

VISION, MISSION & CORPORATE CULTURE



2003-2005



Domestic Power House
Regional Champion Bank

2005-2009



Dominant Multi Specialist
Regional Champion Bank

2010-2014



Indonesia's Most Admired and
Progressive Financial Institution

2015-2020



Indonesia's Best, ASEAN's
Prominent

2020-2024



To Be Your Preferred Financial
Partner

2025-2029



The Best Financial Institution in
Southeast Asia

Vision

“The Best Financial
Institution in
Southeast Asia”

Guided by the purpose of “Spirit to Prosper the Nation,” Bank Mandiri’s long-term vision for 2025–2029 is the Best Financial Institution in Southeast Asia. This aspiration reflects Bank Mandiri’s commitment to becoming the best for all stakeholders, delivering excellence to customers, employees, shareholders, community and environment, as well as maintaining strong credibility with regulators. Bank Mandiri is committed to providing best-in-class customer service recognized at the regional level, while continuously strengthening its role as a catalyst for national economic growth.

Mission

Providing integrated and innovative financial solutions based on technology with excellent service, focused on customer satisfaction, financial inclusion, and increasing value for shareholders, to drive Indonesia's economic growth to be competitive on a global level"

To support its vision, Bank Mandiri strives to effectively facilitate the interests of all stakeholders as follows:



Customers

Bank Mandiri is committed to being a trusted financial partner by providing innovative solutions, enhancing services to lead the market, and remaining relevant in the financial industry.



Community and Environment

Bank Mandiri is committed to Net Zero Emission and sustainable social initiatives to support the environment, society, and sound corporate management.



Employees

Bank Mandiri is dedicated to creating an inspiring and progressive work environment, supported by targeted development programs to foster employee growth and maximize contributions.



Regulator

Bank Mandiri upholds superior governance and prudent principles to become a trusted institution in the eyes of regulators, with stable performance and satisfactory ratings.



Shareholders

Bank Mandiri is committed to creating sustainable value for shareholders through healthy growth, focusing on RoE, PBV, and increasing market capitalization, establishing itself as a symbol of credibility and financial strength in the banking industry.

Review of Vision and Mission by the Board of Commissioners and Board of Directors

To ensure the alignment of Bank Mandiri's Vision and Mission with its ongoing operations, the Bank routinely reviews its Vision and Mission. The Bank's Vision and Mission have been discussed and approved by the Board of Directors and the Board of Commissioners. The new Vision and Mission have been formulated alongside the development of Bank Mandiri's Corporate Plan for 2025-2029, which continues to emphasize the Bank's primary purpose, "Spirit to Prosper the Nation." These new Vision and Mission statements have also been incorporated into the Bank's Business Plan for the 2025-2028 period.

Corporate Culture

Bank Mandiri has a reputation as an organization with an optimal ecosystem for talent to grow. The consistent implementation of the AKHLAK Core Values (Trustworthy, Competent, Harmonious, Loyal, Adaptive, & Collaborative) serves as the foundation for Human Resources management through integrated Human Capital strategies and initiatives, in order to shape Mandirians as Strategic Business Leaders with integrity and global competitiveness. This approach is aligned with Bank Mandiri's role as a State-Owned Enterprise (SOE) that drives national economic growth and accelerates social welfare.

Cultural strengthening is carried out to instill the mindset and behavior of every employee as part of their daily work, based on the implementation of the AKHLAK Core Values. This is done to create resilient Mandirians in realizing Bank Mandiri's Employee Value Proposition (EVP), namely Learning, Synergizing, Growing, and Contributing to Indonesia.



Employee Value Proposition (EVP) Bank Mandiri:



- 1. Learn**
 Provide understanding to acquire/strengthen differed new knowledge, behaviours, skills or values.



- 2. Synergy**
 Provide understanding to work together and collaborate for the benefit of the company for the achievement of the Vision and Mission.



- 3. Grow**
 Provide understanding to develop personally and professionally.



- 4. Contribute to Indonesia**
 Provide understanding to have a contribution and contribution, as well as provide meaning and benefits for Indonesia.

Akhlaq Core Values and Bank Mandiri's Unique Characteristics:

Since 2020, every State-Owned Enterprise (SOE) is required to implement the core value called AKHLAK, in accordance with the Circular of the Minister of SOEs No. SE 7/MB/07/2020 dated 1 July 2020 concerning the Core Values of Human Resources of State-Owned Enterprises.

Amanah

Uphold the trust given

"Trustworthy" value code of conduct:

- Deliver on agreements and commitments
- Responsible for the duties, decisions and actions performed
- Firmly upholding the moral and ethical values

Kompeten

Continue to learn and develop capabilities

"Competent" value code of conduct:

- Improving self-competence to overcome ever-changing challenges
- Helping others learn
- Complete tasks of the highest quality

Harmonis

Care for each other and respect differences.

"Harmonious" value code of conduct:

- Respect everyone regardless of background
- Fond to help others
- Building a favourable work environment

Loyal

Dedicated and to first put the interests of the nation and the country.

"Loyal" value code of conduct:

- Maintaining the good name of fellow employees, leaders, SOEs, and the Nation
- Willing to sacrifice to achieve greater goals
- Be obedient to the leadership as long as it does not conflict with law and ethics

Adaptif

Continue to innovate & be enthusiastic in enforcing or overcoming change.

"Adaptive" value code of conduct:

- Quickly adjust to perform better
- Constantly make improvements following technological developments
- Act proactively

Kolaboratif

Build synergistic cooperation.

"Collaborative" value code of conduct:

- Provide opportunities for various parties to contribute
- Open to working together to generate added value
- Drive the utilization of multiple resources for a common goal

Furthermore, in order to continuously strengthen the implementation of the AKHLAK Core Values, Bank Mandiri has developed a framework that represents the unique characteristics of all Bank Mandiri employees, known as Mandirian DNA (M-DNA). These specific values and behaviors are actualized through the collective movement Bergerak Berdampak, in order to shape Mandirians who always deliver and always stay ahead in realizing Bank Mandiri's vision and aspirations.

1. Think Big & Deliver Beyond Expectation

Mandirian employees possess broad perspectives and ambitious goals to create significant impacts and deliver extraordinary contributions

2. Start from The End

Mandirian employees design strategies with the ultimate goals, ensuring efforts are both strategic and tactical

3. Create Our Own Game

Mandirian employees craft unique strategies based on core competence, delivering innovative solutions that stand out and are difficult to replicate

4. Fast, Detail & Don't Want to Fail

Mandirian employees execute with speed and precision to deliver outputs of exceptional quality

5. Go to Z

Mandirian employees demonstrate resilience and commitment in fulfilling responsibilities, ensuring achievement and the sustainability of execution impacts