



Purpose from the inside-out

Truist teammates' purpose connection

At Truist, our purpose is to inspire and build better lives and communities. It's embedded in the fabric of who we are. It drives our culture and guides how we make decisions. It's how our teammates show up for themselves, one another, our clients, and our communities. It's how we rally together to make a meaningful impact. And that starts with intention—person by person, interaction by interaction.



Chairman and CEO Bill Rogers sets the tone from the top, modeling and communicating purpose and the connection between purpose and performance. Purpose is highlighted in his communications, including his monthly Purpose Corner video message to teammates. Bill often shares his individual personal purpose and how it connects with Truist's—making it personal and authentic.

That's where the purpose journey starts at Truist.

Each teammate is encouraged to think about their personal *why* and is provided resources to develop their personal purpose statement. They can even share it with others if they choose as a way to learn more about one another and celebrate our diverse perspectives and motivations.

Then, each teammate is encouraged to find that same meaning in their work at Truist, connecting the dots between their personal purpose and the unique way they inspire and build better lives and communities in their role, both individually and as a team.

As teammates start making these connections, they're able to define purposeful work in so many ways. No matter their role, they see how they inspire and build better lives and communities by:

- › **Serving** our clients and providing holistic financial solutions through integrated relationship management, helping to fulfill their financial hopes and dreams.
- › **Delivering** on our promise of "Technology + Touch = Trust" with technical solutions, products, services, and an embedded risk framework to enable what we deliver.
- › **Providing** holistic benefits and teammate resources for financial, mental, physical, career, and social well-being, built on the belief that better lives start with our own teammates.

We regularly reinforce how we're collectively living our purpose by embedding purpose into everything we do. Not only do we talk about those actions, but we also track our collective impact through Purposeful Acts of Care, which helps our teammates see how they bring our purpose to life, and highlights the incredible work we do every day.

When every team and teammate fully understand how their work contributes to our purpose, we become more energized, connected, and focused on executing our work with care and excellence. We're able to deliver more for our clients. Living our purpose drives performance, and that performance means we can invest in even more ways to serve our clients and communities.

