



**itubers
culture**



itubers culture

Culture is not a subject which is new to us, on the contrary, it was always super important in our identity.

If technology is important to our digitalization and evolution as a financial institution, people are even more important in our goal to be the best bank for our customers. We highly value our history and everything that has brought us here.

We learn, we grow and, with so many changes in the world, in the market and in society, we need to constantly evolve and transform ourselves, we need to have a new look at the values that guide our daily routine and also demand new behaviors and attitudes from us to achieve our goals.

It's about staying relevant and continuing to make a difference in the lives of millions of people. That's why we launched what we internally call: Itubers Culture, which brings a new set of values, that consolidate the basis of our way of being and will continue to permeate all of our businesses, partnerships, initiatives and attitudes in the coming years

Ethics remains non-negotiable for us and we need to be increasingly agile and dynamic in a constantly changing world. We must be humble in the face of an era of accelerated production of knowledge, which demands continuous learning from us. And we need unity and diversity to stimulate talent and innovation capable of dealing with an increasingly complex reality.

This is a new chapter in our #DoneWith our community story. A work that included research and a series of conversations in a multidisciplinary group of executives, managers, employees and customers from Brazil and international units.

And it is with great pride that we say that we don't just work as a bank, we work to transform society!

**ethics are
non-negotiable**

**we put
the client
first**

**we are
driven by
results**

**we don't
have all
the answers**

**we have
each other's
back**

**we
treasure
diversity
and inclusion**

ethics are non-negotiable

we put the client first

Itubers are determined to wow the client.
Itubers innovate based on the client's needs.
Itubers always make things simple.

we are driven by results

Itubers are ambitious in their goals and efficient in their execution.
Itubers are committed to sustainable growth.
Itubers make a positive impact on society.

we don't have all the answers

Itubers are curious about the world and are always learning.
Itubers test, make mistakes, learn and improve.
Itubers use data intensively, to learn, and to make better decisions.

we treasure diversity and inclusion

Itubers are as diverse as our clients.
Itubers welcome different points of view.
Itubers stay true to who we are and we express ourselves openly.

we have each other's back

Itubers trust in each other and are autonomous
Itubers help each other and ask for help.
Itubers, together, make one Itaú.