



# SecureTrust Bank

## OUR CUSTOMER COMMITMENT

We have a strong set of values that we aim to live every day. These values along with our Grow, Sustain and Care strategy continue to help us in building a great business for our Customers, Colleagues and Shareholders. We are passionate about being fair, friendly, polite and helpful in every interaction we make.

### OUR VALUES

### What it means to you, our customer



Customer Focused –  
**We listen** to your needs

We see every contact with you as an opportunity to exceed expectations by listening and building our relationship.



Risk Aware –  
Keeping you **safe**

We take responsibility for keeping our customer data safe.



Ownership –  
Keeping our **promises to you**

You can rely on us to be open and honest with you. If we say we will do it, we will and if it can't be done we will say that too.



Teamwork –  
**With you** all the way

We will work as a team to make it easy for you to do business with us.



Performance Driven –  
Striving to be **the best for you**

We measure our performance and seek feedback to identify what we do well and what we can do better.



Future Orientated –  
**Your future** in mind

We will listen, adapt and keep our innovations clear and simple.