

Wells Fargo CEO Tim Sloan Announces Six New Long-Term Goals and Provides Update on Rebuilding Trust Actions
Tuesday, March 21, 2017 07:23:00 PM (GMT)

Sloan also previews new brand platform and national advertising campaign entitled "Building Better Every Day"

Wells Fargo & Company (NYSE: WFC) CEO Tim Sloan today hosted a companywide town hall meeting in which he introduced six long-term goals and provided updates on the company's ongoing work to rebuild trust. Sloan also previewed for team members a new "Building Better Every Day" brand platform and national advertising campaign. The Orlando meeting was broadcast live to all of Wells Fargo's team members globally.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170321006467/en/>

"We're making things right for our customers and our team members. We are fixing problems, and we're building a better bank for the future," Sloan told team members. "As we rebuild trust, we will reintroduce to our stakeholders what our Wells Fargo bankers have always been known for, and that's helping our customers to succeed financially." A transcript of Sloan's remarks is available with the source version of this press release on BusinessWire.com and is available on www.wellsfargo.com/stories.

During the meeting, Sloan unveiled six new long-term goals for all of Wells Fargo. The goals entail becoming the leader in the following six areas:

- Customer Service and Advice – provide best-in-class service and guidance to our customers to help them reach their financial goals.
- Team Member Engagement – be a company where people matter, teamwork is rewarded, everyone feels respected and empowered to speak up, diversity and inclusion are embraced, and "how" our work gets done is just as important as getting the work done.
- Innovation – create new kinds of lasting value for our customers and businesses by using innovative technologies and moving quickly to bring about change.
- Risk Management – set the global standard in managing all forms of risk.
- Corporate Citizenship – make every community in which we live and do business better.
- Shareholder Value – earn the confidence of shareholders by maximizing long-term value.

Sloan also previewed a new national advertising campaign entitled "Building Better Every Day." Beginning in mid-April, the bank will roll out the campaign across multiple channels including broadcast, print, radio, online, mobile banking, and on its internal channels.

"As a company, Wells Fargo wants to build a better bank every day for our customers, for our team members, for our country, and for the world," Sloan said. "For our team members and customers, we want to create a culture that's better for you every day. For our communities, we want to help build better communities every day. The key to our success is our commitment to being better every day."

Sloan also provided an update on the company's work to rebuild trust and the actions underway to make things right, fix problems, and build a better bank. As part of that effort, Sloan announced plans this year to survey all 269,000 team members with the objective of strengthening Wells Fargo's culture. The company will use the results to develop a clear set of actions that will help it foster an ethical, inclusive, and customer-focused culture for the entire Wells Fargo team.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking,

insurance, investments, mortgage, and consumer and commercial finance through more than 8,600 locations, 13,000 ATMs, the internet (wellsfargo.com) and mobile banking, and has offices in 42 countries and territories to support customers who conduct business in the global economy. With approximately 269,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 27 on Fortune's 2016 rankings of America's largest corporations. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed financially. News, insights and perspectives from Wells Fargo are also available at [Wells Fargo Stories](#).

Cautionary Statement About Forward-Looking Statements

This news release contains forward-looking statements about our future financial performance and business. Because forward-looking statements are based on our current expectations and assumptions regarding the future, they are subject to inherent risks and uncertainties. Do not unduly rely on forward-looking statements as actual results could differ materially from expectations. Forward-looking statements speak only as of the date made, and we do not undertake to update them to reflect changes or events that occur after that date. For information about factors that could cause actual results to differ materially from our expectations, refer to our reports filed with the Securities and Exchange Commission, including the discussion under "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2016, as filed with the Securities and Exchange Commission and available on its website at www.sec.gov.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170321006467/en/>

--30-- JR/SF

Contact:

Wells Fargo & Company

Media

Mark Folk, 704-383-7088

Peter Gilchrist, 704-715-3213

or

Investors

Jim Rowe, 415-396-8216

Copyright Business Wire 2017

1.2

Industries: Professional Services, Banking, Finance, Communications, Advertising

Languages: English

Primary Identifiers: WFC-US

Related Identifiers: WFC-US

Source: Wells Fargo & Company

Subjects: Conference, Survey, Photo/Multimedia