Our Value Creation Model

2018 34

مصرف الراجحين Al Rajhi Bank مصرف

As portrayed in the Bank's business model, its inputs (on-balance sheet and off-balance sheet forms of capital), activities, outputs, outcomes and impact are set against the trends of the operating environment; the Bank's vision, mission, and values; and its strategy. The whole is underpinned by strong governance practices as described in the Management Discussion and Analysis section, under Governance, Strategy, and Performance on pages 26 to 111.

The figure illustrates how the Bank's inputs feed its activities. These activities can be described as enhancements to capitals (such as improved customer products and services, better quality employee development plans, or innovative technological enhancements) which delivered value during the year under review. Such activities in turn generate outputs. These outputs can be described as the value created both for the Bank and its stakeholders in the short term. The outcomes create value in the medium term, while the impact highlights value created in the long term.

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Vision, Mission and Values 0 0 **Operating Environment** O **Stakeholders and Materiality** 1 0 Strategy 0 Inputs C Activities **Financial capital** Strong book value of the Bank **Accelerate growth** reflecting profitability and asset quality Improve portfolios in key customer segments **Institutional capital** Cutting edge knowledge-based intangibles and tangibles owned and O, controlled by the Bank **Employer of choice Investor capital** Create a performance-driven culture where the customer comes first Loyal investor base nurtured and rewarded through sound governance and ethical business practices **Customer focus Customer capital** Trust and loyalty earned by putting Provide greater convenience and the customer at the heart of all we do security in customer offering **Business partner capital** A bedrock of market confidence and financial stability through exemplary **Digital leadership** stewardship Expand digital channels and migrate customers to self-service banking **Employee capital** An innovative team of achievers driven by a passion to serve **Execution excellence Social and Environmental** capital Explore and execute measures to improve operations A license to operate earned through our contribution towards financial inclusion aligned with Vision 2030

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