

Annual Report 2021

# Our values: We need meaning in what we do!

Why do we do what we do? What drives us as a company? What basic understanding is the foundation for our cooperation? What do we actually do to earn our money? And how much of what we do really inspires and excites us? What do we contribute with our work?

These are just some of the many questions that we have continued to think about even after we defined our value guidelines in 2020 and 2021. After all, the questions which usually seem obvious and simple are often those that reveal their sheer complexity and extent in conversation with others. Initiated by our Culture Board, we have addressed these questions and our corporate values as part of a broad participatory process in all areas and divisions.

And it is in this precise networked dialogue that the importance of this process has become even clearer to us – creating a common understanding, listening to and accepting different ideas and perspectives, and still ultimately reaching a mutual conclusion.

In a time where we mainly work together in a mobile and virtual way, exchanges have brought us that bit closer together again. On a personal level, but also in mutual understanding and in the awareness that there are many ways to reach the same goal. It was about partnering and networking – and it was also very inspiring.

For it is often when exchanging ideas that it becomes apparent that even if we are in agreement or we have understood one another, we may have different ideas about one and the same concept.

In our values, we distinguish between anchors and drivers. The anchors are the partnerships and competence on which the success of our Bank is based. But this alone is not enough. We are who we are today because we also face the challenges of the future. Digital transformation and the challenges of climate change for the real estate industry require us to change and we have risen to this challenge. Over the last few years, we have consistently focused our actions on sustainability. At the same time, we are actively driving forward the digital transformation. However, we can only take the path to becoming the most modern real estate financier together. Our team, together with our customers, business partners and service providers – it's a team effort.

The response we have received confirms to us that we are on the right track – and we are proud of this! Regularly questioning our actions and discussing them with others is well worthwhile. This is something we do with our business partners and also in various expert forums.



## Our company mission

**“Financing sustainable living and working environments is our aspiration and is our way of making a contribution to a viable future for everyone.”**

The goal was to formulate a purpose that would connect everyone and that people could identify with. After all, the purpose is not only relevant for the Bank, it's relevant for every one of us. And if the company mission coincides with that which we ourselves consider to be meaningful, this creates a very positive energy.



## It's all about the corporate values TheMA – Wertemagazin und Dialoge

PARTNERSHIP IS OUR FOUNDATION – this is our claim. Partnership and competence are the cornerstones and our longest-standing corporate values on which our success is considerably based.

Another three value principles are sustainability, inspiration and networking. We strive to align our actions and decisions with these principles in the future.

Values give our employees a sense of orientation for the transformation processes which are currently underway, in addition to providing security for their personal actions. Our five values are firmly anchored and aim to help define goals, improve collaborations and the working environment as well as facilitate decision-making processes for or against change. The important thing here is to actively live by these values in our day-to-day working life.

In 2021, due to the ongoing pandemic, we had to find a way to digitally roll out our redefined value framework – it wasn't ideal, but it was doable! Managers thus played a decisive role in this. All divisions, teams and departments are asked to consciously reflect on our corporate values and incorporate these in their

specific working environment, as well as creating possible added value for themselves as a team and for their business partners. The results were shared in-house in the publication “TheMa – Das Magazin für unsere Werte”. There were six issues and each magazine focused on one value.

The magazine series was accompanied by digital dialogue events such as the kickoff or subject-specific information events and fun competitions.



## The respectful “B”

Initially, we only addressed these values intensively in-house. They shape our thoughts and actions and are incorporated into processes, organisational structures and daily interaction with each other. Of course, this also affects how we appear to the outside world.

Our values became visible to the public for the first time in the summer of 2021 – with genuine people and coherent messages. You can see this in our new advertising campaign, which shows our employees – in some cases together with our business partners – vouching for individual values.



These values cannot just be seen, they can also be heard in one of our podcasts:

### REAL:VALUE Real Estate Values Discussed with Bright Minds from the Industry

As part of our podcast series “WERT:VOLLE Gespräche”, we invited the bright minds in the real estate industry to discuss the importance of values with us.

For each of our five defined values, we asked for an outside perspective to jointly reflect on whether we are on the right track and how the real estate industry perceives us as a real

estate bank. The aim here was to combine both in-house and outside perspectives.

The result was inspiring and interesting podcast episodes that are well worth listening to. The series was cohosted by Stephan Grabmeier, Managing Director of Zukunftsinstitut Consulting GmbH.

**Stephan Grabmeier**, Future Designer: “A strategy is always effective if there is a balanced perception of it from both inside and outside the company. As part of the Berlin Hyp Value Dialogue last year, we placed our values in various contexts, both inside and outside the company. The aim was to create a range of different perspectives on these values, providing food for thought but also shining a light on differences of opinion, providing a stimulus for constructive discussions.



All the episodes are available via the standard podcast channels such as Spotify, iTunes, Deezer, etc. You can also find them in the media library on our homepage.

## #ONE TEAM

Who wants to take this path with us? Who are we? What do we stand for? ... We have been taking a close look at all these questions in different group constellations.

For this, we need to get the right team on board for the future. People who share our goals with us, but also personalities that are the right fit for us. This is why we want to present ourselves to our potential applicants in an authentic way. Who we are, what we stand for, what they can expect and what we can offer.

We want to attract the best who will work with us to achieve our goals. To this end, we want to be an attractive and responsible employer with the focus on our values and our sustainability vision.

In this context, one measure is particularly important for us – social responsibility. Which is why we support our employees in the best possible way through family-friendly work policies and by offering employees a range of opportunities for training, continuing education and health management programmes. To support this, we successfully introduced our Learning World for employees in 2021.



Any use of the generic masculine form naturally also includes individuals of all other genders.