

# Stakeholders

As a part of a socio-economic ecosystem, DFCC Bank is dependent on building and maintaining robust relationships with its stakeholders across all its operations. The Bank proactively identifies the needs and expectations of stakeholders to determine how to best integrate their concerns into the decision-making process.



## Shareholders and investors

The Bank's investors ensure continued growth by providing equity and debt capital. The Bank has a responsibility to its investors to provide optimal and sustainable returns on their investments.

The Bank's Corporate Communications Policy and Investor forums help investors to understand the Bank's future strategies and sustainable development goals to make informed decisions about investments in the Bank. The Bank publicly publishes information about its financial performance and progress through the Colombo Stock Exchange (CSE) and the Annual Report, media releases, and the corporate website. Every effort is made to convey context and insight on the Bank's value creation process.



## Customers

Customers are the source of the Bank's earnings. It is critical to understand their evolving needs and requirements to provide them with a portfolio of relevant products and services, thus maintaining a profitable and sustainable business. DFCC Bank is committed to delivering a great customer experience through innovative products and responsive service in line with its customer centric strategy.



## Employees

The Bank's employees are the backbone of the Organisation, embodying its core values to achieve its strategic objectives. The Bank empowers them with continuous training, fostering innovation and creativity within the workplace and spurring collaboration. Employees can access the Bank's Internal Code of Conduct through the internal web portal. The Code of Conduct expresses the Bank's ethics in relation to the avoidance of conflict of interest, insider dealings, unfair business practices, and the confidentiality of sensitive information. The Bank's 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

The Bank's business partners include institutions that provide lines of credit (to manage or to on-lend) and vendors providing goods and services necessary for the Bank's business operations. The Bank maintains strong relationships with all its business partners, who are an important constituent of the Bank's value chain and play a critical role in helping it to create sustainable value. For the Bank's suppliers, a Procurement Policy has been established. Communications with suppliers are primarily based on securing competitive pricing for goods of a certain quality and reliability, while building mutually beneficial, long-term relationships.



## Regulators

Regulators protect and enhance the country's financial system through the implementation and enforcement of rules and regulations, thus enabling a stable business environment to enhance customer confidence and mitigate reputation risks. The Bank adopts sustainable banking practices in compliance with the SLBA sustainable banking principles and complies with all applicable legal and regulatory requirements including the CBSL's roadmap for sustainable finance in Sri Lanka (2019) and conducts its 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 via the timely submission of prescribed reports and returns, participation in meetings, forums, task forces, conferences, media releases, and the corporate website.



### Communities

Communities are people, groups, organisations, or businesses that have an interest or concern in the community. The Bank and its other stakeholders can affect or be affected by the community's actions, objectives, and policies. Some examples of key community stakeholders are residents, community groups, developers, government workers (and the agencies they represent), business owners, neighbourhood leaders, commission members, and other groups from which the community draws its resources.

DFCC Bank supports its local communities through its sustainability efforts and CSR activities linked to its sustainability goals, and the thematic areas it focuses on for optimising impact.



### Advocacy groups

Advocacy groups such as the media and international Non-Governmental Organisations (NGOs), use various forms of advocacy to influence public opinion and ultimately policy, and thus play an important role in the development of political and social systems. Motives for action may be based on political, religious, moral, or commercial positions. Groups use varied methods to try to achieve their aims, including lobbying, media campaigns, publicity stunts, polls, research, and policy briefings. Some groups are supported or backed by powerful business or political interests and exert considerable influence on the political process, while others have few or no such resources.

Therefore it is important for the Bank to understand their perceptions and expectations, so that the Bank may accordingly mould its operations and CSR initiatives to foster mutually beneficial partnerships.







### Industry associations





Industry associations are stakeholders that represent multiple members. They may be organised for specific sectors or private sector apex bodies such as business chambers and can also have a regional or international dimension. These associations are usually setup to represent interest of their members in national policy level and to provide/ obtain information to and from their members. Industry associations play an important role in consultation processes, as it is very difficult for individual entities to follow and participate in all such matters due to lack of time, resources, and information. DFCC Bank therefore interacts closely with industry associations for mutual benefit.

