote the well-being of our employees and we support career development through continuous training.



Training opportunities, such as OmaSp Master



Extensive occupational health care



Workplace health promotion events and WHP days



Exercise and meal benefits



We offer our employees varied tasks and responsibility, in addition to which, we support their career development through advancement and training opportunities. For us, a learning work community where employees can develop themselves in the manner of their choosing is important. The competence of our personnel is also a key competitive factor, therefore, we continuously work to improve it. One example of this is the **OmaSp Master training programme** that we created together with the University of Tampere. The new programme started in May 2019 and will end at the end of 2020. Ten managers and experts were selected.

"This training programme was strongly inspired by the aim of developing supervisory work. We also recognised the importance of the role of experts, and thus decided to implement the training package for a group that included both experts and supervisors," says OmaSp's Chief Financial and Administrative Officer, Sarianna Liiri.

Overall satisfaction

**4.3/5\***



We monitor our employees' well-being, work satisfaction and satisfaction with the employer through annual personnel satisfaction surveys. We also keep track of work absences and the number of hours spent in training. We also continuously work to prevent bullying at the workplace. Our annual goal is to achieve the highest rating in employee work satisfaction in the sector. Overall employee satisfaction was in a very high level in the latest survey.

Employees consider OmaSp's future to be bright

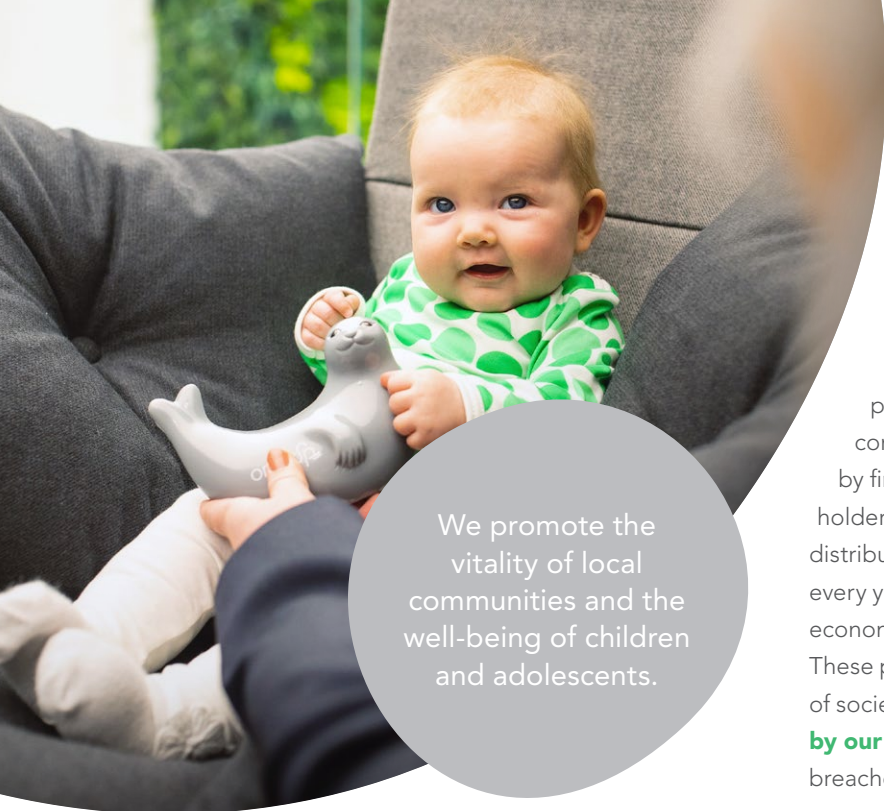
**4.6/5\***

Employees are committed to change

**4.7/5\***

\*Personnel study 2/2020





We promote the vitality of local communities and the well-being of children and adolescents.

