

CSR Hungary Association
“CSR Hungary 2015” competition

Budapest Bank’s Corporate Social Responsibility

Summary

October 5th, 2015

Category entered: Sustainable large company

Main data of applicant:

Name: Budapest Bank Zrt.

Company form: Zrt.

Location: 1138 Budapest, Váci út 193.

Main activity: the company is a credit institution, within which: bank

Mail address: Budapest Bank Zrt., 1138 Budapest, Váci út 193.

Tax number: 10196445-4-44

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Budapest Bank acts as a responsible company with regard to both its economic-financial activity and its social responsibility. We place special emphasis on responsible lending and responsible banking services, providing transparent products and communicating them clearly, as well as on developing financial culture. Responsible thinking beyond mere compliance with the law is a very strong element of our corporate-business culture. Our CSR strategy is determined by responsible behavior and operations with regard to our entire operating environment, as well as commitment to our clients, workers and civil society.

Between 1995 and 2005 Budapest Bank was owned by GE. Since the 29th of June 2015 it became state-owned and the new owner is Corvinus International Investment Ltd, which belongs to the Hungarian Development Bank Group.

Responsibly for Our Clients

We take great care to make sure that our clients are able to select the banking product or service that best fits their needs as well as their financial burden-bearing ability. We have been using responsible lending standards since 2009, and standards applying to responsible banking since 2010, which help our clients make conscious decisions about their finances based on the information we provide them.

Responsibly for Our Employees

We provide equal opportunities for everyone to succeed based on their abilities and their performance. We continuously keep track of and recognize the performance of our workers, and our salary system is adjusted to individual performance. We place great emphasis on training and developing our workers: more than 1,300 employees took part in our skill development and management training programs in 2014.

We introduced atypical forms of employment in 2002, which help mainly workers whose living conditions have changed (e.g. when they have children or there is a change in their health status). Our female colleagues formed Budapest Bank's Women for Women network in 2000, which provides help in developing the careers of women through education, trainings, professional programs, exchanges of information and experiences, as well as changing cultural attitudes.

We place great emphasis on recruitment trainings and education through our Internship Unity Program, started three years ago. The program became so successful that by 2015 our supportive work environment and strong corporate culture was awarded with the Colibri Internship Awards.

Responsibly for Society

As a responsible company, we strive to become an active member of civil society life. In addition to donations in the traditional sense, we operate a complex system of financial support: through our own foundations and through cooperation with renowned public-purpose organizations, we provide aid to managing social problems. We are proud of our CSR programs, so we regularly inform our employees, our clients and - about the most important programs - the media, as well.

Developing Financial Culture

We were the first among Hungarian financial institutions to start dealing with the development of financial culture, an area in which we have now amassed more than two decades of experience. Our "Budapest Bank for Education and Hungarian Financial Culture" Foundation

has contributed to developing financial and economic education in Hungary and abroad by supporting 661 organizations and educational institutions with some HUF 160 million over the past 24 years. The competence development trainings and club events of our “Springboard, Budapest Bank – on finances for women” program have helped more than 1000 women entrepreneurs gain the financial-entrepreneurial knowledge needed to make a business successful.

In 2011 we have joined the Financial Compass Program founded by the Hungarian National Bank and the national financial sector. Besides the financial support our experts also contribute with professional articles.

Our employees also play a significant role in developing financial culture, by frequently holding presentations on financial topics at various local educational institutions.

For Community Values

Our “Budapest Bank for Budapest” Foundation, set up in 1991, has so far awarded more than HUF 760 million in funding support for 3,085 applicants who contributed to the capital’s development through improving its intellectual, art and cultural life, protecting the built and natural environment, or improving human services and promoting equal opportunities. In the autumn of 2013, we launched the “Budapest Bank for Békéscsaba Program” in Békéscsaba – where our Bank Operations Center is located – and its agglomeration, with similar goals. In 2014 the program came in first at the Hungarian Donation Forum’s Social Investment Award in "The most successful partnerships" category for our exemplary partnership with the local government of Békéscsaba and with United Way Hungary.

Volunteer Work

Volunteering has decades of tradition in our corporate culture. Under the framework of our Day of Care volunteer action series, which has been held regularly for more than 10 years, every year hundreds of our workers contribute a total of some 2,600 volunteer hours around the country to help fix up and improve local child, youth, education and health care institutions. Reacting to the problems of our wider operating environment, our workers regularly organize charity donation drives. The amount of money collected in 2014 went to a kindergarten for autistic children and to a temporary home for disadvantaged families.

Equal Opportunities

Besides developing financial culture and volunteering we place great emphasis on equal opportunities. We are a founding and active member of the Employers' Forum for Equal Opportunities since 2010, and we have also joined the Boston Consulting Group’s Integrom Program. At the moment we employ 20 colleagues with disabilities, and we are working on increasing this number.

We have been supporting the Volunteer Centre Foundation for four years now, in 2014 we were the main sponsor of the PRO - Corporate Volunteering Conference.

One of our “Springboard, Budapest Bank – on finances for women” program’s goals is to facilitate equal opportunities for women in business.