## Stakeholders

### Stakeholder engagement

DFCC Bank, as a responsible corporate entity, considers its engagement with its various stakeholders to be vital to creating a sustainable business. The Bank continuously seeks to better understand its stakeholders and their expectations and maintains an open dialogue with them, using their feedback to constantly improve its operations. The following table details the methodology the Bank uses in its stakeholder engagement and the frequency of communication and key topics raised.

Type of stakeholder	Mode of engagement	Frequency	Key topics discussed
 <b>Shareholders and investors</b>	Annual General Meeting	Annually	→ Board governance
	Corporate website	Continuous	→ Sustainable performance of the Bank
	Annual reports	Annually	→ Plans to optimise returns to shareholders
	Colombo Stock Exchange announcements	Quarterly/As and when required	→ Local and international expansion plans
	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	
 <b>Customers</b>	Corporate website	Continuous	→ Products, services, corporate news
	Social media	Continuous	→ How to improve service standards
	Customer satisfaction surveys	Periodically	→ Customer relationship management
	Branches	Continuous	→ Corporate activity
	Relationship managers	Continuous	→ Awareness of products, services, and promotions
	Media releases	As and when required	→ Customer service
	Advertising and promotional campaigns	As and when required	→ Topics to enhance business output
	New product launches	As and when required	→ Initiatives towards digitisation
	Contact Centre	Continuous	
Customer training workshops	Periodically		
 <b>Employees</b>	Employee surveys	Periodically	→ Employee feedback
	Human resources intranet portal	Continuous	→ Information on products, services, policies, and guidelines
	Employee suggestion box	Continuous	→ Feedback, new ideas, suggestions
	Performance review systems	Bi-annually	→ Progress on scorecard
	Staff meetings	Continuous	→ Progress and updates on action
	Employee training workshops and seminars	Continuous	→ Training and development
	Email bulletins	Continuous	→ Events, news, updates
	Special employee events	Periodically	→ Employee fellowship
	Employee newsletter	Weekly	
 <b>Business partners</b>	Meetings, surveys	As and when required	→ Health of the Bank and latest developments
	Corporate website	Continuous	→ Engagement activities with suppliers
	Teleconferences	As and when required	→ Responsible procurement
	Annual reports	Annually	
	Supplier Management Policy	Continuous	
	Meetings	As and when required	

Type of stakeholder	Mode of engagement	Frequency	Key topics discussed
 <b>Regulators</b>	Prudential reports	Monthly	→ Compliance with best practices
	Meetings	As and when required	→ Compliance with Government regulations
	Forums and conferences	As and when required	→ Developments in the financial sector
	Participation in task forces	As and when required	→ Access to finance
	Corporate website	Continuous	→ Business and financial information
	Media releases	As and when required	→ Corporate developments
 <b>Communities</b>	Corporate Social Responsibility initiatives	Continuous	→ CSR initiatives
	Corporate website	Continuous	→ Investing in the community through sponsorships, scholarships, etc.
	Sponsorships	Continuous	→ Responsible lending
	Branch network	Continuous	→ CSR project awareness
	Public and DFCC events	Periodically	→ Communication to general public
	Contact Centre	Continuous	→ Entrepreneur and SME development
	Media releases	As and when required	→ Workshops, seminars, etc.
	Press conferences	As and when required	
Social media	Continuous		
 <b>Advocacy groups</b>	Discussions with editors and journalists, researchers, and other professionals	As and when required	→ Fellowship with media
	Annual media get-together	Annually	→ Corporate activity
	Press conferences	As and when required	→ Sustainable Policy and Strategy of the Bank
	Meetings	As and when required	→ Sustainable performance and initiatives of the Bank
	Corporate website	Continuous	→ Initiatives towards digitisation
	Contact Centre	Continuous	→ Local and international expansion plans
	Media releases	As and when required	
	Annual reports	Annually	
 <b>Industry associations</b>	Meetings	As and when required	→ Products, services, corporate news
	Forums and conferences	As and when required	→ Corporate activity
	Participation in taskforces	As and when required	→ Awareness of products, services, and promotions
	Corporate website	Continuous	→ Initiatives towards digitisation
	Sponsorships	Continuous	→ Local and international expansion plans
	Contact Centre	Continuous	
	Press conferences	As and when required	
	Teleconferences	As and when required	
	Annual reports	Annually	
	Social media	Continuous	
Awards programmes	Periodically		