



CITIZEN'S CHARTER

2025 (1st Edition)



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I. Mandate:

The Land Bank of the Philippines (LANDBANK) is the official depository bank of the National Government. As a government financial institution, it operates with the constant goal of financial viability, delivering on its promise of excellence with its bank offerings and public service.

LANDBANK simultaneously serves to fulfil its social mandate of promoting countryside development, helping spur credit activity and financial inclusivity for rural folks and communities. Through its commercial activities as well as developmental programs and initiatives, LANDBANK is able to strike a balance between sustainable profitability and progress for all its stakeholders, including the unbanked and unserved across the nation.

II. Vision:

To be the premier financial institution that leads innovation in pursuit of development, inclusion and sustainability.

III. Mission:

We provide responsive financial solutions and services for all Filipinos, from countryside to countrywide.

IV. Service Pledge:

We commit to:

1. Help customers grow by putting them first;
2. Listen and understand customer needs;
3. Value customer feedback/voice and ensure they are at the heart of everything we do;
4. Explore ways to efficiently address customer needs and requirements;
5. Deliver quality, accessible, reliable products and services that help achieve financial goals;
6. Take ownership and pride in what we do;
7. Act promptly and deliver what is promised;
8. Delight customers by exceeding their expectations;
9. Consistently base our performance on the highest standards of ethics and excellence; and
10. Serve with competence, professionalism, and utmost respect at all times.

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