



**OUR VISION**

To be customer's premier bank

**OUR MISSION**

**Build**

customer satisfaction and provide quality and professional service

**Offer**

rewarding career opportunities and cultivate staff commitment

**Create**

values and deliver superior returns to shareholders

**OUR CORE VALUES**

**Social Responsibility**

We care for and contribute to our communities

**Performance**

We measure results and reward achievement

**Integrity**

We uphold trustworthiness and business ethics

**Respect**

We cherish every individual

**Innovation**

We encourage creativity

**Teamwork**

We work together to succeed

Combining the initials of mission and core values, we have

**BOC SPIRIT**