

## Glossary

**BANK'S OWN IMPACT** — positive or negative social, economic or environmental changes that result, in full or in part, from the bank's operations.

**BRIEFING** — a brief meeting of top managers with mass media to describe the bank's position on a certain issue.

**CARBON UNIT** — a measure of greenhouse gas emissions, emission reductions, and emission absorption established by the Kyoto Protocol to the UN Framework Convention on Climate Change and other international requirements.

**CLIENT VOICE** — a marketing research system that allows to identify client attitude to the quality of the bank's service and determine client satisfaction.

**CO-BRANDED CARD (Programme)** — a bank card issued in cooperation with one or more partner companies (airlines, mobile operators, trade networks, etc) that provides for discounts or bonuses on the goods or services offered by partner companies or target allocations to finance social or charitable programmes.

**COMMON SERVICE STAFF (CSS)** — front-line employees involved in servicing retail clients, small and micro businesses, UDCC employees, employees of client transaction support centres, collection officers, cash office employees, NPL handling officers, underwriting specialists, etc.

**CONTACT CENTRE** — a specialized internal operation unit (UDCC) that supports interaction with clients through communication channels (telephone, Internet) on various service-related issues.

**CORPORATE SOCIAL RESPONSIBILITY (CSR)** — a set of principles and obligations that the bank follows in the fields of

- stakeholder relationship management
- assessment and management of own economic, social, and environmental impact

**CREDIT FACTORY** — a loan process for retail clients and small businesses based on centralized and auto-mated processing of loan applications followed by loan approval or disapproval.

**CROWDSOURCING** — finding critical solutions involving intellectual resources of unlimited number of volunteers, normally through IT channels.

**CUSTOMER SERVICE OUTLETS** — supplementary and operational offices, cash desks outside cash office, and mobile cash offices.

**ELECTRONIC PROCUREMENT (AUCTION/REQUEST FOR PROPOSALS)** — a competitive procedure for procuring goods, works, services with potential suppliers (participants) making bids on an electronic trading platform. The participant that offered the lowest bid wins the auction.

**ENVIRONMENT** — a natural environment in which organization operates including air, water, land, natural resources, flora, fauna, humans, outer space, and their interrelation.

**GEOMARKETING** — marketing survey technology that relies on geographic analysis of various geographically distributed items and events used to identify target audience in the relevant regional unit,

determine the best location for a new unit, develop a concept for existing or proposed unit, etc.

**INTERNAL CLIENT** — a formalized internal structural unit of the bank that consumes services of other internal units.

**INTERNAL CLIENT VOICE** — a regular employee poll designed to identify satisfaction with internal services.

**MINORITY SHAREHOLDER** — a holder of shares that has no right to block critical resolutions of a meeting of shareholders.

**MISSION** — a socially oriented objective of the organization that reflects the sense of its existence, and generally recognized purpose.

**OPORA RUSSIA** — All-Russia Public Organization of Small and Medium-sized Businesses OPORA RUSSIA.

**PHISHING** — embezzlement of personal data (credit card numbers, PIN codes, account details, etc.) via Internet through the use of electronic mail and/or fraudulent web-sites with criminal intent against human personality or client assets.

**REGIONAL PROGRAMMES** — loan programmes stipulated by relevant agreements between OJSC Sberbank of Russia and Russian constituents that provide for loan benefits to improve housing conditions of local community members.

**REMOTE SERVICE CHANNELS** — ATMs, payment terminals, Mobile Bank, Sberbank OnLine

**SCORING MODEL** — a quantitative assessment of the probability of default, debt repayment or other target event that may be obtained based on statistical methods or from experts.

**SKIMMING** — card fraud that involves fraudulent scanning devices (skimmers) used to read card data, for example magnetic strip or PIN code.

**STAKEHOLDER** — physical persons or business entities, or groups thereof, that affect or are affected by the bank's operations (clients, employees, shareholders, government authorities, public organizations, etc.)

**STOCK OPTIONS PLAN** — a formal fixed-term obligation of the company included in employment contracts with top managers to sell a fixed number of shares in a fixed period of time at a fixed price or to pay a positive difference between current value of a fixed number of shares and their future value.

**STRATEGY** — a formal document approved by the bank's Supervisory Board that identifies the bank's mission and describes its purposes and objectives, and principal ways to achieve them for a certain period of time.

**SUSTAINABILITY** — the development that meets current needs without threatening the ability of future generations to satisfy their needs.

**TRANSPARENCY** — openness in decisions and operations that may have social, economic, or environmental impact, and preparedness to exchange relevant information in a clear, exact, timely, fair, and complete manner.

**TOP MANAGERS** — President, Chairman of Management Board, Vice Chairpersons of Management Board, Senior Vice Presidents, Vice Presidents, Heads of Department.

**UNDERWRITING** — assessment of credit risk (including integrity check) of a participant in a transaction/counterparty/real estate facility performed by an authorized officer of the bank.