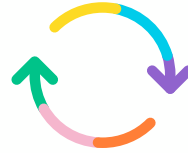


Our Strategy





We transform every day to respond to the great challenges we face as an organization, while evolving to accompany customers in their daily lives and provide complete solutions to their needs that go beyond financial services.





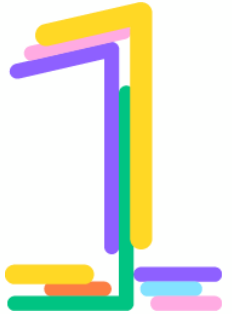
At Grupo Bancolombia, we promote sustainable development to achieve the well-being of ALL, based on the strengthening of the productive fabric, the construction of sustainable cities and communities and financial inclusion in the countries where we have presence, all framed in compliance with the 17 UN Sustainable Development Goals, so that we can generate a positive impact on economies, society and the environment.

Our soundness and experience of 147 years allows us to be the financial ally of more than 23 million clients, including individuals, independent contractors, SMEs, companies and corporations, to whom we offer all banking, leasing, renting, stock brokerage, products and services, trust account, investments and investment banking, materializing in these solutions our purpose of generating well-being. But our commitment does not end there, we transform every day to respond to the great economic, environmental and social challenges we face.





This evolution is part of our action plan to respond to the challenges of an environment in constant transformation, seeking to ensure our sustainability as an organization, as well as our intention to positively impact the well-being of society. Our strategic objectives are based on these premises as follows:



Achieve well-being for all

We offer services that facilitate the development of the communities where we have a presence, we want to be the ally that allows them to take advantage of opportunities and better manage their resources in their day-to-day. To do this, we generate well-being by strengthening the competitiveness of companies -the productive fabric of the country-, we promote financial inclusion so that more people and companies integrate and seek to contribute to the economic development of the countries where we have a presence; and we offer solutions that contribute to the construction of more sustainable cities and communities, helping to make our planet cleaner.



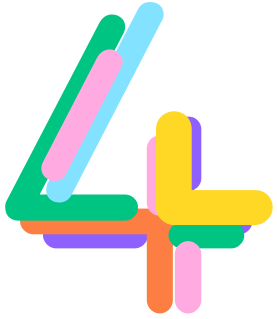
Achieve the loyalty and preference of our customers

We are a customer-focused organization, and we differentiate ourselves by providing reliable, close, timely and easy experiences. We want to earn your loyalty, as measured by your recommendation against other competitors and by our growth in market share. To this end, we are working to offer them a better service by reducing the AQRs (Clarifications, Complaints and Claims) that generate the most friction, and we are improving the experience we offer to you, based on the strengthening of our digital portfolio to promote the acquisition of our solutions through digital channels, while we strive to offer you more and better alternatives for moving your money, with solutions that meet your daily needs.



Grow while maintaining our financial strength

We continue the path of growth and profitability, expecting a moderate growth of the economy and a good behavior in the deterioration of our portfolio. We will leverage our growth by means of our client's information, enabling more and more pre-approved, front-end response and personalized offers from our financial and non-financial portfolio according to their needs. We will take special care of our level of efficiency, proactively managing the organization's expenses and focusing on being increasingly productive.



Develop culture and talent for competitiveness

We have a team of more than 30,000 employees in the four countries, who get up every day to work under a solid culture that is dynamically mobilized on the ethics and integrity basis, the focus on achieving the loyalty and preference of our clients, and sustainable growth, always seeking to achieve extraordinary performance. We recognize that our talent is one of our main competitive advantages and that is why we ensure their well-being and professional development, seeking to attract and retain the best in the market, and committing them to the behaviors that we have declared in the culture that characterizes us, being each time more inclusive and equitable, simpler and closer, more empathic with the reality and expectations of each of our clients.



At Grupo Bancolombia, our purpose has been the guide that has marked the approach of this vision of success and our strategic priorities, seeking to ensure our sustainability as an organization, as well as our intention to positively impact the well-being of society.

The strategy is proposed by the Steering Committee, in which the Senior Management participates, and is approved by the Board of Directors. The Steering Committee permanently monitors its evolution.

