



Sberbank

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Sberbank is a Russian commercial bank, an international financial group, one of the largest banks in Russia and Europe. Sberbank of Russia is a universal bank providing a wide range of banking services

At the beginning of 2010, the Sberbank brand was ranked 15th in the ranking of the most expensive banking brands and was worth approximately \$ 11.7 billion. The central office of Sberbank of Russia is located in Moscow.





On November 12, 1841, the Russian Emperor Nicholas I signed a decree on the establishment of savings banks in Russia. This date began to be considered the birthday of Sberbank.

Sberbank is the historical successor of the Savings Banks founded by the decree of Emperor Nicholas I, which at first were only two small ones. They then expanded into a network of savings banks operating throughout the country. And in recent times, they have turned into a modern universal bank, a large international group, whose brand is known in more than twenty countries of the world



On December 14, 2009 Sberbank introduced a new corporate identity. The corporate dark green color has been replaced by light green. The new brand, according to the bank's president, German Gref, is intended to become a symbol of large-scale transformations. This is a brand of a new, strong and modern Sberbank - Bank that is changing for the better



Mission and goals



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The mission of the bank is to become one of the best financial companies in the world, to reach a qualitatively new level of customer service, to maintain the position of a modern, first-class, largest bank in Eastern Europe. High goals are achieved by a team of like-minded people who are united by a common value system.

Я - ЛИДЕР



МЫ - КОМАНДА



ВСЕ - ДЛЯ КЛИЕНТА





The target audience

Sberbank's clients are individuals, corporate clients of various sectors of the economy, small businesses and financial institutions, therefore banking products have the principle of universality, and the bank itself is universal.



Contribution to the development of the economy



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The contribution to the economy of the countries where the Sberbank group is present is expressed primarily in increasing the availability of financial services for the population, business, and municipal and state authorities. The task of the organization is to provide an opportunity to use the services of Sberbank to everyone who trusts this Bank and seeks to improve the quality of their life with the help of these services, start their own business, and continue the development of large business. In order to accomplish this task most effectively, Sberbank is working to improve the quality of service and the security of banking operations, and is also introducing modern tools for managing the banking business.



Sponsorship and charity are part of the corporate culture of the Sberbank Group and one of the traditional areas of participation in the life of society.



Sberbank traditionally provides charitable assistance to children from orphanages and boarding schools, channeling funds to them for repairs, the purchase of medical equipment, equipment of premises, as well as development activities.

Support for sports and healthy lifestyles



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Banks and companies of the group actively support youth sports schools and sports competitions, as well as traditionally provide sponsorship support to national federations and associations of various sports in the countries of presence, in particular federations and associations of basketball, football, rowing, tennis, skiing in Russia.



Employee health is one of the most important values. Sberbank provides employees with medical support and opportunities for an active lifestyle. The Bank is implementing the Health project, the main goal of which is to preserve the health of its employees. ... Thus, an action to combat smoking "Let's quit together!" and an information campaign continues to create a culture of non-smoking in the Bank. Sberbank hosts master classes by experts on nutrition, fitness, and stress management.



Sberbank provides financial assistance to scientific and educational institutions in holding educational and scientific conferences and competitions, organizing scientific and educational activities, and also allocates significant funds to pay grants to the best students.

Among the most important events are:

the "Virtual School" project aimed at the development of IT infrastructure in educational institutions of Russia. International scientific conference on the problems of economic and social development, the general partner of which was Sberbank. The conference was attended by world-class economists.



Sberbank traditionally supports leading Russian theaters and has been a partner of the Golden Mask national theater festival for 14 years.

Sberbank's role in servicing

The role of the Savings Bank of Russia in servicing the population is significant, reflects the well-being of the nation, since the totality of money and material wealth that a person, family, social groups and classes have are decisive in life.