

SAXO GROUP CORPORATE STATEMENT

GOAL

To be the world's most profitable and professional facilitator in the global capital markets.

STAKEHOLDERS

SHAREHOLDERS

To generate superior, consistent returns on our capital.

EMPLOYEES

To motivate, challenge, fulfill, and reward employees, enabling us to develop and excel in our professional careers and reach our personal goals.

CLIENTS AND PARTNERS

To build successful relationships and to meet or exceed expectations through superior service and support, innovation, excellent systems and respectful and fair treatment.

SEVEN VALUES

RATIONALITY | INDEPENDENCE | INTEGRITY | HONESTY | JUSTICE | PRODUCTIVITY | PRIDE

RULES OF ENGAGEMENT

OWNERSHIP

Think and act like a business-owner. Become a role model.

CLIENT FOCUS

Treat our clients as your partners – remembering that it is only through true partnership that we will all succeed in reaching our goals.

EXECUTION

Retain our competitive advantage by ensuring that you are uncompromising in your focus on successful execution.

TEAM PLAYER

Engage actively and openly with your colleagues to combine and benefit from our individual talents.

IMPROVEMENT

Seek constantly to improve processes, procedures and performance.

COMPLIANCE

Comply diligently with our business procedures and security instructions, and report observed breaches immediately.

QUALITY

Ensure that the work you deliver meets appropriate standards of quality.

COMMUNICATION

Ensure that all your communication whether written or verbal, is relevant, honest, accurate and timely.

PASSION

Be passionate about your work and be proud of both your own and Saxo Group's achievements.

DISCIPLINE

Take a disciplined and structured approach to the task in hand.

RULES OF ENGAGEMENT

OWNERSHIP	<p>THINK AND ACT LIKE A BUSINESS-OWNER. BECOME A ROLE MODEL.</p> <ul style="list-style-type: none"> ■ You are empowered to take responsibility and should accept the accountability that comes with this. ■ Lead by example – inspire others through your professional and business-like behaviour, remembering always that you are an ambassador for the bank. ■ Create business value by being proactive and innovative.
CLIENT FOCUS	<p>TREAT OUR CLIENTS AS YOUR PARTNERS – REMEMBERING THAT IT IS ONLY THROUGH TRUE PARTNERSHIP THAT WE WILL ALL SUCCEED IN REACHING OUR GOALS.</p> <ul style="list-style-type: none"> ■ Work to empower our clients in reaching their goals through close cooperation and support. ■ Respond to and communicate effectively with existing and potential clients in a timely manner. ■ Handle complaints and errors with diligence and fairness, and learn from them.
EXECUTION	<p>RETAIN OUR COMPETITIVE ADVANTAGE BY ENSURING THAT YOU ARE UNCOMPROMISING IN YOUR FOCUS ON SUCCESSFUL EXECUTION.</p> <ul style="list-style-type: none"> ■ Make and keep commitments and deadlines, prioritising your resources accordingly. ■ Create a practical plan for realising your goals. ■ Remain committed to achieving your outcome – and act without delay.
TEAM PLAYER	<p>ENGAGE ACTIVELY AND OPENLY WITH YOUR COLLEAGUES TO COMBINE AND BENEFIT FROM OUR INDIVIDUAL TALENTS.</p> <ul style="list-style-type: none"> ■ Work and create a boundaryless organisation, open, flexible and efficient in all our dealings. ■ Your own success is essential, but not sustainable if your team and the bank as a whole fails to achieve the same. You have responsibility for all three levels of success. ■ Interact in a constructive, friendly and benevolent manner across departments, geographies and positions. Share rewards, praise and credit generously with your colleagues.
IMPROVEMENT	<p>SEEK CONSTANTLY TO IMPROVE PROCESSES, PROCEDURES AND PERFORMANCE.</p> <ul style="list-style-type: none"> ■ Be alert to opportunities for improvement and address these accordingly. ■ Seek to enhance your own level of expertise, both through company-sponsored education and by your own initiative. ■ Take personal responsibility for thinking innovatively when you identify a need for improvement.
COMPLIANCE	<p>COMPLY DILIGENTLY WITH OUR BUSINESS PROCEDURES AND SECURITY INSTRUCTIONS, AND REPORT OBSERVED BREACHES IMMEDIATELY.</p> <ul style="list-style-type: none"> ■ Be vigilant in following the laws, rules and regulations that serve as the Bank's legal framework. ■ Follow our business and security procedures and ensure that you report any breaches immediately. ■ Recognise and live up to the responsibility placed upon you as a result of our clients' trust – both in terms of confidentiality and fair treatment.
QUALITY	<p>ENSURE THAT THE WORK YOU DELIVER MEETS APPROPRIATE STANDARDS OF QUALITY.</p> <ul style="list-style-type: none"> ■ Make rational decisions about the level of quality required for the particular task, ensuring that this meets your client's expectations. ■ Strive to identify where and how clients and colleagues might directly benefit from higher standards. ■ Execute all of your tasks to the optimal level of quality, taking the necessary time to do so.
COMMUNICATION	<p>ENSURE THAT ALL YOUR COMMUNICATION WHETHER WRITTEN OR VERBAL, IS RELEVANT, HONEST, ACCURATE AND TIMELY.</p> <ul style="list-style-type: none"> ■ Communicate only relevant information, and do so in a concise and logical manner to all the involved stakeholders. ■ Give others the benefit of your honest, considered feedback using the appropriate medium and at the right time. ■ Ensure that you contribute to any relevant dialogue in a timely manner.
PASSION	<p>BE PASSIONATE ABOUT YOUR WORK AND BE PROUD OF BOTH YOUR OWN AND SAXO GROUP'S ACHIEVEMENTS.</p> <ul style="list-style-type: none"> ■ Embrace your work with energy and enthusiasm. ■ Work persistently to overcome challenges – recognising them as a valuable part of your personal and professional development. ■ Energise and motivate those around you – both colleagues and clients.
DISCIPLINE	<p>TAKE A DISCIPLINED AND STRUCTURED APPROACH TO THE TASK IN HAND.</p> <ul style="list-style-type: none"> ■ Loyal accept and follow through on corporate decisions. ■ Ensure that all meetings have a clear agenda and focus on always achieving a valid and documented outcome. ■ Respect your colleagues' time and efforts, and cooperate in an efficient and disciplined manner with them.