




## *e3bank's guiding principles*

### **triple bottom line**

Our name, e3bank, is shorthand for our focus on the triple bottom line. Our guiding principle is that our decisions will:

- build prosperous and sustainable **enterprise** through sound investments in people and our planet
- protect the health of our planet's **environment**, which supports life and our economy
- increase social **equity** by being fair to all people affected by our decisions and by improving the quality of life in the communities we serve

### **sustainability**

We are committed to protect and restore the natural capital that supports life and to live off its interest instead of its principal. We nurture commerce and development that supports our collective journey toward sustainability, which we define as meeting the needs of the present without compromising the ability of future generations to meet their own needs and enjoy a quality of life at least as good as our own.

### **vision**

We see opportunity and prosperity in the shift from the old consumption-based, take-make-waste economy to an economy that celebrates and supports natural, economic, and cultural abundance. We play a critical financial role in the development of the sustainable businesses, buildings, technologies, and products that will lead us toward that future.

### **leadership**

We champion financial models that promote the shift to a green, sustainable economy.

### **community**

We think globally but act locally by supporting local business. Strong local economies driven by independent green businesses are the foundation stones of a sustainable global economy. Successful local businesses are critical to building community and the sense of place that supports the quality of our lives.

### **innovation**

We create products and services that leverage financial strategies and technologies to empower our customers to achieve their financial goals, save resources, reduce waste, and build social equity.

### **people**

We nurture human capital by encouraging and supporting the professional and personal growth of our employees and our customers. Their success is our success.

### **service**

We are can-do. We bring fresh, imaginative thinking to our customers and provide world-class service driven by our passion to help them realize their dreams while building a better world.

### **transparency**

We are open, honest, and accountable to our customers and each other.



*Building sustainable enterprise  
Protecting the environment  
Investing in social equity*

