



Our Strategy

P.06

Our strategy is to build on our core activities and strengths, to take the things we do well to the next level.

For Bank of Butterfield Group, the two areas that hold the greatest opportunities for business expansion and financial success are community banking and specialised offshore financial services.

We have identified these as our core businesses, based on their continued profitability and potential for growth. Community Banking in Bermuda, where we are a leading domestic bank, is a key operation with historic importance and future potential. The same is true in the Cayman Islands, where Bank of Butterfield is a key participant in the local economy. Our other core business is Asset Management and Administration. Over the years, we have developed the expertise and finely honed processes to manage this complex international business. We provide the highest quality service at a competitive price, offering these specialist offshore banking services to selected groups of clients in Bermuda, Barbados, the Cayman Islands, Guernsey and the United Kingdom.

In these core businesses we are continuously seeking opportunities to increase profitability by widening our client base and deepening our relationships with existing clients, by offering the right products at fair prices with personal service. It is what has made us strong and what will keep us that way.

Pictured:
Detail of the vault door at Head Office