## We promote collective well-being

We are strongly committed to working on behalf of the well-being of Finnish society. We actively promote and develop the vitality of local and regional communities by offering jobs outside urban areas and by financing local SMEs. In addition, our main shareholders, local savings bank foundations and co-operatives distribute grants and subsidies for non-profit purposes every year. We contribute to society indirectly through our economic impact, for example, through the taxes we pay. These proceeds are used to safeguard the basic functions of society and build well-being. **Our business is steered by our Code of Conduct.** In 2019, there were no reports of breaches of our Code of Conduct.



Employment and tax footprint



Financing local SMEs



Grants and subsidies



Promoting well-being in children and adolescents



We are committed to promoting **sustainable economic growth and productive employment.** The

salaries and social benefits paid to personnel have a positive effect on employees, and through them, on the surrounding communities. We also enjoy collaborating with educational institutions, and we offer several training positions and permanent jobs suitable for a range of educational levels.

We promote the well-being and financial literacy of children and adolescents through our involvement in various **programmes that teach financial literacy:**



Oma Onni is a web-based learning environment for developing young people's financial literacy. In the school year 2019–2020, more than 2,500 pupils in 27 secondary schools and 14 locations across Finland will study in Oma Onni programme. Six foundations that own Oma Savings Bank and six organisers of upper secondary education are involved.



Yrityskylä is a learning environment on working life, the economy and society that is aimed at sixth- and ninth-grade pupils. It operates nationwide in ten regions and is based on the Finnish school curriculum. As much as 75% of sixth-graders will participate in Yrityskylä in the 2019–2020 school year.



It is important to us to **promote the vitality of local communities in Finland and the success of entrepreneurs living outside urban centres,** which is why we are the first bank in Finland to support, together with the European Investment Fund, micro-entrepreneurs and social enterprises. Existing agreements are based on the EU's programme for Employment and Social Innovation (EaSi) and they facilitate access to credit for the above mentioned companies. One of the objectives is to make it easier for special groups to set up and develop companies and businesses. Such special groups can be, for example, unemployed persons or persons at threat of unemployment or otherwise difficult to find employment.

In addition, we have an agreement with the Nordic Investment Bank on a loan programme to finance small and medium-sized enterprises, small midcap companies and environmental projects aimed at increasing productivity and benefiting the environment.



# We contribute to sustainable development

We know that the financial sector plays a major role in promoting sustainable development in society and globally. **Sustainable development is one of the guiding perspectives in our financing decisions.** We aim to steer assets toward targets that are sustainable for the well-being of the environment, the climate and people. Through our financing decisions we can also promote the development of green products and services **by enabling sustainable investments.** Going forward, our aim will be to increase our customers' awareness of the state of the environment. For that reason, in future we will also examine the impacts of our own operations on the environment, biodiversity and the climate.



We enable sustainable investments and we minimise our emissions.



Sustainable financial decisions



Sustainable investments



Minimising our own emissions



We aim to ensure the financial sustainability of both society and individuals, now and for years to come. Therefore, **sustainable development is the starting point for our financing solutions.** We believe that in our financing decisions we must also bear responsibility for our customers' financial well-being. We implement our decisions in a way that is sustainable both for us and for our customers:

➡ We focus mostly on granting secured loans to solvent customers.

➡ We work to combat the increase in short-term loans and we teach young people financial literacy through, among other things, the Oma Onni programme.



A large percentage of our corporate customers are SMEs or agriculture and forestry customers. Through our financing decisions we can promote the development of environmentally sustainable products and services through these companies. **We enable sustainable investments** in both new technology and

services. Together with the Nordic Investment Bank (NIB), we are financing not only SMEs and midcaps, but also numerous environmental projects. These projects may include, e.g., renovation projects to improve the energy efficiency of residential buildings. Going forward, our aim will be to increase our customers' awareness of the state of our environment.



In terms of our own operations, our goal is to **minimise our impacts on the environment, biodiversity and the climate.** We take advantage of opportunities to work remotely, and we encourage our employees to use public transport to get to work. As a means of boosting our own environmental efforts, in the near future, we will examine the environmental impacts of our operations and report on our carbon footprint. In terms of customers travelling to conduct business with us, we can minimise emissions caused by travel by developing digital services and enabling remote meetings, e.g., using the Oma Konttori app.



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