

# Stakeholders

DFCC is part of a socio-economic ecosystem and we recognise that we are dependent on robust relationships with our stakeholders in all our operations. We proactively identify their needs and expectations to find out how best we could integrate their concerns into our decision-making process. In keeping with our focus to be “Connected”, the first step of stakeholder engagement is to identify stakeholders and the issues that are material to them. The following outlines the stakeholder groups of DFCC:



## Shareholders and investors Customers

Our investors ensure continued growth through the provision of equity and debt capital. In this interdependent relationship, it is our responsibility to provide optimal and sustainable returns to their investments.

Our Corporate Communications Policy and Investor forums help our investors to understand our future strategies and sustainable development goals to make informed decisions about investments in the Bank. Information about financial performance and progress is made public through the Colombo Stock Exchange (CSE) and is also communicated through the Annual Report, media releases, and the website. We make every effort to convey context and insight on the Bank's value creation process.



Customers form the heart of our business and customer-focus provides the basis to achieve a profitable and sustainable business. By understanding their current and emerging needs and requirements, we provide them with a portfolio of financial products and services. We are committed to deliver great client experiences with simpler, convenient and efficient service, innovative products, and competitively priced products through our customer-centric strategy.



## Employees

Our employees form the backbone of the Bank embodying our core values to achieve our strategic objectives. We empower our people with continuous training, fostering innovation and creativity within the workplace to spur collaboration that cuts across traditional boundaries. DFCC Bank's Internal Code of Conduct is accessible to its employees via the internal web portal. The Code of Conduct expresses our business ethics in relation to avoidance of conflicts of interest, insider dealings, unfair business practices, and the confidentiality of sensitive information. Our Whistle-Blowing Policy encourages employees to report any observations of illegal or unethical practices. A Board-approved Grievance Handling Policy ensures that employees are provided with a fair and equitable work environment.



## Business partners

Our business partners include institutions providing lines of credit as well as vendors providing goods and services. We maintain strong relationships with our business partners to secure the timely acquisition of goods and services to support our operations. They are an important constituent of the Bank's value chain, and with their support and participation, we create sustainable value. For the Bank's suppliers, a Procurement Policy has been established. Communication with suppliers primarily revolve around quality, reliability, and pricing, while building mutually-rewarding, long-term relationships.



## Regulators

Regulators protect and enhance the country's financial system through the implementation of rules and regulations. DFCC has embraced sustainable banking practices and regulatory compliance that enable a safe and stable banking system. Regulators enable the right business environment to enhance customer confidence and mitigate reputation risks. The Bank abides by these rules and regulations by complying with all applicable legal and regulatory requirements and conducting business in an ethical, transparent, and responsible manner.

Communications with regulators often cover compliance with regulations, business operations, financial information pertaining to the Bank, voluntary guidelines and best practices, new legal and regulatory developments, financial inclusion, and matters affecting the financial sector.

The Bank also engages with regulators through industry bodies through the timely submission of prescribed reports and returns, participation in meetings, forums, task forces, and conferences, as well as media releases and the corporate website.



## Society and environment

Society and environment are the source of our workforce and all stakeholders and it is a key component of our social license to operate. Accordingly, we mold our sustainable operations and initiatives to embrace our communities we operate in and work with them to enhance their wellbeing to foster mutually-beneficial partnerships.

We support the local community through volunteer efforts and CSR activities that cover financial inclusion, entrepreneurial development, education, environment conservation, emergency relief, and sponsor-deserving causes. We also make substantial efforts to minimise our environmental impact and are committed to the continual development of our environmental platform.

## Stakeholder engagement

Being a responsible corporate entity, DFCC Bank considers engagement with our varied groups of stakeholders is key for creating a sustainable business. We always seek to understand our stakeholder expectations and use the feedback obtained to continuously improve our operations by maintaining an open dialogue with our stakeholders at all times. The methodology used in stakeholder engagement, along with the frequency and key topics raised is shown below:

Type of stakeholder	Mode of engagement	Frequency	Key topics discussed
Shareholders and investors	Annual General Meeting	Annually	<ul style="list-style-type: none"> <li>• Board governance</li> <li>• Sustainable performance of the Bank</li> <li>• Plans to optimise returns to shareholders</li> <li>• Local and international expansion plans</li> </ul>
	Corporate website	Periodically	
	Annual reports	Annually	
	Colombo Stock Exchange announcements	Quarterly/As and when required	
	Press conferences and media releases	As and when required	
	Investor forums and road shows	As and when required	
	Investor relations hotline	Continuous	
	Meetings and teleconferences	As and when required	
Customers	Corporate website	Continuous	<ul style="list-style-type: none"> <li>• Products, services, Corporate news</li> <li>• How to improve service standards</li> <li>• Customer relationship management</li> <li>• Corporate activity</li> <li>• Awareness of products, services and promotions</li> <li>• Customer service</li> <li>• Topics to enhance business output</li> <li>• Initiatives towards digitisation</li> </ul>
	Facebook	Continuous	
	Customer satisfaction surveys	Periodically	
	Branches	Continuous	
	Relationship Managers	Continuous	
	Media releases	As and when required	
	Advertising and promotional campaigns	As and when required	
	New product launches	As and when required	
	Contact Centre	Continuous	
	Customer training workshops	Periodically	
Employees	Employee surveys	Periodically	<ul style="list-style-type: none"> <li>• Employee feedback</li> <li>• Information on products, services, policies, and guidelines</li> <li>• Feedback, new ideas, suggestions</li> <li>• Progress on scorecard</li> <li>• Progress and updates on action</li> <li>• Training and development</li> <li>• Events, news, updates</li> <li>• Employee fellowship</li> </ul>
	Human resources intranet portal	Continuous	
	Employee suggestion box	Continuous	
	Performance review systems	Bi-annually	
	Staff meetings	Continuous	
	Employee training workshops and seminars	Continuous	
	Email bulletins	Continuous	
	Special employee events	Periodically	
	Employee newsletter	Weekly	

Type of stakeholder	Mode of engagement	Frequency	Key topics discussed
Business partners	Meetings	As and when required	<ul style="list-style-type: none"> <li>• Health of the Bank and developments</li> <li>• Engagement activities with suppliers</li> <li>• Responsible procurement</li> </ul>
	Corporate website	Continuous	
	Teleconferences	As and when required	
	Annual reports	Annually	
	Supplier Management Policy	Continuous	
	Meetings	As and when required	
Regulators	Prudential reports	Monthly	<ul style="list-style-type: none"> <li>• Compliance with best practices</li> <li>• Compliance with Government regulations</li> <li>• Developments in the financial sector</li> <li>• Access to finance</li> <li>• Business and financial information</li> <li>• Corporate developments</li> </ul>
	Meetings	As and when required	
	Forums and conferences	As and when required	
	Participation in task forces	As and when required	
	Corporate website	Continuous	
	Media releases	As and when required	
Society and environment	CSR initiatives	Continuous	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility initiatives</li> <li>• Investing in the community through sponsorships</li> <li>• Responsible lending</li> <li>• CSR project awareness</li> <li>• Media briefings</li> <li>• CSR initiatives</li> <li>• Communication to general public</li> <li>• Entrepreneur and SME development</li> <li>• Fellowship with media</li> </ul>
	Corporate website	Continuous	
	Sponsorships	Continuous	
	Branch network	Continuous	
	Public events	Periodically	
	Contact Centre	Continuous	
	Media releases	As and when required	
	Discussions with editors and journalists	As and when required	
	Annual media get-together	Annually	
	Press conferences	As and when required	